

T-DMB in Korea

- The Present and The Future -

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Why T-DMB? (Multimedia)

DAB experiences in Europe

- Digital audio is **not enough** to attract customers

High-quality Audio only

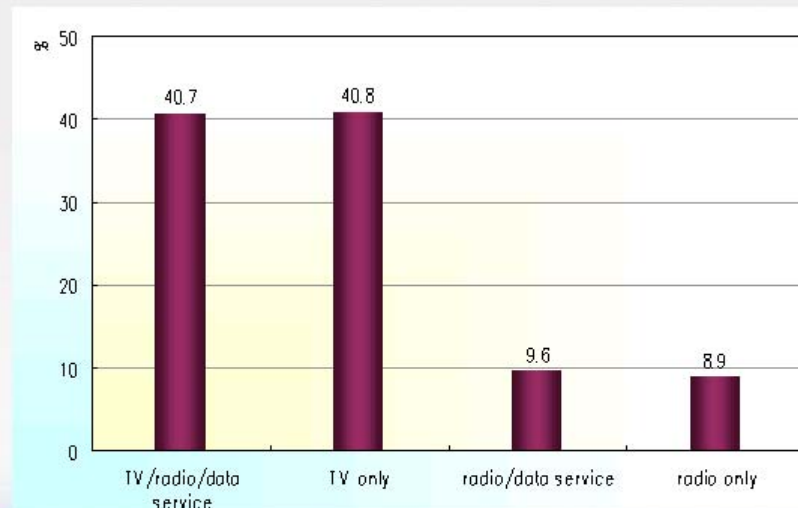
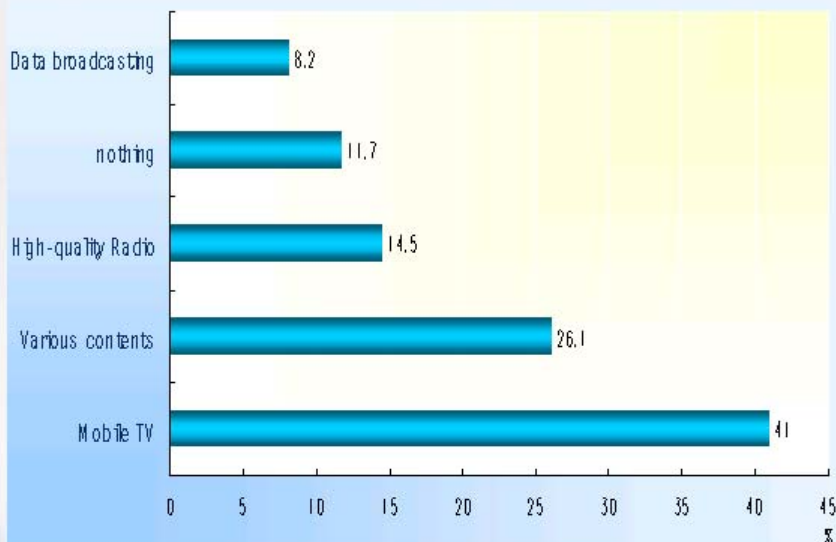
Video

DAB

More attractive Service

- **Higher willingness to pay** for devices & services

DMB (Multimedia)



Which service makes DMB attractive?
(Source : ETRI, 2004)

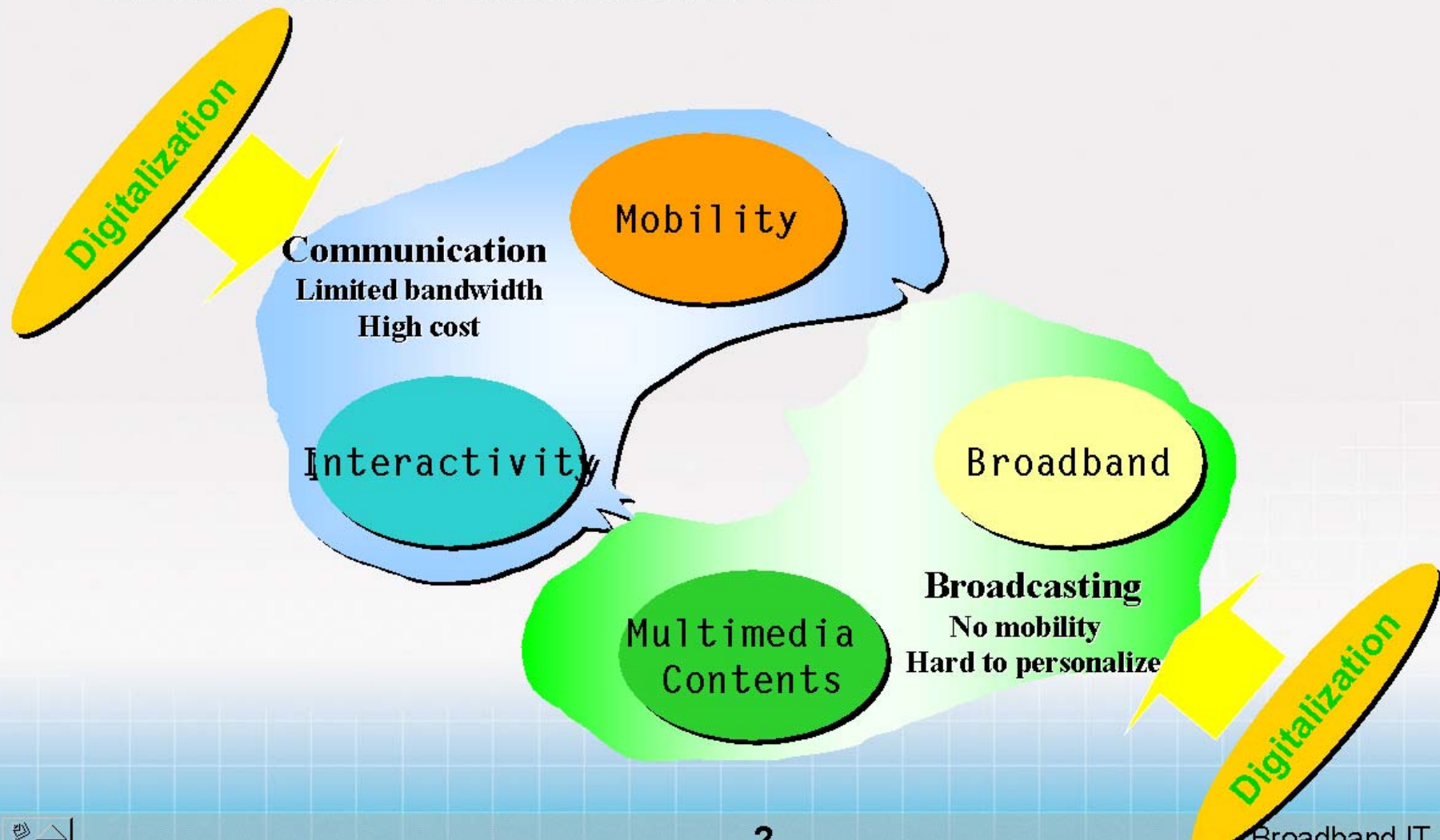
Preferable combination of functions for terminal

