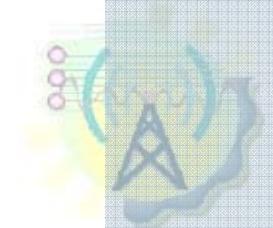


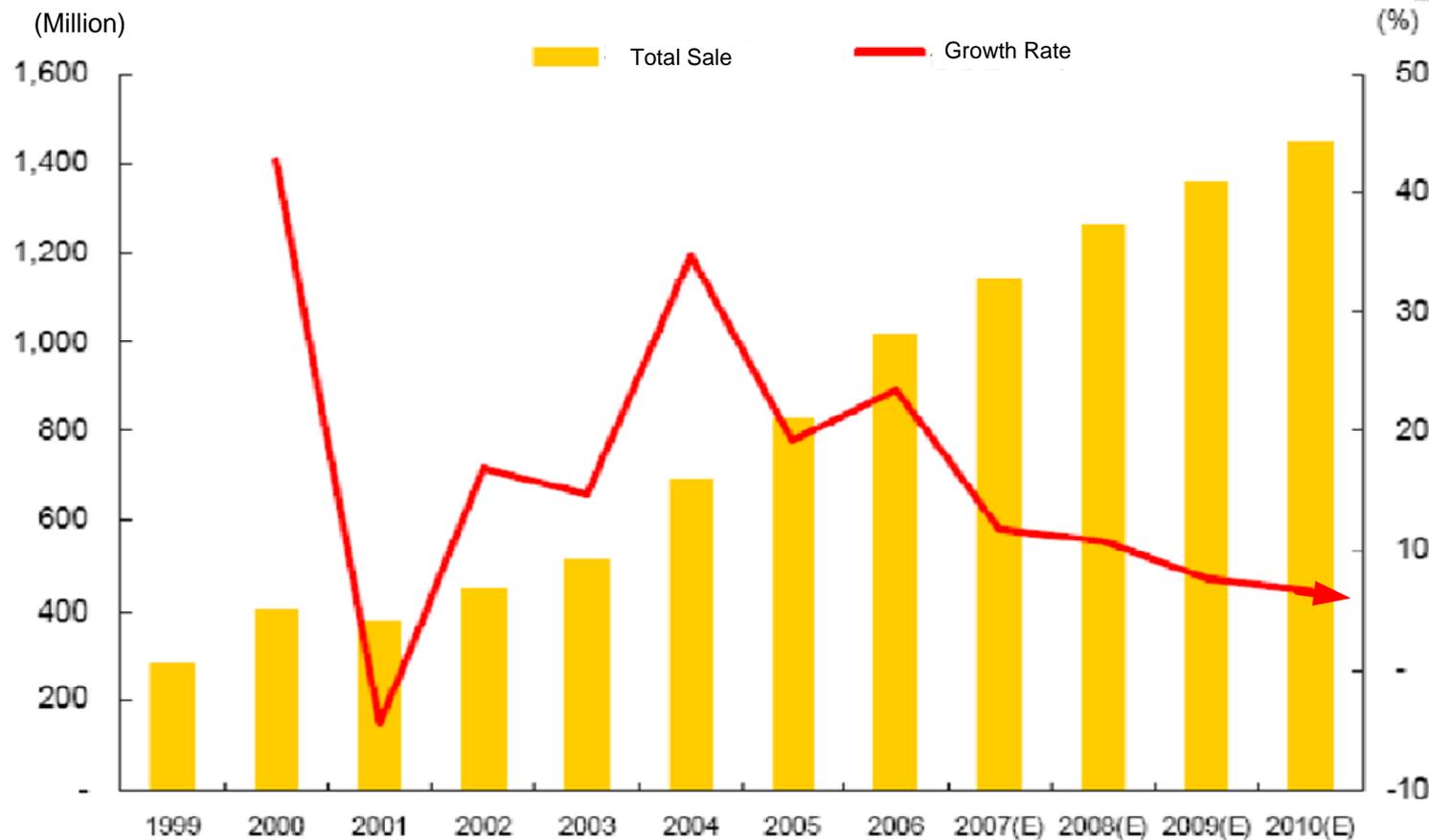
S1-080496

Personal IPTV Service

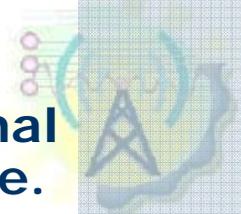
ETRI



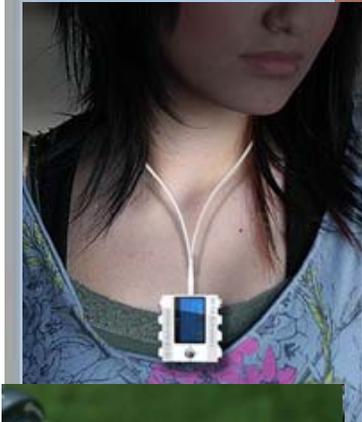
Global Cell-phone Market is Saturating



- ❖ World population is 6 billion (2008)
- ❖ So far, 1.2 billion people own cell-phone in 2008
- The growth rate will drop, unless people buy additional cellular device for entertainment, or any other purpose.



