



DMF Mobile TV Trial

The Digital Media Forum (DMF) is facilitating a content and applications-driven Mobile TV trial in Dublin using DVB-H as a delivery platform. The trial is set to go live in Spring of 2007.

It will test user patterns and preferences in relation to TV type content accessed through handheld devices (principally mobile phones). The key to this trial is the emphasis on interactivity and the use of backchannels. The trial will assess the potential of different revenue and business models for content and applications providers with a view to their commercialisation.

The trial will initially use the Digital Hub Area around Thomas Street and the new DIT Campus in Grangegorman as a test bed and is looking at partnership arrangements which will allow the trial to use a larger footprint. Thirty configured handsets will be distributed on a rotating basis to users representing different demographics in the catchment area. Their use of the phones will be monitored and they will be debriefed on an on-going basis to help determine the possible commercial viability of different types of content, services and applications. Users will also be asked to specifically test certain beta applications.

Participants in the trial are:

Eircom, Ireland's largest telco and owner of **Meteor**, the fastest growing mobile operator in the country (up from 5% to 12%), who are about to take up a 3G licence.

DV4, a Digital Media Services company, specialising in Mobile Video. They provide Content Management and Encoding services to Mobile Operators and Content Owners/Aggregators. They are also developing advanced user interfaces for mobile content services.

Zamano provide billing mechanisms across all Irish and UK operators. Their speciality is in employing "compelling mobile interaction" solutions and as WAP development experts with a 3G platform in place are well placed to contribute to the creation of back channel commercial opportunities.

Silicon Software Systems (S3) designs Integrated Circuits and Embedded Software Solutions for the world's leading technology companies.

Screentime ShinaWil developed the first 'made for mobile' soap and is developing a 'made for mobile' soap to be broadcast first in the Irish market. They are particularly interested in the development of a 'made for mobile' channel. They are the company behind major



television series such as 'You're A Star' and 'Popstars' in Ireland.

Wildwave currently develops, distributes and delivers digital entertainment for multiple new media platforms. It has considerable experience in repurposing content for mobile devices.

One Productions is a creative agency and content production company working in film, music, design and advertising. The company has been nominated for three Digital Media Awards, winning one in 2006 for its short film "Close". It is developing a number of projects aimed at the mobile consumer.

Molotov Digital is currently beta testing its P2P service and content download service. Its products are geared for delivery via a variety of media.

Jam Media creates entertainment brands across all genres and platforms. Jam Media's software IP allows for the creation of personalised entertainment content. Jam have created a number of award-winning short animation and TV series such as PICME and Twisted Tales (both of which are ideal for an interactive mobile platform.)

Calico Media is a Digital Media Consultancy with particular expertise in brokering relationships between the traditional and new media sectors.

In-House Technologies services the growing needs of existing clients in the technology sector. The clients span the Telecommunications, biometrics, marine and broadcasting sectors. Extensive project management capabilities enables the company to provide turnkey solutions for their clients.

Digital Hub development Agency are the government agency who manage *The Digital Hub*, an Irish Government initiative to create an international centre of excellence for knowledge, innovation and creativity focused on digital content and technology enterprises.

Dublin Institute of Technology are currently involved in (ICING -Innovative Cities of the Next Generation) where they will be developing a range of e-government services for delivery to mobile devices. This and other projects being run through their *Digital Media Centre (DMC)* means that there are many complementary datasets and research programmes that will benefit the Mobile TV trial.

Liberties Learning Initiative is a Diageo-sponsored initiative in The Digital Hub focussed on supporting local community educational initiatives by hosting 'training the trainer' courses, providing access to a range of community focused courses and empowering the local community to implement digital media programmes in their own communities.

The Digital Media Forum is an innovation company specializing in developing and facilitating enterprise networks in the digital media industry. It has pioneered the creation of sectoral groupings such as the Animation CEO Forum and the Mobile TV Pilot Network to promote co-operation between companies with shared interests and the potential for specific synergies in joint venture opportunities. It is actively working to bring industry and academia together in joint research projects to develop leading edge commercial products and services. It has also successfully administered two Skillnets Network Training Programmes for the digital media industry and has raised significant funding to develop its enterprise training network on an all-island basis. The DMF is forging international links to create access for its network to international information, knowledge and commercial alliances.

The Mobile TV Pilot Network Trial is being co-funded by the Irish Government through Enterprise Ireland under its Industry-Led Networks Pilot Initiative.

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