Why T-DMB? (Digitalization&Convergence)



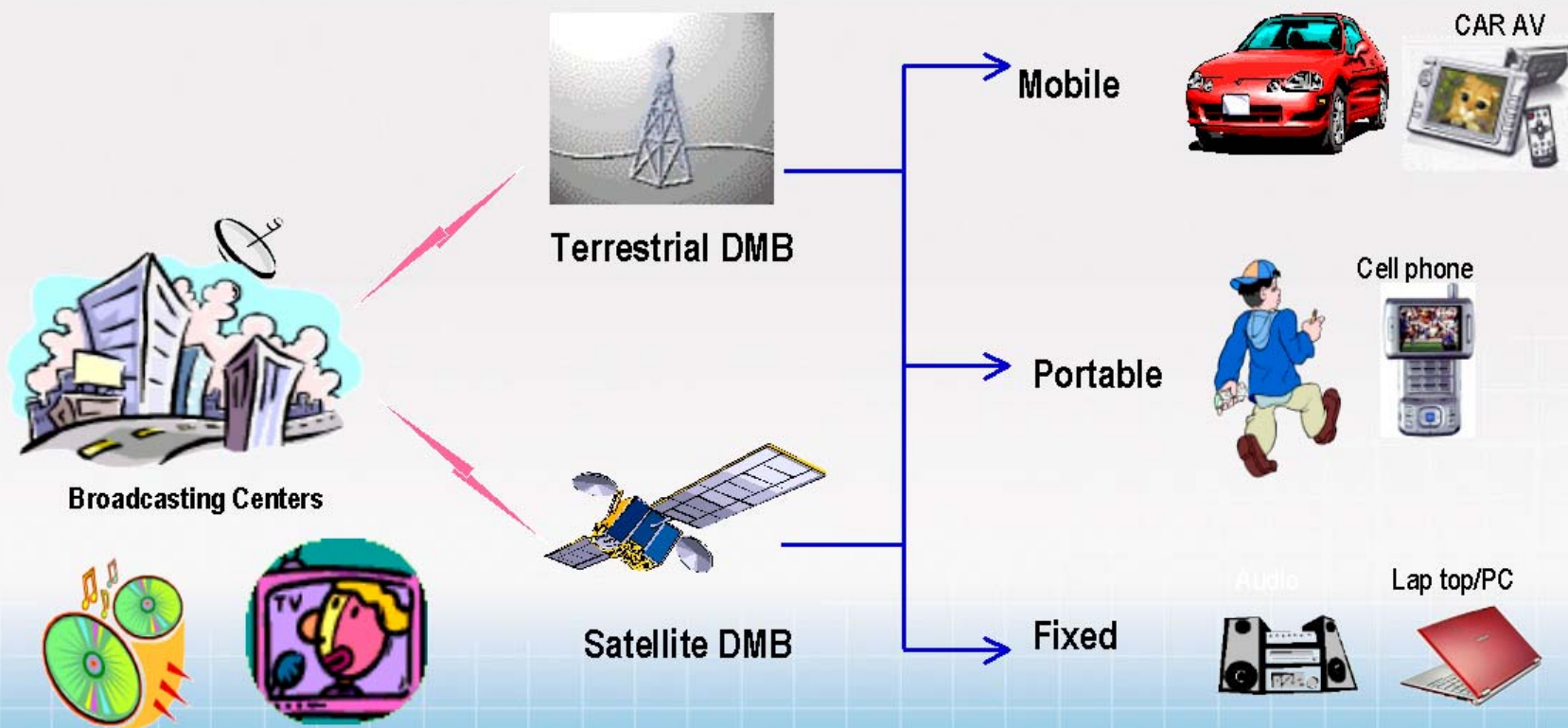
□ The advent of the era of Broadcasting & Telecom convergence

- Digitalization leads to the convergence of broadcasting and telecom, which fulfill consumers' demand for multimedia at low cost.



T-DMB Concept

- Expanded concept from DAB(Digital Audio Broadcasting) to DMB (Digital Multimedia Broadcasting)
 - ITU defines as DAB(Digital Audio Broadcasting), but Korea chose the term DMB, to reflect the characteristics of mobile multimedia broadcasting.



