

Public Consultation on Digital Video Broadcasting-Handheld (DVB-H)

In accordance to Article 8 set out in the Telecommunications Regulatory Act issued by the Royal Decree No. 30/2002, and its Executive Regulations and the Telecom Sector Policy, TRA is in the process of developing regulation for the introduction of DVB-H Technology in the country. The backing of a single technical standard such as DVB-H seems to be at odds with the principle of technology neutrality. However In the countries that deploy DVB-T, there are natural arguments for using DVB-H as the mobile TV standard. The most important arguments are that

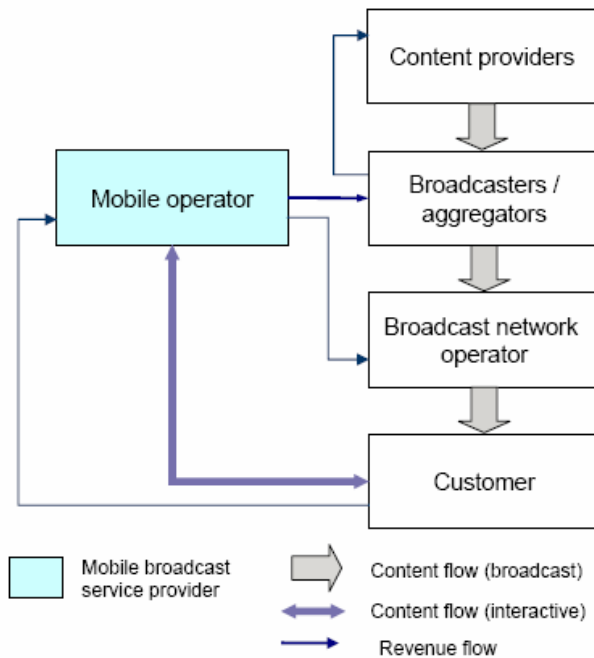
- DVB-H is backwards compatible with DVB-T, and therefore synergy can be gained in the development process;
- DVB-H uses the same frequency spectrum as DVB-T, and therefore in the post-analogue era the released resources (the digital dividend) can easily be allocated to DVB-H.

DVB-H Technology

DVB-H (Digital Video Broadcast Handheld) technology is the version of DVB-T (digital terrestrial television) adapted for mobile devices. It is a standard offered by the DVB Project for broadcasting TV and data content to handheld devices such as mobile phones, which have very specific requirements, such as low battery consumption, screen size and mobility. Since the implementation of DVB-H involves many players from Mobile Operators, Broadcasters, Content Providers, and Service distributor, there are different possible business models which can be applied when launching DVB-H service. Below are some of the business models:

1. Business models option – Mobile Operator leads

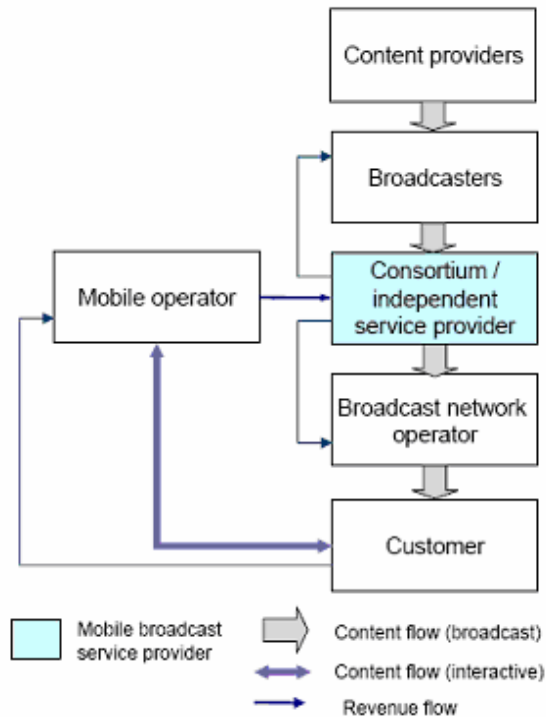
- Combined offering between mobile operators and broadcasters - operators have the lead



- Operators manage the end-to-end relationship with customers
 - Operators take care of billing, CRM, distribution and marketing of the mobile broadcast offering
 - They need to buy content from broadcasters or DVB-H channel aggregators
 - An integrated service offering on broadcast and cellular network can be implemented by mobile operators in this scenario

2. Business models option – a consortium

- A consortium runs the mobile broadcast services offering



- A third-party is set-up to by industry players to manage the service
 - it deals with broadcasters and content providers to source content
 - it collects revenues through the cellular network and distributes them between the different parties involved
 - it manages the whole service provisioning
- Customer ownership and service branding can still be controlled by mobile operators in this scenario

TRA seeks, through this Public Consultation paper, written comments from interested parties on the following questions:

1. Do you have any plan to introduce DVB-H Technology? If yes – when are you planning to implement it?
2. What type of reception (indoor/outdoor) do you think is more appropriate at initial stage?
3. Which business model serves the community's and Mobile operator's interest better and why?
4. Do you prefer other business models? If yes please specify?
5. What spectrum resource (Number of channels) do you think should be allotted in each area and per "operator"?
6. Do you think that DVB-H is the right technology to be implemented in Oman? If not what mobile broadcasting alternative standard other than DVB-H suits the needs of the Sultanate better? And Why?

All comments will be taken into consideration. The Authority is however not bound to accept any or all received comments.

Interested parties are requested when providing their comments to specify contact details including address and contact number. All comments must be received no later than **22nd of September 2008**. Replies in relation to the present Public Consultation may be submitted to the Authority along with the electronic copy to any of the following means:

By mail: P.O.Box 579, P.C. Ruwi, Sultanate of Oman

By hand: TRA Head Quarter – 2nd floor

e-mail: yousuf@tra.gov.om