



OPEN MOBILE VIDEO COALITION

The Open Mobile Video Coalition's Technical Advisory Group (OTAG) has spent a considerable amount of time investigating the needs and requirements for conditional access of an ATSC-MH broadcast - that is, encrypting the broadcast signal for receipt by devices. It is the broadcasters' assessment that a conditional access system as referenced in the A/153 standard, OMA DRM 2.0 with Broadcast Extensions is an essential tool for contemplated business models.

As for the means of applying conditional access, broadcasters support a software only Service Protection model, specifically the one specified in the ATSC A153 standard. In order to support a variety of business models, it is anticipated that even free-to-consumer channels might use a service protection scheme. However, broadcasters believe that there are scalability issues with using the broadcast channel to deliver the required keys. Given that there are fewer and fewer unconnected mobile and portable devices in the world, broadcasters anticipate that the interactive channel will be used for key exchange.