Transmission System



Test Tx Antenna

DAB Transmitter

Management Terminal

T-DMB Media Processor

Ensemble Multiplexer

DAB Audio Encoder

DAB system

+ T-DMB Media Processor

= T-DMB

Just adding Video Encoder to existing DAB system

T-DMB Services



Audio service

Stereo with CD quality

Video service

Video : VCD quality ('7 LCD)

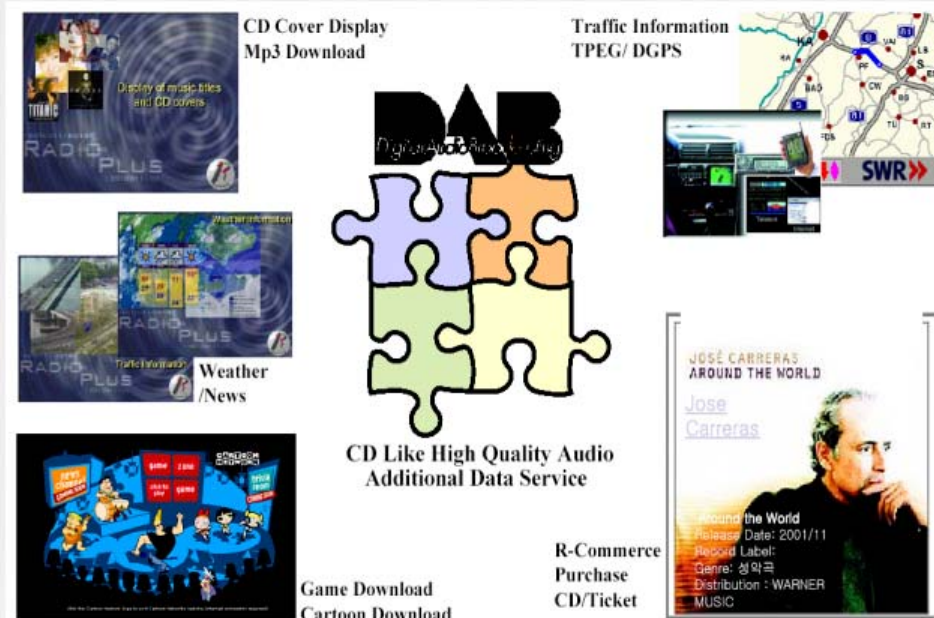
Audio : Stereo (FM quality)

