Mobile Multimedia Communications 2008

Challenges, Role & Activities of an International Public Broadcaster in the Mobile Video World

Berlin, 2 – 3 April 2008
Aim of this Presentation

To bring across how we, an (international) public service broadcaster,

- approach the issue of mobile TV (or better: mobile video!)
- include it into our overall strategy and mission
Agenda

- Deutsche Welle - Overview
- The Deutsche Welle Audience(s)
- Deutsche Welle’s Distribution Strategy
- User Needs and Usage Contexts
- Deutsche Welle and Mobile TV
  - Approach & Understanding
  - Projects of Distribution Directorate
  - Services
  - Co-operations (extracts / snapshots)
  - Outlook
- Summary & Conclusions
Deutsche Welle – Overview (1)

- Germany’s international public service broadcaster
- Founded 1953
- Locations: Berlin & Bonn, plus bureaux abroad
- The faces of Deutsche Welle (about 1,500 staff / more than 60 nationalities): Multilingual und multicultural

- DW offer in total: currently 30 languages
At Deutsche Welle we produce:

- High quality video, audio & text content (TV, Radio & Online)

in order to provide true added value and (public) services to audiences
The Deutsche Welle Audience(s)

- **Primary target groups:**
  - Opinion formers worldwide
  - People living in markets with restricted access to independent, impartial information
  - People interested in Germany and German topics and wanting to learn the German language
  - People interested in Europe and European affairs

- **Geographic focus regions:**
  - Islamic / Arabic world
  - Central and South Eastern Europe
  - Asia

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Folie 6  
DW and Mobile Services
User Needs and Usage Contexts – General Trends

- Trends regarding content development and content usage:
  - personalised
  - on-demand
  - non-linear
  - interactive
  - user-generated
  - multi-plattform
  - mobile…

Consequence:
- Stronger personalisation / addressing user needs and available devices (and capabilities)
- Need to (permanently) adapt / change
- Breaking up of traditional boundaries
- Multi-platform / multi-playout approach
Deutsche Welle’s Distribution Strategy

Framework determined by:
- Target groups and respective contexts
- Technical possibilities / developments (distribution methods, platforms)
- Respective market situations
- Media usage in the particular target market(s)
- Competition in the particular target market(s)

>> Overall: Multiplatform strategy
>> No “one size fits all”, but adapted to target groups / regions and possibilities

Credo:
Develop and deploy the optimal media mix for each target group / target region and reach target audience with relevant content on the most suited platform(s) via the best-suited distribution means as cost-effectively as possible
Mobile TV = one (of many) ways to get video content to users

For DW, Mobile TV comes in various guises:
- Mobile streaming
- Mobile broadcasting (e.g. DVB-H, DMB)
- Mobile downloads (e.g. podcasting)
- Multicasting (e.g. MBMS)
Ideally: DW content is available on all mobile platforms via all available distributions means (“greatest possible reach”).

Technology (and standards) = merely a means to an end.

However: different technologies mean different business models, distribution and usage opportunities, e.g.

- independent vs. in partnership
- paid-for by provider vs. paid-for by consumer etc.
Deutsche Welle and Mobile TV – Mobile Projects of DW’s Distribution Directorate

- M-CAST (Mobile GPRS Multicasting)
- C-Mobile & C-CAST (Mobile TV via MBMS)
- KU-Mobile (SAT-Podcasting for in-car reception)
- Sat’n Surf (IP-based services via satellite)
- MiFriends (Mobile TV via DMB)

- Mobile broadcasting trials & demonstrations (DVB-H) at
  - CeBit
  - IFA
  - 3GSM
  - ...

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Folie 11
DW and Mobile Services
Deutsche Welle and Mobile TV - Services

- Mobile streaming via [http://mobile.dw-world.de](http://mobile.dw-world.de)
  - DW TV & DW Radio Live
  - News Headlines (1 min)
- Video Podcasting
  - of particular programmes
  - of programme elements ("made-for-podcast")
Numerous co-operations with mobile portals / content partners linking to http://mobile.dw-world.de where DW’s video streaming and download offers can be accessed via mobile.
Swedish provider Hi3G Access AB (‘tre’) provides DW-TV 24/7 to its subscribers as an à la carte channel.

Berlin-based daily.me TV includes DW TV news headlines in its content offering, available for download to mobiles via W-LAN, UMTS etc.

Currently working on the inclusion of “Made in Germany” into DW’s Vodafone Live! Offer
- Content aggregator Speedcast (Hong Kong), who supplies telcos all over Asia with content, syndicates DW video content to interested parties via its Mobicast platform
- Content aggregator Moffy (Hong Kong), who supplies telcos in 16 Asian countries with content, has DW video content in its portfolio
- Singapore: MioTV to include DW TV in its channel bouquet
- Indonesia: Telkomsel provides DW-TV English to its country-wide subscriber base
- Indonesia: Indosat Tbk provides DW-TV English to its subscribers in 10 Indonesian cities
Negotiations under way / close to finalisation with

- Rogers Cable, Canada

- Iusacell, Mexico

- Vivo, Brasil  
  (Brasil favours own standard SBDTV, which shares characteristics with Japanese ISDB-T)

- Movistar, Uruguay  
  (standards decision made in favour of DVB-H Uruguay)
Deutsche Welle and Mobile TV - Outlook

- Provide more “made-for-mobile” services

- Continue the strategy to serve as many mobile platforms as possible via different technologies (mobile broadcasting, mobile streaming, download, podcasting etc.)

- Continue the “anything goes” approach: It’s the target audience and respective situation in target market that matters!

- Reach these goals in partnerships
Getting it right!
The things that matter most:
- People
- Content
- Relevance
- Brand
Summary & Conclusions (2)

- More & more distribution means and delivery platforms emerging. This includes mobile
- Changing user needs and usage patterns (e.g. time- and location-independent access and use)
- “New” user typologies (“under 20s” etc)
  >> Mobile services play an important role here!

- Old boundaries are disappearing (on production and delivery side)
  >> Change and adaptation is necessary

- Decisive:
  - Know your customer and target audience
  - Quality, relevance and timing of content (right content to the right people on the right device at the right time)
  - Satisfy user needs and desires (or even over-achieve this)
  - Brand building / brand strengthening / brand recognition
Summary & Conclusions (3)

DW aims & goals:
- Maximise reach (and use), not maximise profits (although we have nothing against earning some supplemental income)

How to achieve this:
- Produce and distribute “content that matters” (relevance)
- Adapt to standards and technologies deployed in target market
- Do this alone and/or in partnerships

Partnering:
- Clearly aware of needs of other actors in the mobile TV value chain
- Whenever possible: willing to go along with their respective needs
- Ideally: supplement each other (DW = content provider / journalistic expertise; partner = has customer base, market intelligence, distribution relationships etc)
- Ready and eager to enter into successful partnerships to make mobile TV a success
Thank you for your attention

Questions? Comments?

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Folie 21
DW and Mobile Services