

# Mobile Television

When broadcasting, mobile TV requires a high level of security



Our Mobile-TV solution enables mobile operators to position with **differentiating values** and offers such as secure access to digital TV, management of menus & contents and **interactive services**

Mobile-TV (m-TV) now captivates end-users worldwide and currently represents a significant **potential business model** value for mobile operators. This technology requires a high level of security for mobile operators to act as new pay-TV players. To address this need, Gemalto proposes a m-TV solution with SIM- based Conditional Access (CA).



## At the end of the training you will

- > Understand the standards involved in M-TV.
- > Have an overview of the different solutions available.
- > Understand why the security of the smart card has to be enhanced for M-TV.
- > Understand the new business models.

## Who should attend

- > VAS manager
- > USIM manager
- > Strategic marketing
- > Project manager

### Pre-requisites:

- > GSM SIM cards

This course is held in English

## Key topics

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| <ul style="list-style-type: none"> <li>&gt; MBMS</li> <li>&gt; CAS</li> <li>&gt; m-TV</li> <li>&gt; Pay TV</li> </ul> | <ul style="list-style-type: none"> <li>&gt; DVB-H, T-DMB</li> <li>&gt; GPRS</li> <li>&gt; OMA Bcast</li> <li>&gt; ESG</li> </ul> |
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# Course Schedule

To understand the standards, the different solutions available and why the security of the smart card has to be enhanced for M-TV smartcards, a 1 day **workshop** can be organized at your premises or on Gemalto offices



## Course Schedule Abstract

### Trainees registration and training overview

#### Standards overview

- > ETSI DVB-CBMS (Open Security Framework overview)
- > ETSI 3GPP (MBMS)
- > OMA Bcast (Smart Card Profile)

#### Why the security of the smart card has been enhanced

- > The new Smart Card security features

#### Manufacturing process

### Solution key features

- > Main service protection standards supported
- > Integrated with both handsets and unconnected devices
- > High level security products to face piracy threats
- > Dynamic security management
- > Audience monitoring

### Associated technologies

- > Open Security Framework (OSF)
- > Smart Card Profile (SCP)
- > Mobile Commerce Extension (MCEx) communication protocol

### Operator / broadcaster benefits

- > Maximize returns from the Mobile TV service
- > Direct control on the TV service distribution to final users
- > Ease of deployment
- > Reduce loss from piracy (revenue leakage)
- > Reduce cost of card replacement with remote management

### End-user value

- > Watch TV anywhere anytime, securely
- > Parental control
- > Personalized and interactive viewing experience
- > Portability of rights