




**DR**

**The battle for the 'handheld'**  
EBU New Media Forum

Chairs: Sofus Midtgaard, DR and Michael Mullane, EBU



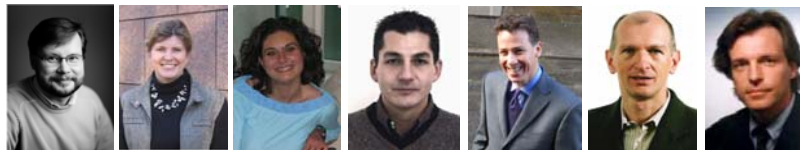
**8 key questions for the panel and the audience**

- 1. In what situation can we expect users to turn to handheld devices?
- 2. How much time will they spend?
- 3. What kind of content/genres (if any) do we expect users to turn to on their handhelds?
- 4. How much are they willing to pay – and how?
- 5. Will the terminals and interfaces meet user needs?
- 6. What distribution platforms and business models will win?
- 7. DMB/DVB-H – Will there be spectrum available, when and at what cost?
- 8. Why, when and how should Public Service Broadcasters get involved in this area?

## Mobile TV a solution looking for a problem?



## Ok – 8 questions for the panel



- Roger Johansson, Factum
- Sabine Ehlers, Independent IT analyst
- Christina Bueti & Marco Obiso, ITU
- Matthew Honey, Unique Interactive
- Gino Alberico, RAI
- Helwin Lesch, BR

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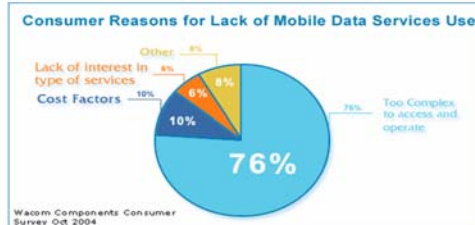
**You Tube**<sup>TM</sup> Broadcast Yourself



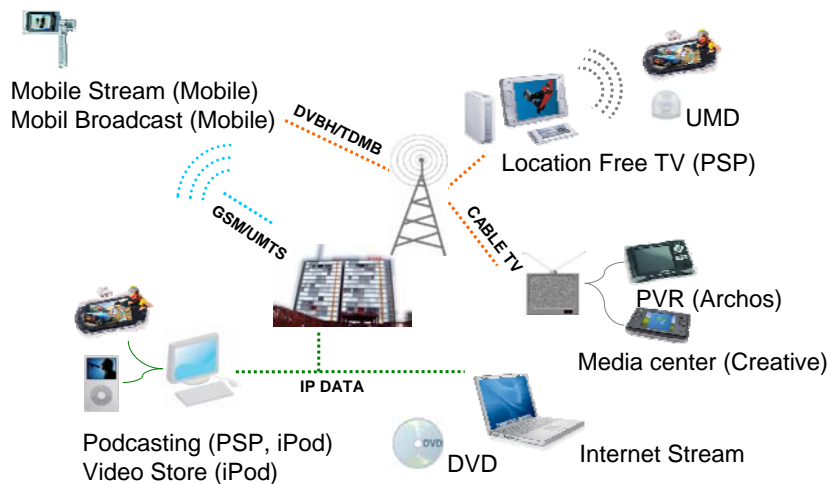
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### 5. Will the terminals and interfaces meet user needs?



### 6. What distribution platforms and business models will win?



7. DMB/DVB-H – Will there be spectrum available, when and at what cost?



8. Why, when and how should Public Service Broadcasters get involved in this area?



Hopefully the presentations will shed some light over these critical business issues!



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