

## Abstract

Digital Video Terrestrial Broadcasting (DVB-T) allows combining broadcasting, telephone and data services in one network. It has facilitated mobile TV broadcasting. Mobile TV broadcasting is dominated by fragmentation of standards in use in different continents. In Asia T-DMB and ISDB-T are used while Europe uses mainly DVB-H and in USA it is MediaFLO. Issues of royalty for developers of these different incompatible technologies, investments made and differing local conditions shall make it difficult to agree on a unified standard in a very near future. Despite this shortcoming, mobile TV has shown very good market potential. There are a number of challenges that still exist for regulators, investors and technology developers but the future looks bright. There is need for mobile telephone operators to cooperate with content providers and those operating terrestrial digital broadcasting infrastructure for mutual benefit.

## Keywords

Broadcasting to handheld, broadcasting value chain, Digital broadcasting, mobile TV.