



Open Mobile Video Coalition Releases Use Cases for ATSC Mobile DTV



The assessment of desirable use cases for ATSC Mobile Digital Television (Mobile DTV) has been created by the Open Mobile Video Coalition (OMVC) and is now publicly available. The Use Case document is intended to guide product deployment decisions about the market possibilities for mobile digital television. The document was created by two working groups of the OMVC—the Business Advisory Group (OBAG) and the Technical Advisory Group (OTAG). It represents their analysis of

various activities that a customer may undertake through mobile DTV, as well as a description of mobile device capabilities that would enable such activities.

The OMVC said "...the document is intended to help device and infrastructure manufacturers understand the possibilities and requirements for a robust mobile DTV market. It also includes features that the broadcast industry feels would be necessary to create a profitable business."

As the ATSC Mobile DTV Standard only provides for wide aspect ratio video, all mobile devices are expected to have a video "look" somewhat like the photo below.



The document describes the use cases and then prioritizes them by need and time-to-market expectations. It also identifies the key technology needed to support each case. The time to market is assessed as Device Launch, Medium Term or Long Term.

Industry experts recognize that to include the complete set of desirable functions at the time services are launched would involve including many technical capabilities. Some initial product offerings might not be able to support all of these capabilities. Priorities were placed on the use cases within the timing categories in order to provide guidance about

which functions are deemed necessary when manufacturers introduce the new devices into their product lines. The matrix of timing, priority and associated technologies are shown in Annex A of the document.

The highest priority/device launch use case involves use of an Electronic Service Guide (ESG) allowing consumers to locate and select which TV programs to watch. Basic TV program watching should be considered to include closed captioning support (as that is explicitly noted as the same "highest" priority) and audio (but a separate audio service had a lower priority). A high priority is also assigned to devices that support a return channel which would be used to get permission to watch that service from that broadcaster.

The next higher priority cases add enhancements to the viewing experience through the addition of Interactive Overlays. The overlays are described as a means to provide "popup" data related to the program, selected from a set of transmitted data. Purchase of a subscription to a service has this priority as well. One potential purchase option, which appears to enhance the advertiser supported business model, is described for passive audience measurement with a user Opt-Out that is linked to availability of content.

The report contains graphics to illustrate the cases, such as the following showing one type of user interaction – the viewer would get access to a video clip in return for providing demographic information.



Many more use cases can be found in the full report which is available at: <http://www.omvc.org/assets/docs/reports/Mobile-DTV-Use-Cases.pdf>. The OMVC invites feedback and comments online at <http://www.omvc.org/contact/>.

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