

*Invitation to ISDB-T world  
One-Seg  
Handheld Reception Service for ISDB-T*

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*SET 2006 Congresso*

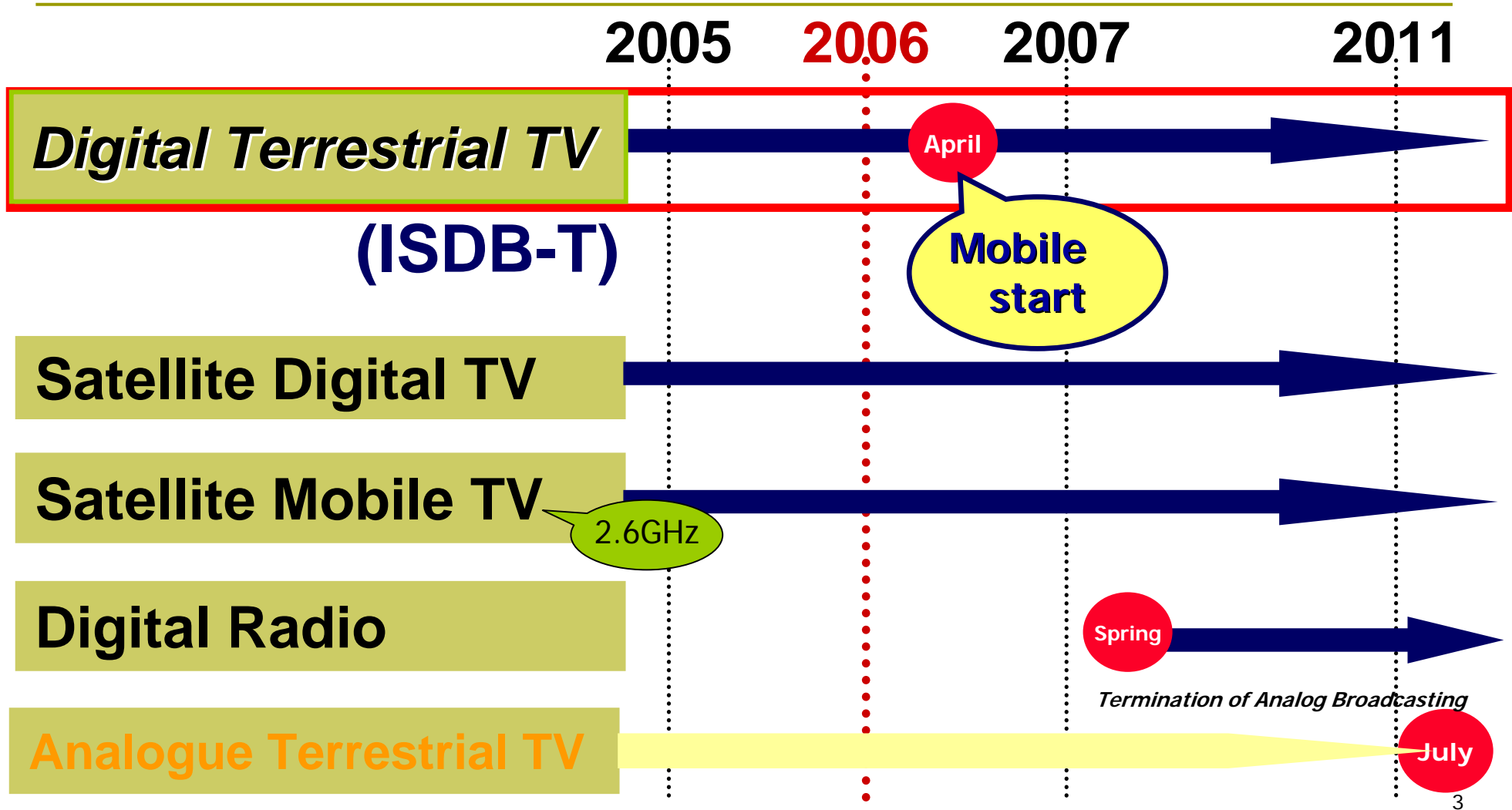
**Aug. 25<sup>th</sup> ,2006**  
**DiBEG Japan**  
**Yoshiki MARUYAMA**  
**tv asahi**

# Menu

- *Schedule*
- *Feature*  
*(Specification)*
- *Business model*  
*(Service model)*
- *Conclusion*