Data : Text & Graphic

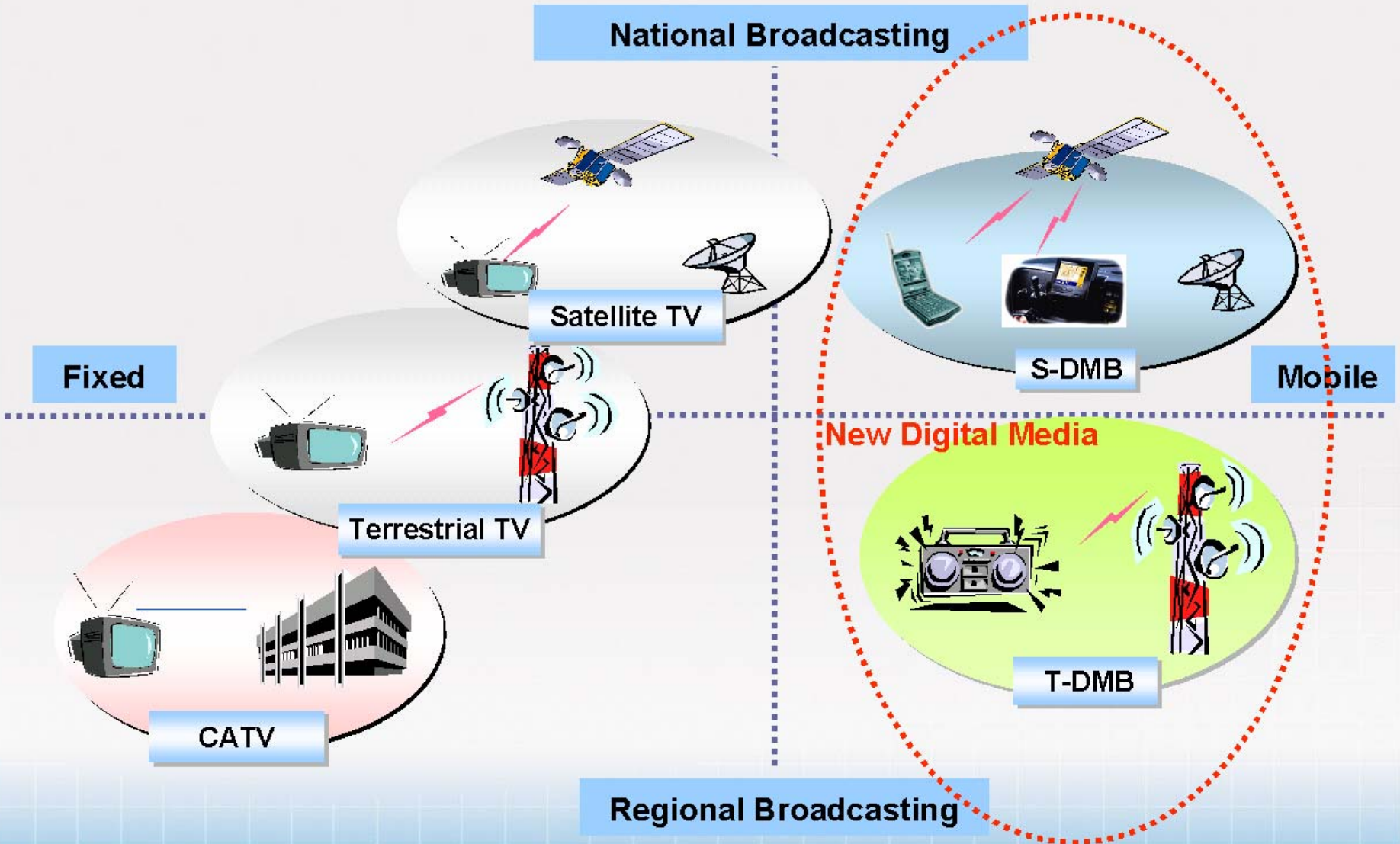
Data service

Traffic, headline news, stocks

Weather, EPG, interactive services, etc



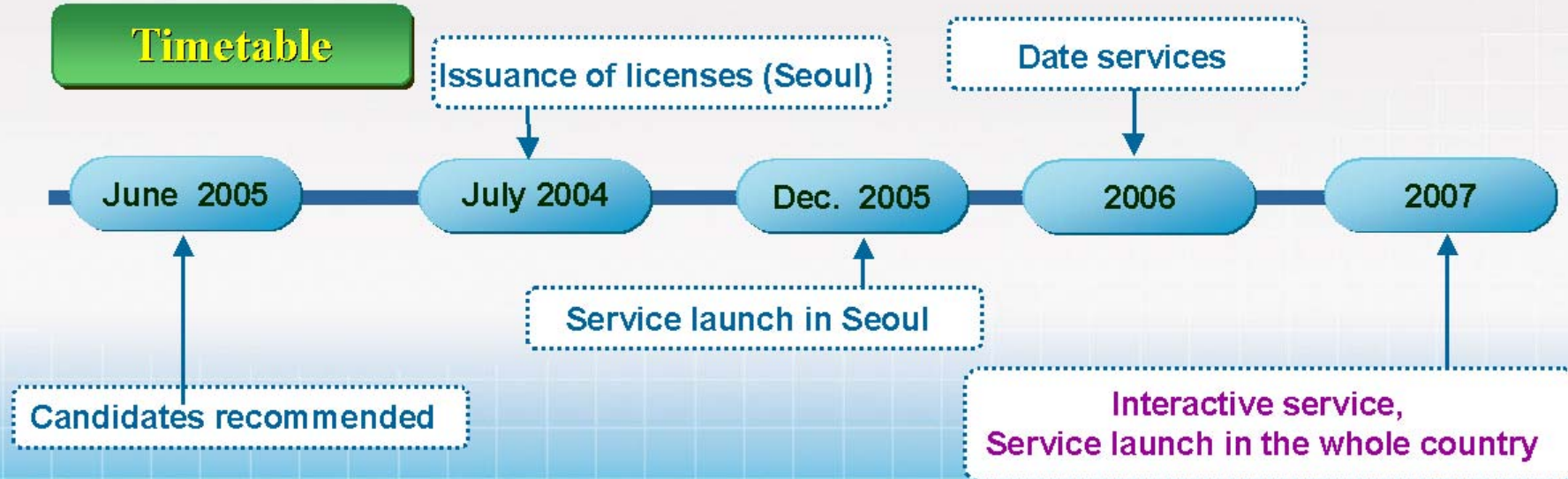
Broadcasting Structure after DMB launch



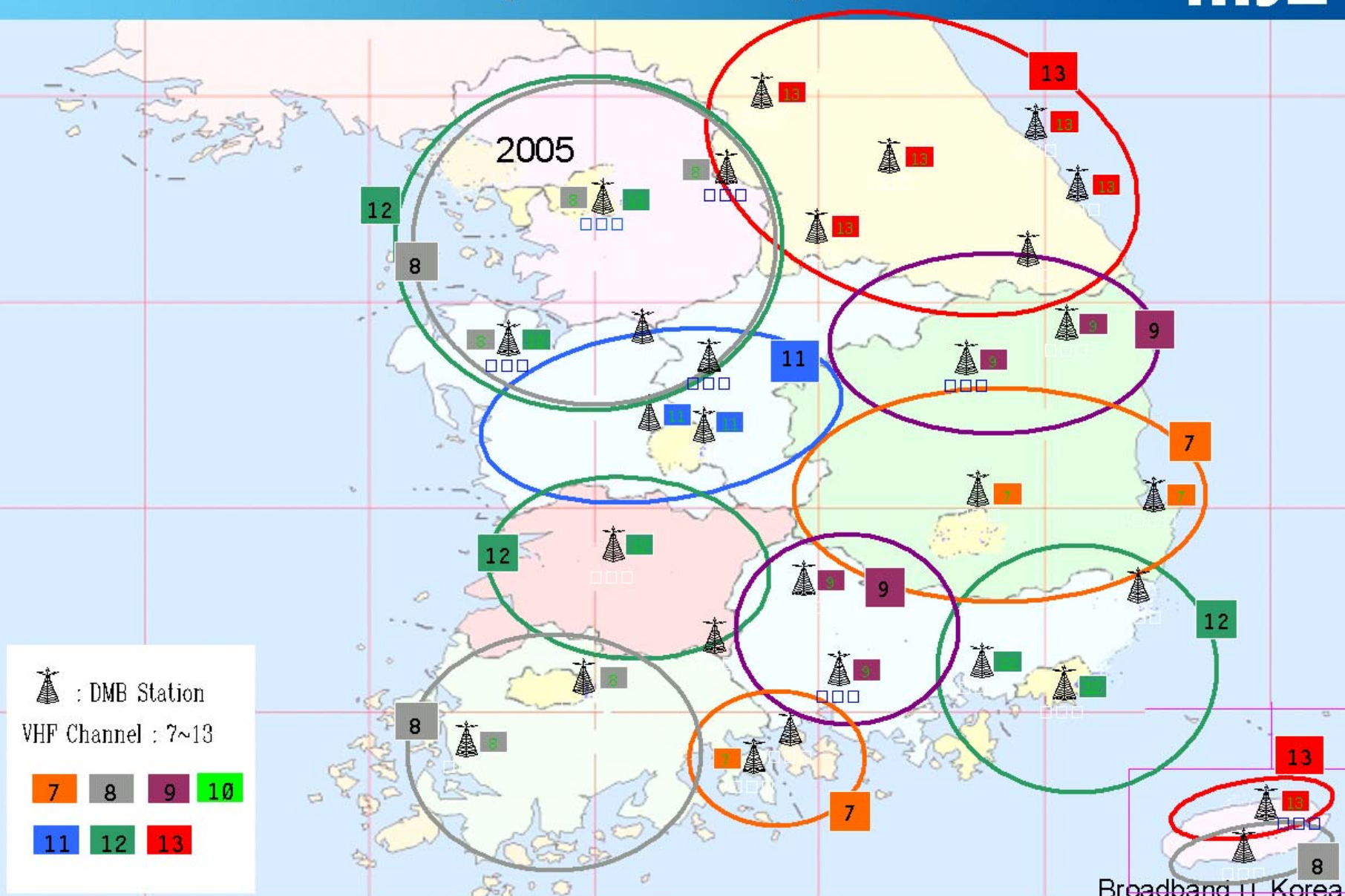
History

- ↪ 2002 : Selected DAB(Eureka-147) for DMB services
- ↪ 2003 : Succeeded in the DMB trial in Seoul
- ↪ 2004 : Revised the Broadcasting law
- ↪ 2005 : Issued 6 licenses in the Seoul Metropolitan area

