



Mobile DTV at The 2009 NAB Show

One of the highlights of The 2009 NAB Show (April 18-23, 2009, www.nabshow.com) is sure to be the incredible amount of activity surrounding developments in mobile DTV. This show represents the first opportunity for industry professionals to see the developing mobile DTV “ecosystem,” including solutions providers along the broadcast Mobile DTV value chain, from content and interactivity, to encoding and metadata, to multiplexing and transmission.

Spearheading this activity is the Open Mobile Video Coalition (OMVC), an alliance of more than 800 broadcasters whose mission is to accelerate the development of mobile DTV in the United States. OMVC, along with its members and partners, as well as the demonstrations coordinated by the Advanced Television Systems Committee (ATSC) and others, will have an impressive presence on the show floor, featuring a variety of live over-the-air mobile DTV capabilities, functional products and future services. OMVC will also illuminate the lucrative opportunity that the technology presents – unique to broadcasters – that will not only expand their services to the public, but also increase broadcaster revenues.

Saturday and Sunday at the show were filled with mobile DTV-related tutorials and presentations, including an SBE Ennes Workshop – *Continuing the Digital Transition*, an IEEE-BTS Technology Tutorial: *The ATSC Mobile DTV Candidate Standard*, and a two-part session on *Mobile Television Technology*, all part of the Broadcast Engineering Conference. Recordings of these and other sessions, with audio and slides can be [ordered on line](#). Listed below are some of the “must-see” exhibits and sessions on

mobile DTV available Monday through Thursday at the 2009 NAB Show. Exhibit hall hours are Monday through Wednesday, April 20-22, from 9AM – 6PM and Thursday, April 23 from 9AM – 2PM.



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NAB N4023

Breakfast session - Mobile DTV: The Power of Broadcast on the Go! **Monday, April 20, 2009, 7:30- 8:30AM, Ballroom A of the Las Vegas Hilton**

The OMVC Super Session panel, open to all attendees, is sponsored by LG Electronics, Samsung Electronics, Harris Corporation and Rohde & Schwarz. In this Breakfast Session, which took place this morning, attendees got the latest information on broadcaster and device manufacturer commitment to mobile, and affordable transmission facility improvements and flexible system architecture which support a variety of business models offering interactivity and advanced subscriber features. The panel was emceed by Fox Business Network anchor Liz Claman and included David Rehr, NAB; Brandon Burgess, ION Media Networks, Inc.; John Eck,

NBC Universal; Dave Lougee, Gannett Broadcasting Co.; Colleen Brown, Fisher Communications; Bob Rast, LG Electronics; and John Godfrey, Samsung.

Super Session: Mobile Video Entertainment to Go
Tuesday, April 21, 2009, 4:30-5:30PM, room S222/223

An executive panel considers revenue opportunities and discusses who will likely invest in and control mobile networks—possibilities include broadcast companies, wireless operators, cable companies, satellite operators, and newcomers such as Qualcomm and ICO. Panelists include Oliver Coste, Alcatel-Lucent Mobile Broadcast Venture, Tammy Franklin, Turner Broadcasting System, Brian Lawlor, The E. W. Scripps Company, Nandhu Nandhakumar, LG Electronics, and Scott Wills, Trifocal LLC.

Mobile Entertainment Summit
Wednesday, April 11, 2009, 10AM – 3:50PM, room S219/220

Learn about the most important developments in mobile entertainment: mobile video and TV, Apple iPhone, advertising, marketing, music, text messaging, mobile search engines, mobile communities and social networks. Discover how broadcasters, carriers, Hollywood executives and mobile entrepreneurs can use mobile platforms to generate new sources of revenues.

This is a “must attend” for those who want to understand the mobile future and get in on the ground floor. Today’s youth is texting, using their mobile phones to catch up on Facebook and Myspace, watching videos and television and buying music – and they’re doing it while or instead of watching conventional fixed TV. The Mobile Entertainment Summit will explain how you can capitalize on these mobile trends to expand your reach, improve your bottom line and find new forms of revenue.

