



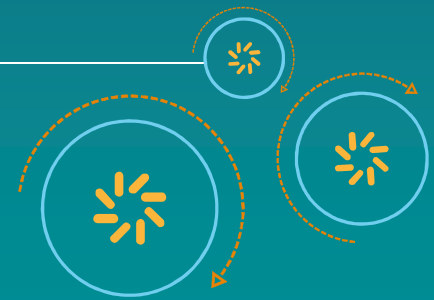
Innovation and EU's cultural policy

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Qualcomm
26th May 2016





EU Digital Agenda:
100% households with 30Mbps
50% households with 100Mbps
By 2020



Spectrum should only be used to:

- *deploy an infrastructure quickly,*
- *deploy an infrastructure cheaply,*
- *address mobility.*



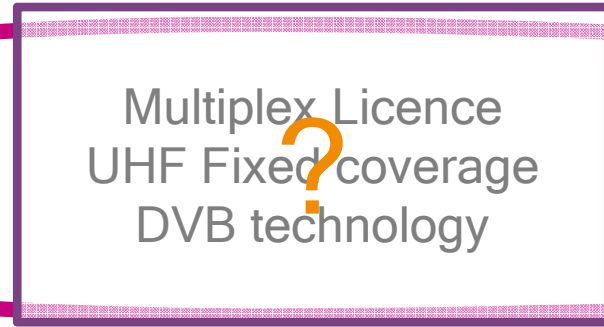
RSPG Chairman, EBU Forecast conference 2015.