Timetable



Channel Allocation(2005~2006)



Standard

- Video : MPEG-4 AVC(Advanced Video Coding) Baseline profile
- Audio : MPEG-4 BSAC
- Data service : will be decided at the end of 2005

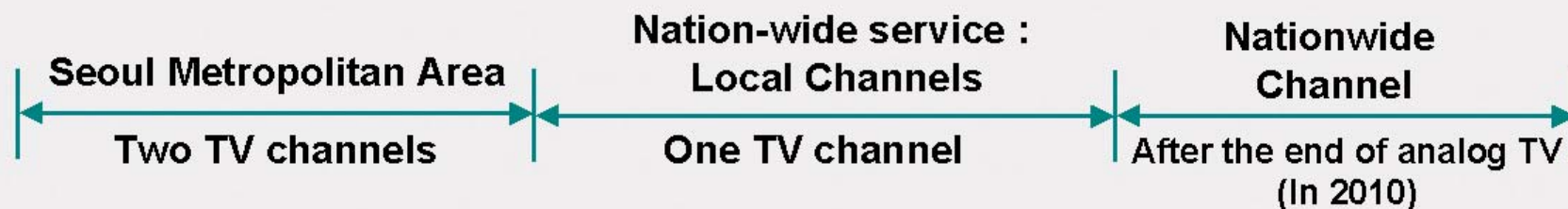
Specification

- VHF Band-III(TV ch-7~ch13, 174~216MHz) for T-DMB
 - Diffracted characteristic (reaching long distance)

Service Roadmap



Coverage



Service



CD quality music



Multimedia



Various data services, such as weather, stock, travel



Interactive services



Navigation

Licensees & Programs in Seoul Metropolitan Area

KBS

- TV : KBS-Mobile1 (GP)
- Radio : KBS-Mobile3(Music)
KMMB-R (Economics)
OZIC (Music)
- Data : KBS-Mobile5 (GP)

MBC

- TV : MBC-TV (GP)
- Radio : MBC Radio(GP)
MBN (business&economics)
Arirang (English Channel))
- Data : MBC Data (GP)

SBS

- TV : SBS-TV (GP)
- Radio : SBS (GP)
TBS(Traffic information)
KyungKi FM(local)
- Data : SBS Data (GP)
Hangyurae Data (Jobs, Education)

YTN

- TV : YTN Plus (GP)
- Radio : TBN (Traffic Information)
Satio+ (Music)
- Data : YTN Premium (GP)

KMMB

- TV : KMMB-TV(GP)
KBS-Mobile2(Family Culture)
- Data: KMMB-Data

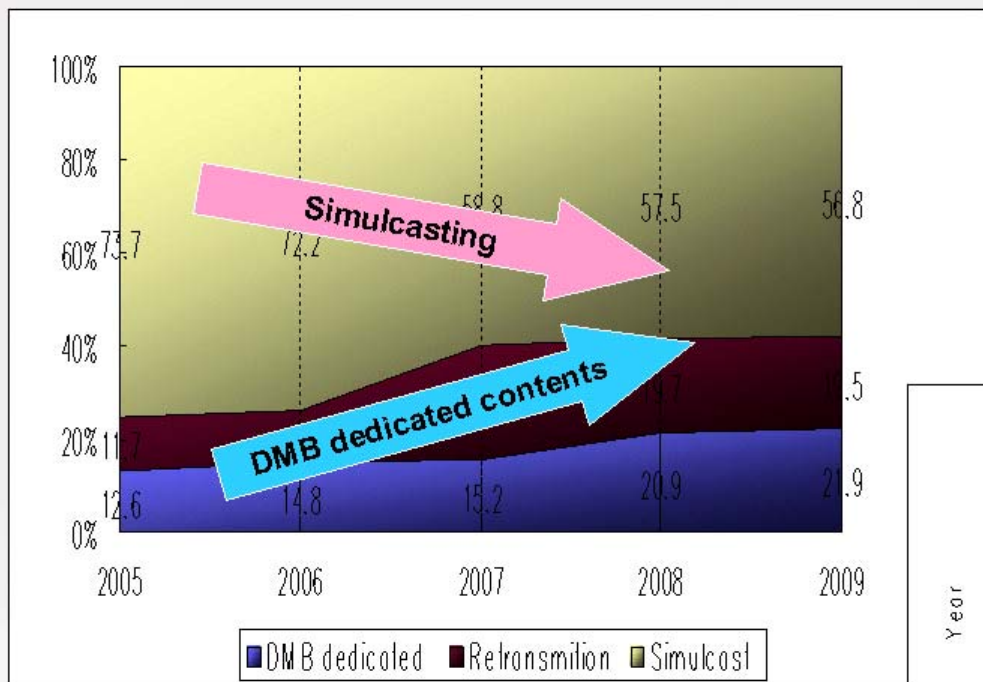
Korea DMB

- TV : K-DMB TV (GP)
- Radio : i4U (Culture)
Live4U (Music, Live Show)
- Data: K-DMB Data

- GP (General Programming)