# Progress of Digital Broadcasting in Japan





# *Feature and Specification*

# *One-seg parameter*

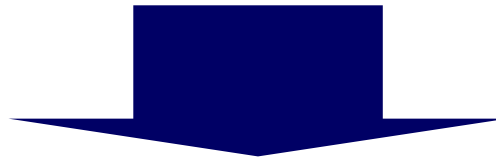
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**OFDM QPSK**

**FEC 1/2 or 2/3**

**Time-interleave 0.4sec**

**Total bit rate 312- 416 Kbps**



***Robust and wide area***

# *Data rate*

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***Video (H.264)***  
***approx. 180-256kbps***

***Audio (AAC-SBR)***  
***approx. 32-64kbps***

***Data-cast (BML)***  
***approx. 20-80kbps***

# Screen

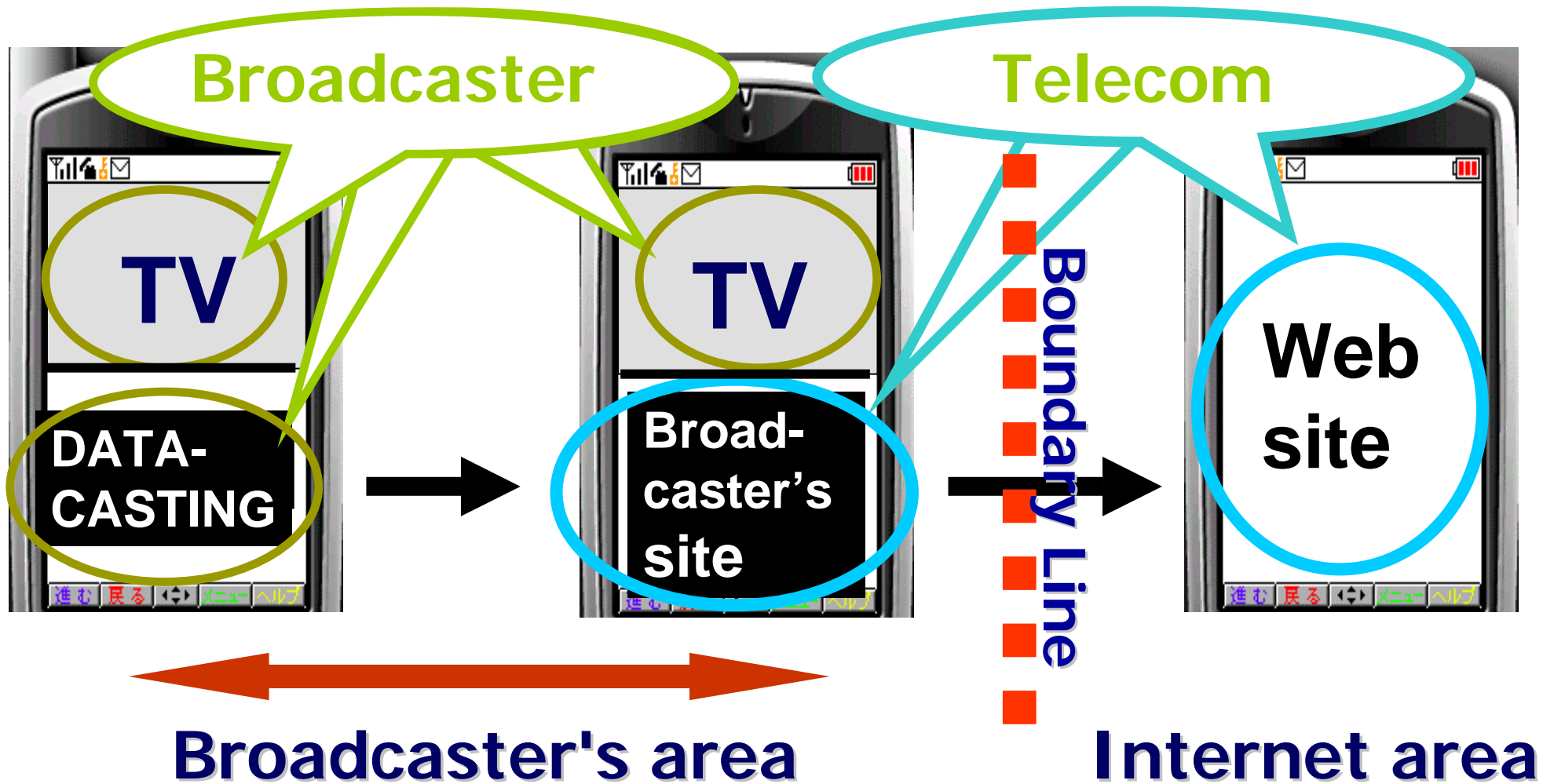


*TV Program*