DTT is one platform to deliver FTA linear TV to fixed receivers

The terrestrial TV platform

Role, relevance, future

Must carry + Content Priority



Broadcast Content
Provider

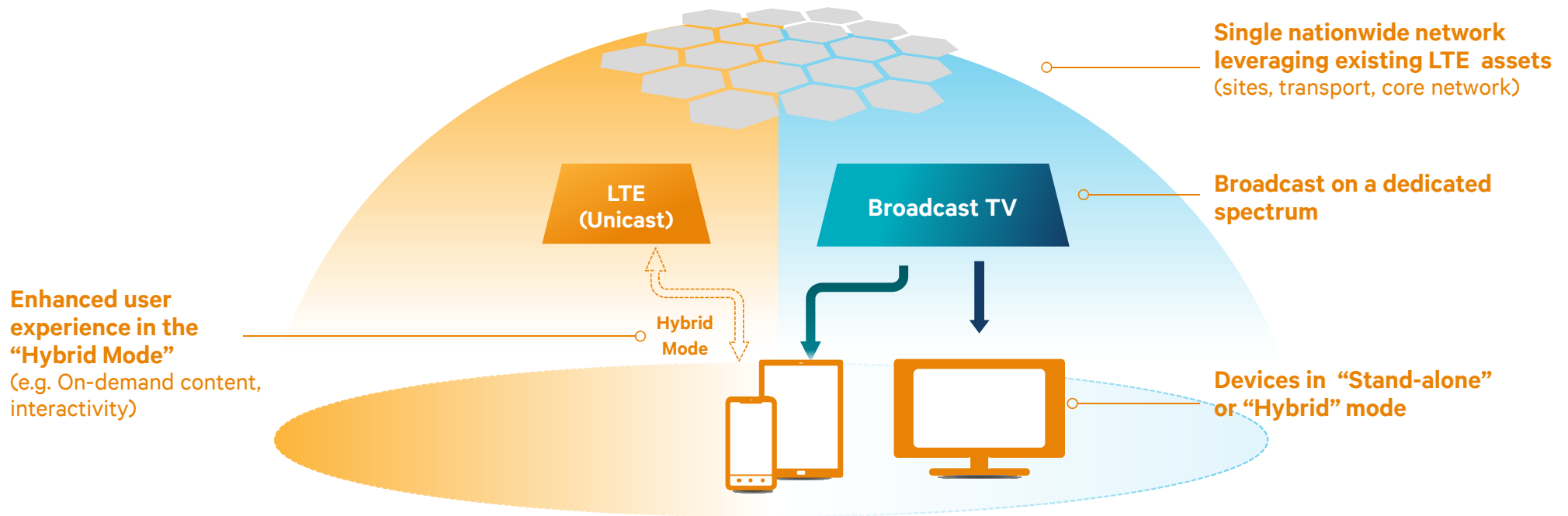
Regulator

Content creation + Editorial Guidelines

Cultural policy
DTT platform

Innovation

The alternative: fully converged TV services

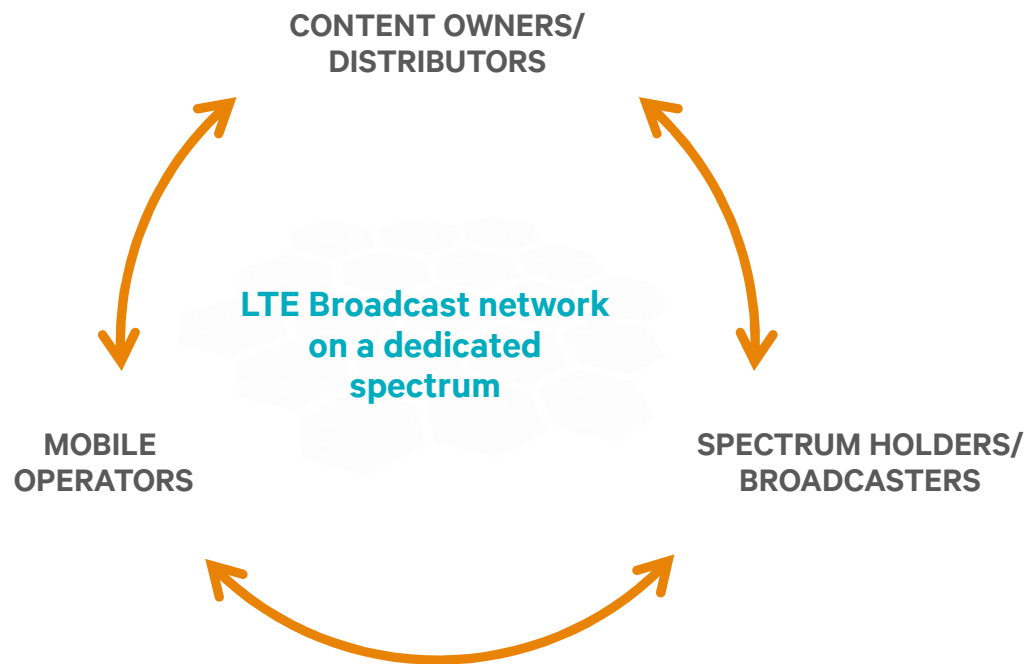


“TV is dead anyway!”

“What, another DVB-H?”

“Whatever you say/prove, it won’t ever work!”

Opens up new business opportunities



Individual/contextual advertising

Improved audience tools

Carrier billing

Interactive TV

Mobility designed content

True anywhere/anytime content

Looking at the world through the eye of a needle

Mobile Network Operators

- I cannot get access to content
- I cannot monetize my infrastructure
- Video content is killing my network



Broadcast Content Provider

- I cannot reach out to mobile devices
- I do not have a personal relationship with customers
- The network costs too much
- Any upgrade is a 10 year process



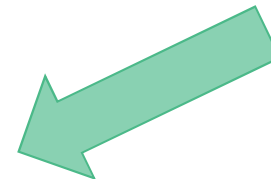
Combining assets to regain initiative

Mobile Network Operators

- Mobile grade network, latest technology
- Integrated unicast + broadcast platform
- Customer relationship + Payment platform

Broadcast Content Provider

- High quality content
- Free to air + Quality of Service
- Ability to influence demand



EU UHF Decision: flexibility or no flexibility?

The coalition of the unwilling against changing old habits

1. Flexibility-SDL has been a key component of policy discussions

- ECC Report 224
- Lamy Report
- RSPG Report
- CEPT preparation of WRC-15

2. Voices against flexibility and/or against SDL

- BNOs/Broadcast lobbyists wanting to keep the band strictly for DVB-T
- MNOs wanting the band exclusively for mobile broadband
- UK and its whitespace devices policy

3. 2023: another MNOs vs broadcasters war to the benefits of OTTs?

EU UHF Decision: 3 questions

Making sure you are not shooting yourself in the foot

Do you care about content or do you care about DVB?

SDL/Flexibility is about technology neutrality, not service neutrality

Spectrum control: the end game or a mean to an end?

Opportunity to extend the reach of EU's cultural policy

What is the realistic alternative to flexibility/SDL?

The danger of defending the past: remember MNOs and the mobile data revolution

I have a dream

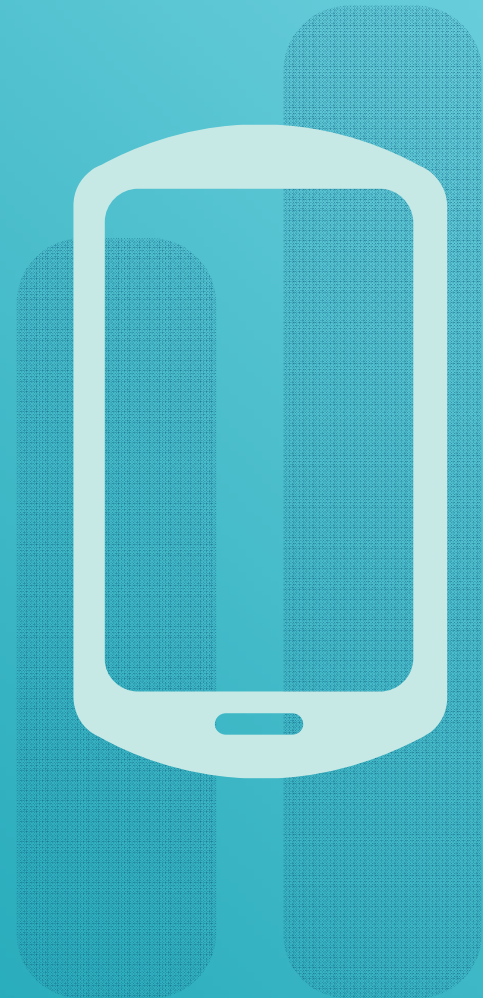
and the technology to make it happen...



EU as the most innovative media and
cultural continent.

Content fit for the digital age
delivered on state of the art network
responding to EU's cultural priorities.

Through EU's most unique and
defining value: cooperation.



If you want to make it happen with us...

And why it is already much more than a dream

1. Digital Europe as a discussion platform today
2. Economic models work - there is value for everyone to share
3. EU content providers understand that the revolution is happening
 - Online platforms
 - Online only channels
 - Do they really have a chance - long term - against OTTs?
4. Finland guidelines to its public broadcaster => redefining PSB PKIs
5. 3GPP enTV initiative
6. ETSI ISG on Mobile and Broadcast convergence
7. EU's vision of 5G for verticals

Thank you



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