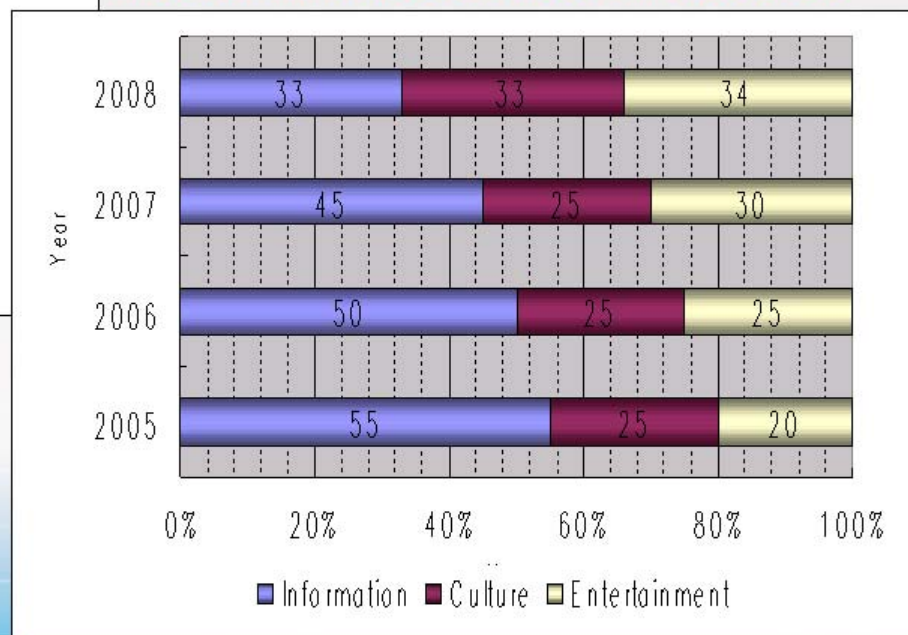
Contents Plan(1)

Contents Plan of KBS-Mobile1(Video)



DMB dedicated contents will replace simulcasting

Entertainment contents will increase



Contents Development Plan of SBS

Watching While Listening

Local DMB Connection

My Shop My Dream

Anytime Anywhere My Internet

Contents Down Load

Best Place here

Interactive Service

DMB Mileage

Diversify
Contents Type
& Biz Model

New Revenue
Sources



Market
Expansion

TTI service of YTN & ETRI



Congestion



Weather

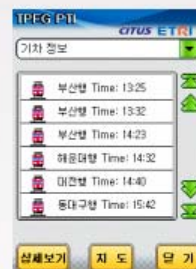


종목명	현재가	전일대비	상
코스피지수	1500	10	
삼성전자	4050	110	
SK하이닉스	20494	100	
삼성생명	4050	20	
삼성물산	2130	20	
삼성증권	9500	200	
삼성생명	10500	500	
삼성생명	3050	60	
삼성생명	5750	90	
삼성생명	8800	150	

Stock



Point of Interest



Road Traffic Message/Public Transport Interface



News (Headline/Detailed)