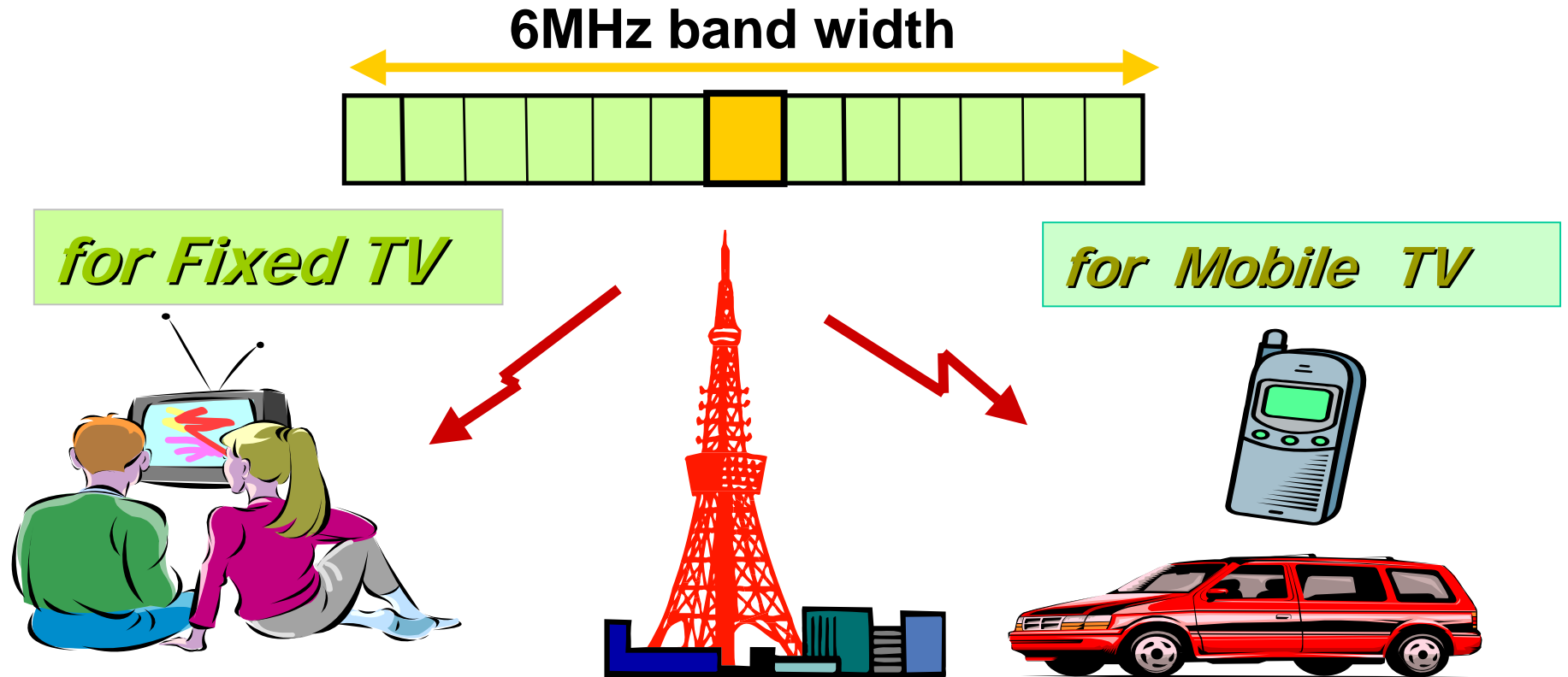
*Data-casting  
Window*

# *Boundary between broadcaster and telecom responsibility*





# *Hierarchical multiplexing*



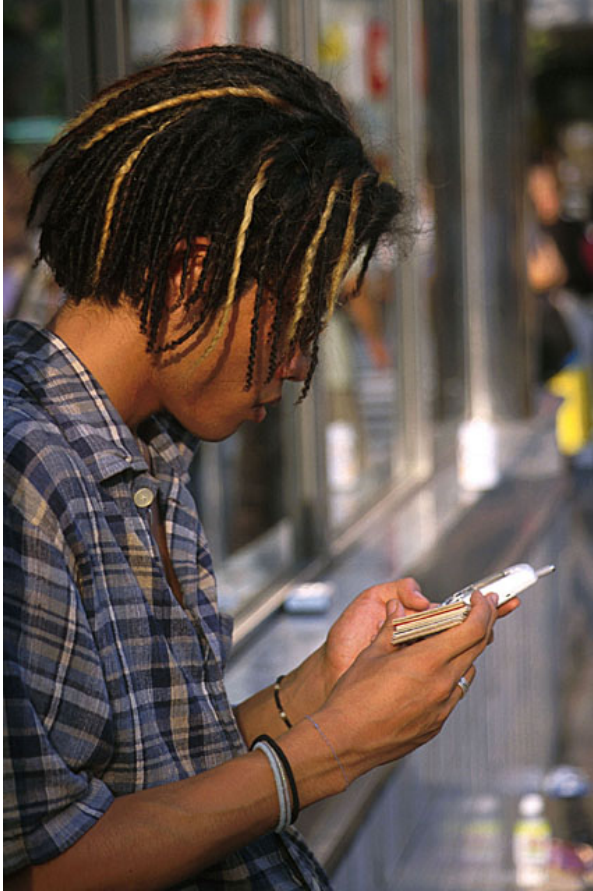
***There is no need to secure more frequency.***



***Business  
model  
(Service  
model)***

# *Viewer's interests*

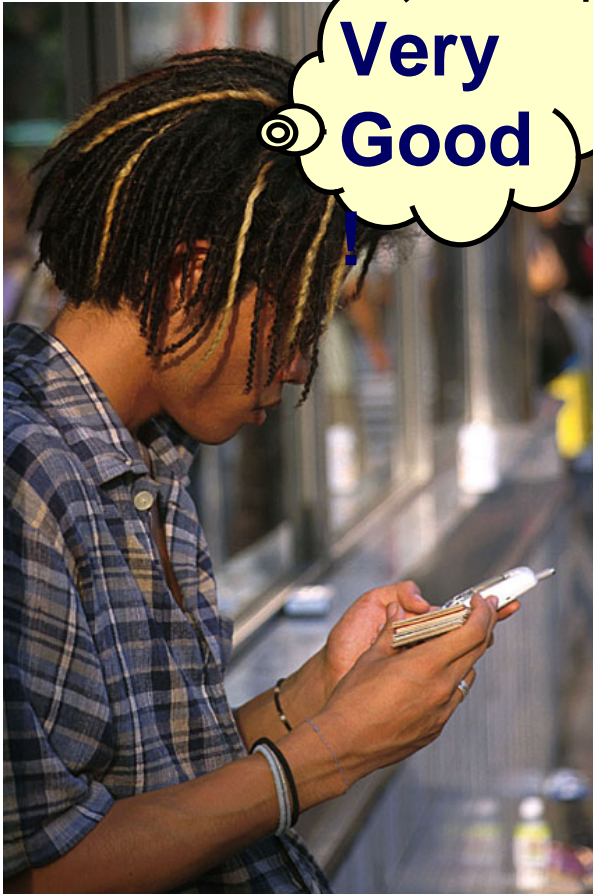
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- *Subscription fee*
- *Program contents*
- *Service Area*

# *Viewer's interests*

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**Very Good**

□ *Subscription fee*

*Free*

□ *Program contents*

*High value contents*

□ *Service Area*

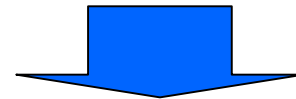
*Robust and wide*

# *One-Seg service*

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**No subscription  
fee  
High value  
contents**



***Unique without parallel  
in the world***

# ***Why we are targeting at mobile phone !***

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- 1.Overwhelmingly widespread use**
- 2.Communication function**



# *One-Seg service*

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**Collaboration  
with broadcasting  
and internet  
makes  
*New business.***