NAB Broadcasting Engineering Achievement Awards
Technology Luncheon sponsored by LG Electronics
Wednesday, April 22, 2009, noon – 1:45PM, room: Hilton Barron Room

The television achievement award honoree is Sterling Davis, Cox Broadcasting (Chairman of the OMVC Technical Advisory Group), and the radio award honoree is Jack Sellmeyer, Sellmeyer Engineering. Cultural anthropologist Mimi Ito’s keynote speech at the Technology Luncheon will focus on the increasingly mobile media lifestyle of younger audiences and the importance of this trend for media producers and broadcasters.

OMVC Booth
Mobile DTV: Never Miss a Minute
Booth C8150

Visit the OMVC booth to learn about membership and efforts to accelerate mobile DTV deployment, plus witness the latest in this new media technology, from local and national programming to interactivity (VOD, DVR, etc.) to next-generation devices. Audience measurement opportunities will be demonstrated by Nielsen and Rentrak. Devices on display at the booth include:

- LG Electronics’ ATSC Mobile DTV Receiving Devices, including personal mobile DTV-portable DVD, and CDMA and GSM mobile phones
- Kenwood’s Aftermarket ATSC Mobile DTV In-Vehicle Video Player
- Dell Mini 10 netbook, the first laptop PC with integrated ATSC Mobile DTV capability

ATSC Pavilion
Mobile Solutions Pavilion Content Central
Booth C8546, C8546I

The NAB Show will present mobile entertainment as no other venue can – bringing together the largest global audience of media, entertainment and communications content professionals in attendance to experience an unprecedented combination of exhibits and educational opportunities, presenting a 360° perspective of the ATSC Mobile DTV entertainment business. Demonstrations include Axcera, Dell, DTV Innovations, ETRI, EXPWAY, LG Electronics, Linear Acoustic, MobiTV, Pixtree, Rohde & Schwarz, RRD USA, Sarnoff, Sencore, Sinclair, Triveni Digital, Visteon and Zenith.

Mobile Movers & Shakers

Mobile DTV will extend broadcast-quality simulcast TV to next-generation mobile and portable devices, as well as opening interactivity and application opportunities. Improved picture quality, coupled with expanded programming choices and local content, can now be distributed via Mobile DTV. At the 2009 NAB Show, local

broadcasters will be on-the-air with real content offerings, demonstrating business opportunities and end-to-end solutions emerging this year.

Some of the key players in the development and deployment of mobile DTV are on the NAB Show exhibit floor. See mobile DTV at these booths:

- Acrodyne Industries, C1336
- Axcera, C1319, C8546D
- Dielectric, C1324
- EchoStar, C6045
- Grass Valley, SL-106
- Harris Corporation, N2502
- LG Electronics, C8546F
- Rohde & Schwarz, C1933 & C8546P
- Sinclair Broadcast Group, C8546N (Additional demonstrators: Acrodyne Industries, DTV Innovations, EXPWay, Harmonic, MobiTV, Rohde & Schwarz and TitanTV)
- Triveni Digital, SU3402 & C8546Q

Radio Heard Here exhibit at NAB Show to feature FM Radio in cell phones



While you are at the 2009 NAB Show (April 18 - 23, 2009) www.nabshow.com be sure to check out the Radio Heard Here exhibit in the north hall of the Las Vegas Convention Center, booth N6138. A number of cell phones that have built-in FM radios will be on display including those with integrated FM antennas. Register for a daily drawing for either a Motorola Cell Phone with Integrated FM Radio or a Sony HD Radio.



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Tower Leasing Revenue Sessions

Tuesday, 4/21/09 – Room N238/240 – Las Vegas Convention Center

NAB Tower Leasing Program with TowerSource
Program Overview, 7:45 am – 8:45 am

Vertical Real Estate: Tall Towers Mean Tall Dollars, 9:00 am – 10:15 am