TTI : Traffic and Travel Information

T-DMB Terminals

Phone



In-Car



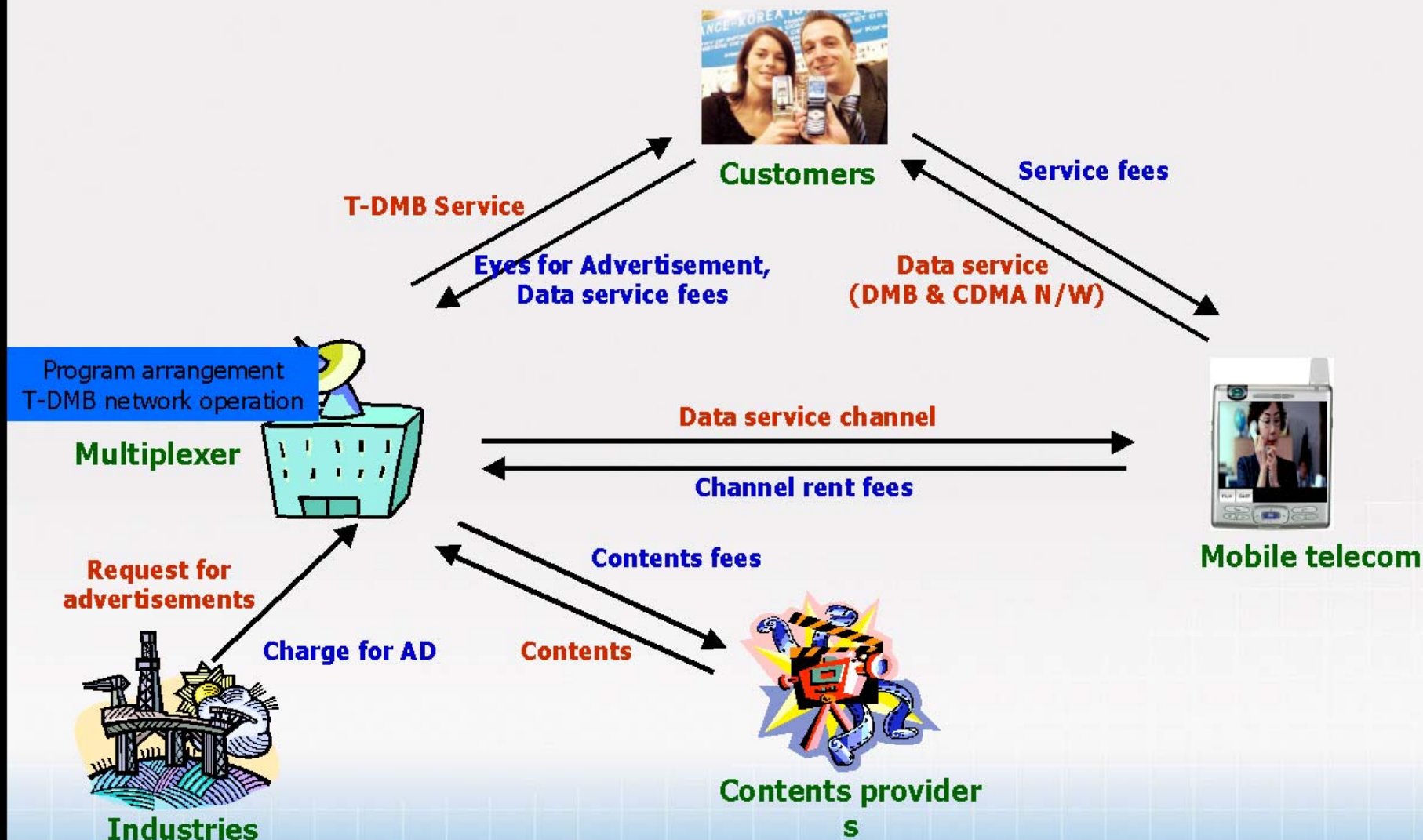
Digital Camera

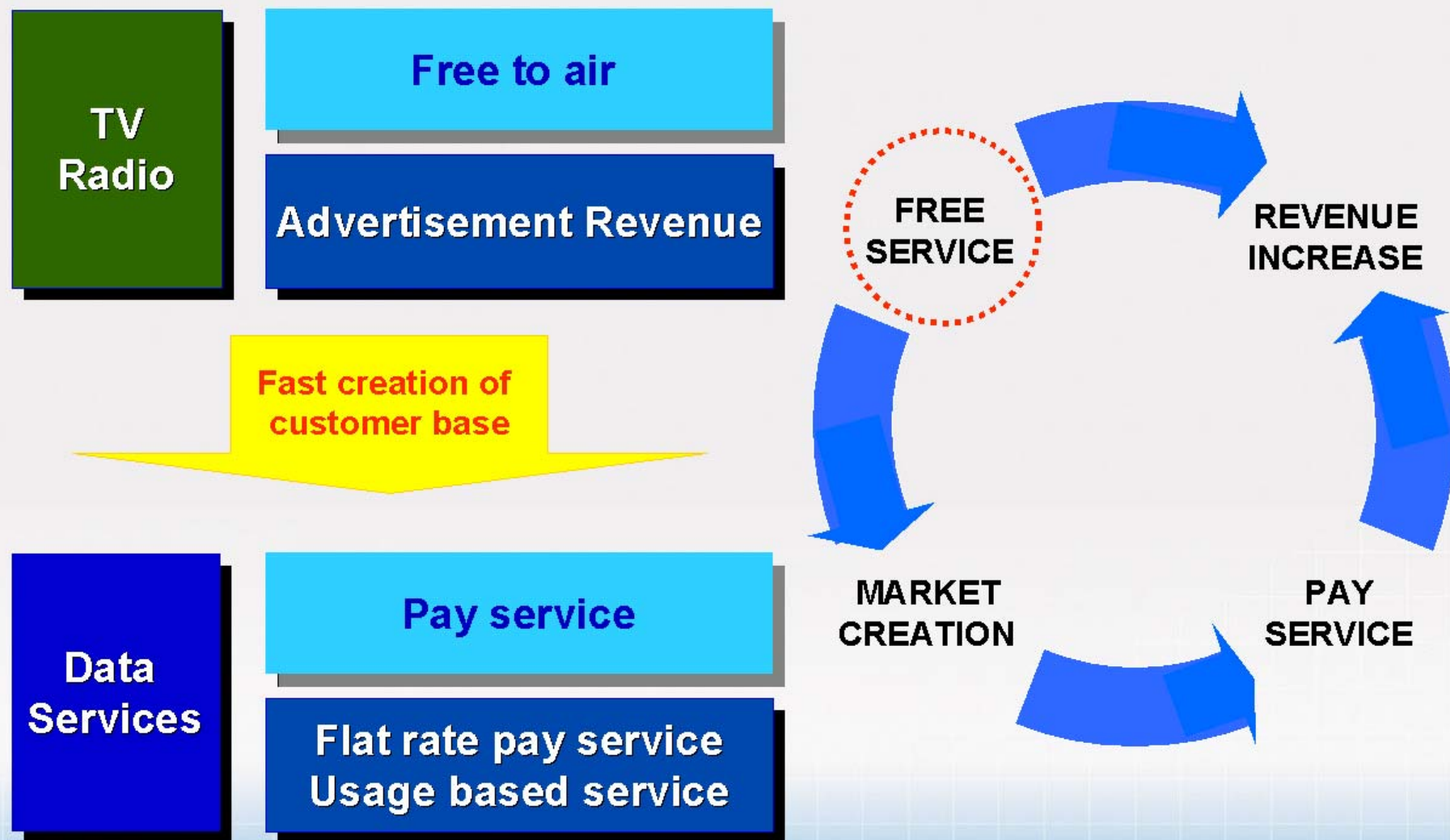


Laptop & USB



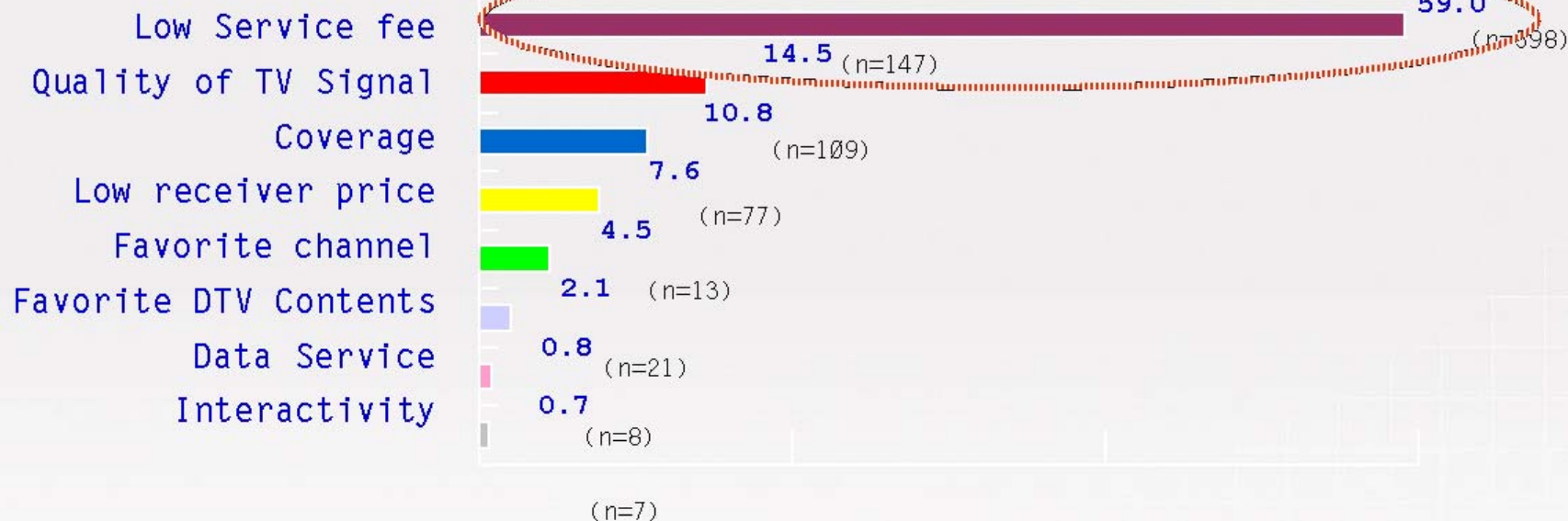
Biz Model of T-DMB





Why is T-DMB free ?