# Data-casting functions

*Jump to internet site !*





# *Value chain framework*

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*Gain more viewers*

**Broadcaster**

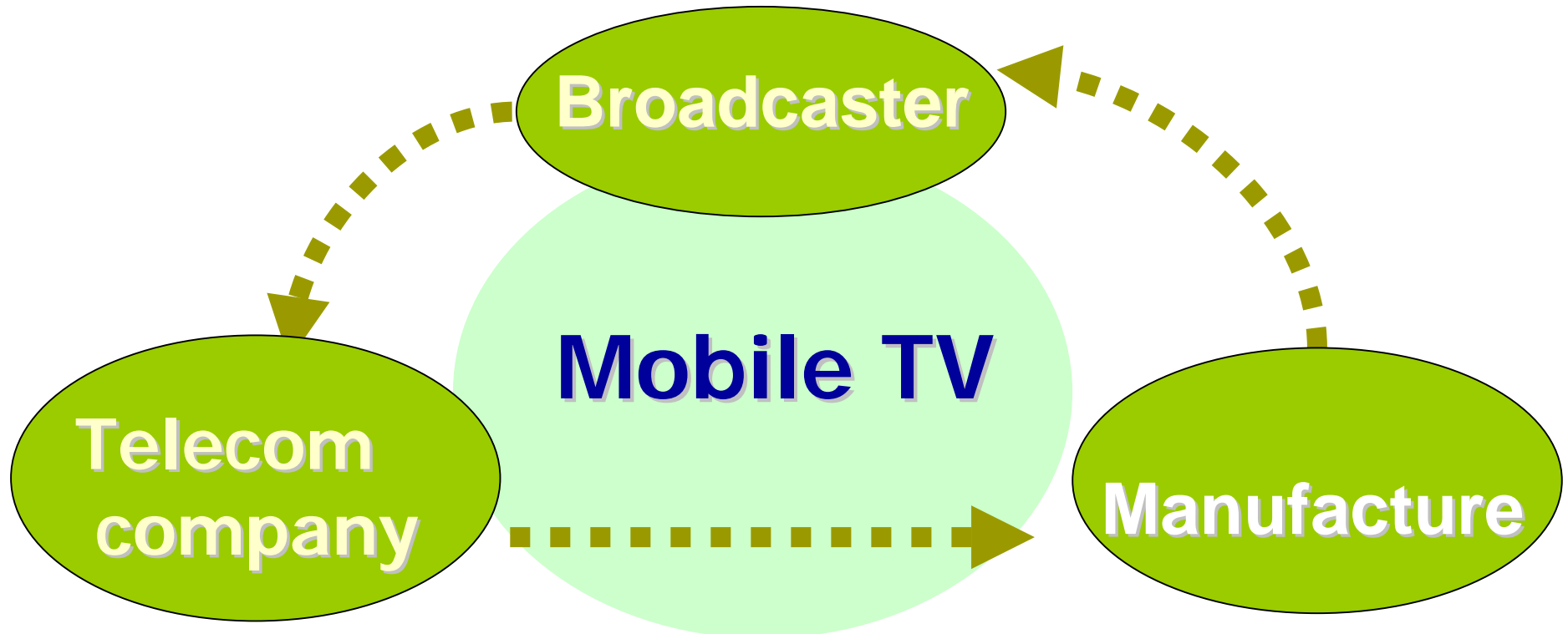
**Mobile TV**

**Telecom  
company**

**Manufacture**

*Gain more subscribers*

*Develop strong sales*



# ***Which is your favorite ?***

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## **✓ Supplementary information**

Service enables to show you supplementary information related to on-air program.

## **✓ Detailed information**

Service enables to show you detailed information such as News & sports.

## **✓ Quiz show**

Service enables to join TV program like Quiz show and to win a prize.

## **✓ Application for presents**

Service enables to apply for presents associate with CM and program.

# ***Which is your favorite ? (2)***

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## **✓TV shopping**

Service enables to purchase commercial goods associated with shopping program.

## **✓Download service**

Service enables to purchase favorite contents such as Paging music, star pictures, screen saver pictures trough downloading.

## **✓Coupon ticket**

Service enables to get coupon tickets such as grommet ,movie, book.

## **✓Local service**

Service enables to receive local information such as emergency warning, local events , notification of local government or hospital.

# *Role of Broadcaster*

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- *Make effort to gain more viewer*
  - invite brand image higher
  - possess higher reliability
  - spread merchant space

# ***Role of Telecom company***

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***□ Make effort to gain more subscribers***

- Increase more ARPU**
- Increase more revenue**

# ***Role of Manufacture***

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- ***Make effort to develop strong sales***
  - **increase revenue**

# ***Business situation in Japan***

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- Telecom owe burden share of terminal cost.**
- Subscriber is benefit low price terminal.**
- Telecom recover return costs by telephone charge**
- One-seg service drives up internet use and ARPU.**

# Tasks to win game



## ***Business model for Broadcaster***

- ✓ **Gain more viewers**
  - T- commerce
  - Pay web site

## ***Business model for Telecom***

- ✓ **Gain more subscribers**
  - Increasing ARPU
  - New Revenue
  - Attractive function for subscribers

## ***Business model for Manufacture***

- ✓ **Develop strong sales**
  - New business opportunity



# ***Conclusion***

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***One-Seg service  
develops  
new world !***

# *Latest news*

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**According to the news  
release by JEITA  
on 24 August 2006**

**One-eg receiver  
shipments achieved  
**1.2million****

# SET 2006 congresso

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*Thank you  
for your attention !  
END*

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