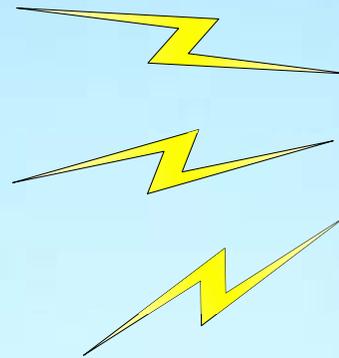
Personal IPTV is a Potential Area to Expand the Market



eMBMS Radio/Video Terminals



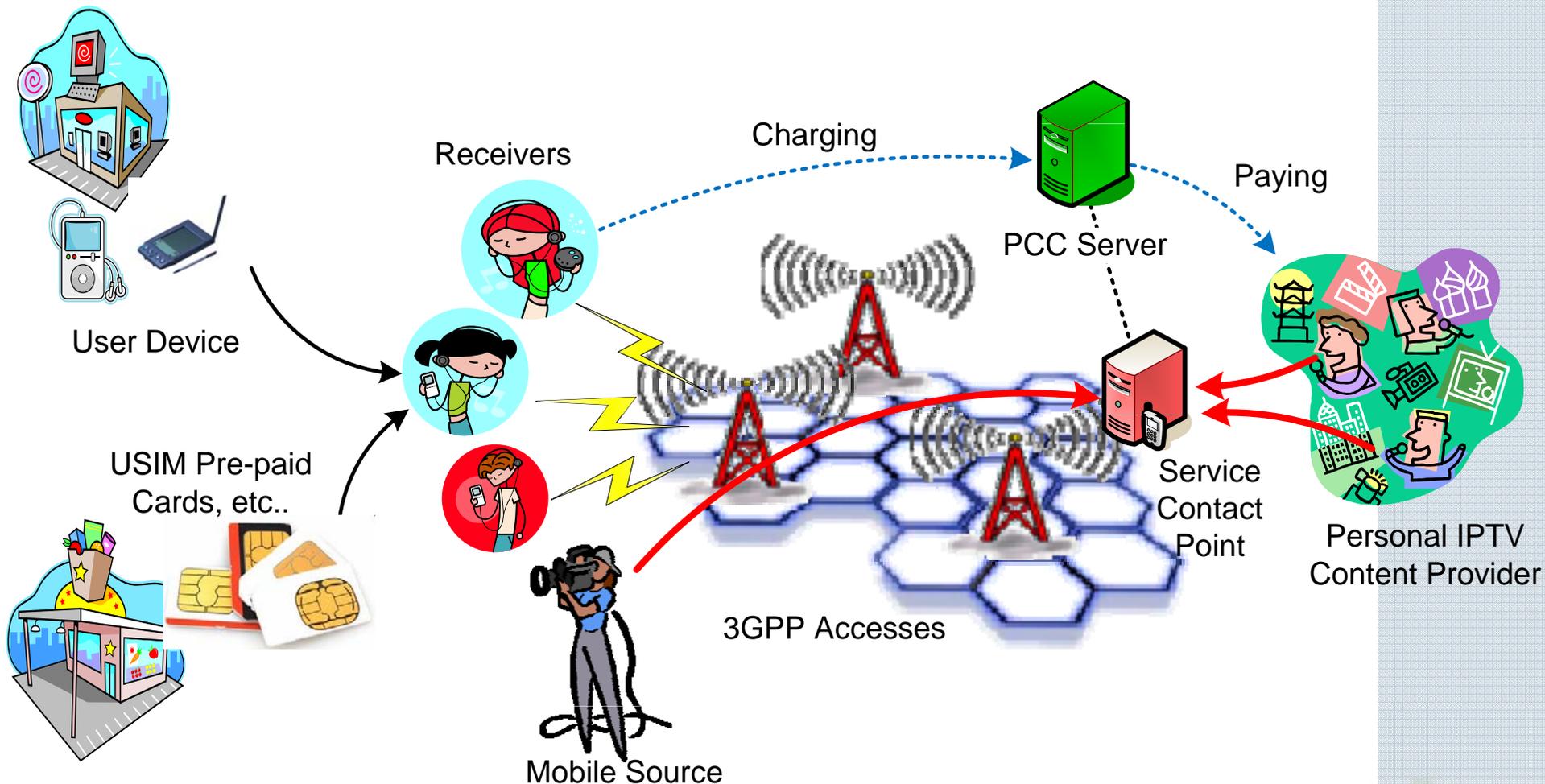
Personal IPTV Service



Thousands of Live Broadcast



A Model of Personal IPTV Service



- ❖ **Any IP user (including 3GPP UE) may provide his/her own contents**
 - Receivers of small group will actively participate in interactive live multicast.
 - Sharing the profit of the personal IPTV service with individual producer will help to improve quality of contents, and it will eventually create new market.

Difference between Mobile TV v.s Personal IPTV

	Mobile TV	Personal IPTV
Content Provider	professional organization	any IP user
Number of Channels	usually < 100	hundreds to thousands
Receiver Scale	large public	mostly small groups
Receiver Participation	passive	may active
Source control of Membership	not required	optionally required
Expected LTE Bearer	MB-SFN	single cell multicast



Conclusion

- ❖ **Personal IPTV is a new type of MBMS service enabling any IP user broadcasting on air.**
- ❖ **Thousands of diverse channels will be available**
- ❖ **Variety of dedicated MBMS terminals, such as 3GPP Car Audio, Portable 3GPP Radio, will emerge**
- ❖ **It is necessary defining Personal IPTV Service as a MBMS User Service in TS 22.246**