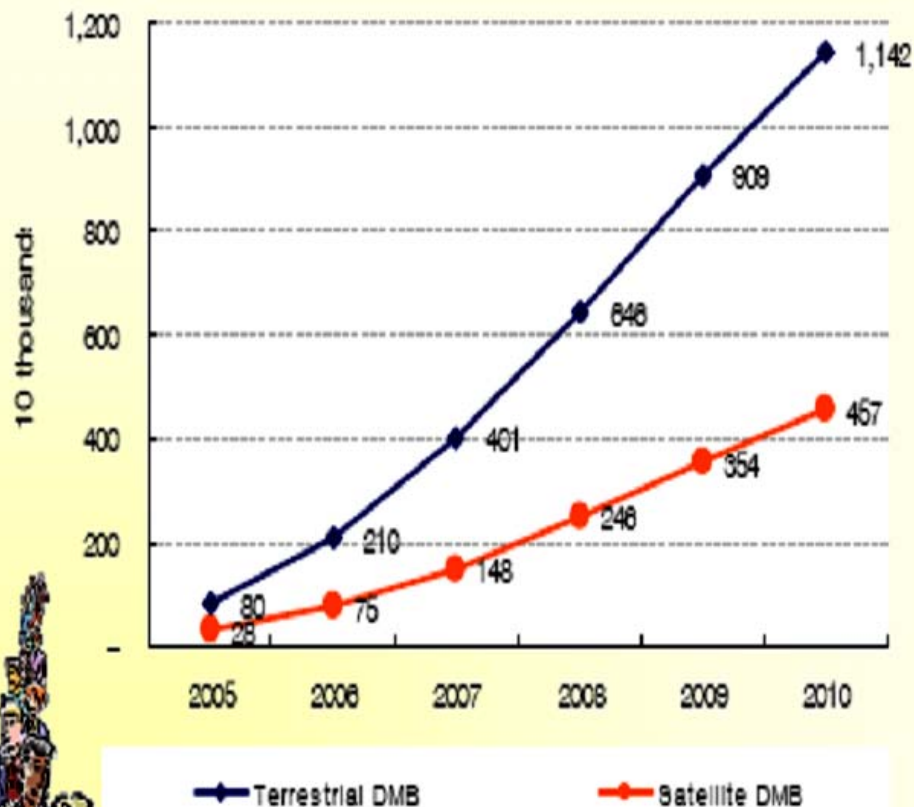
Q : What should we do to promote T-DMB? (%)>(N=1,013)



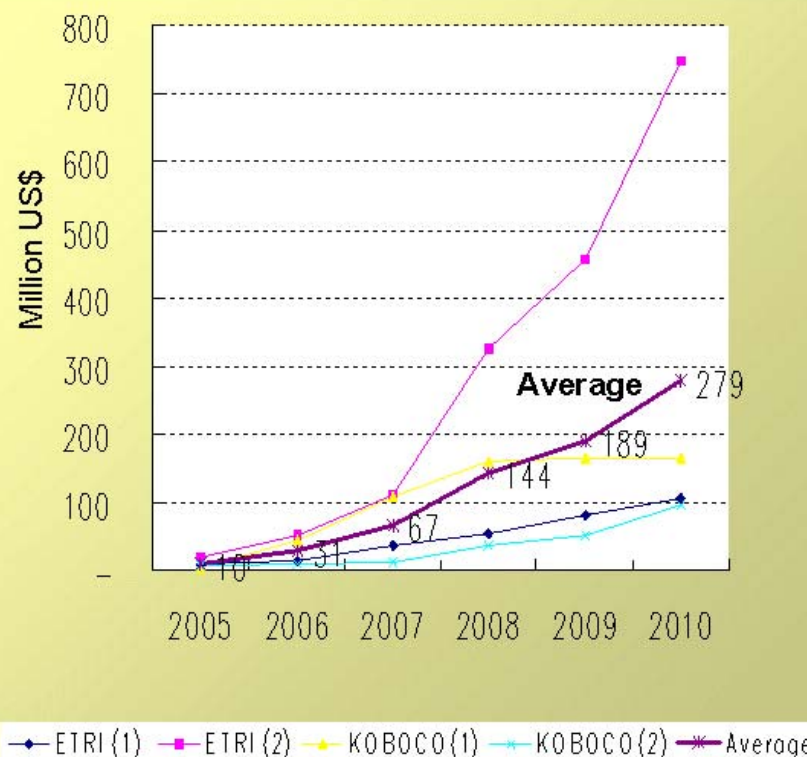
(source: ETRI 2005)

Korean T-DMB Market Forecasting

Number of Users Forecasting



T-DMB AD Market Forecasting



Thank you!