

# 電視手機發展現況與機會

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## 摘要

在手機上觀看電視內容是最新的一項殺手級應用，人們藉由這項服務得以隨時隨地欣賞電視內容。雖然以2.5/3G就能夠實現視訊隨選的電視服務，但其價格及影音品質尚未能滿足一般民眾。近年來以數位廣播對手機播送數位電視內容的方式逐漸興起，較利用電信網路串流的播送方式有著價格以及品質上的優勢。除此之外尚有許多新興科技可被應用在電視手機，如透過WiMax以IPTV方式播送，或是P2P TV，影音部落格以及IMS系統。目前全球有超過五種以上的商用電視手機標準，每種標準使用的頻段以及硬體皆不相容。本論文探討電視手機主要的三種商業模式，包含電信業者主導、廣播業者主導、以及由不同業者組合而成的批發模式。在這些模式中，主要的參與者包含了電信業者、廣播業者、廣告買主、數位內容提供者及數位內容匯集者。第一、二、三章將介紹電視手機的標準、商業模式及文獻探討，第四章探討內容為領先發展電視手機國家的商業模式個案分析，以及台灣、中國發展現況。第五章將探討電視手機發展的一些挑戰與困難，包含頻譜規畫、電池效能、商業模式以及政府法規。

關鍵字：電視手機, IPTV, P2PTV, IMS, DVB-H, 商業模式

# Status and Opportunities of Mobile TV

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## Abstract

Mobile TV may become the latest killer application on mobile phones, enabling people to watch live TV programs in any place, at any time. Although the existing 2.5G/3G cellular networks are capable of providing on demand TV services, the cost and video quality are still not satisfactory. Broadcasting of digital TV programs to handheld devices emerged recently, which has its advantages than using the existing cellular network. There are several feasible technologies which can be used for Mobile TV, such as IPTV over WiMax, P2PTV, and IMS. There are more than five commercial Mobile TV standards on air in the world. Each of the standards works on different spectrum and incompatible hardware. The thesis explored Mobile TV's business models which may be led by existing mobile operators, existing TV broadcasters or a new third party consortium wholesaling TV programs to subscribers. Major stakeholders include MNOs, MNVOs, broadcasters, advertisement buyers, content providers and aggregators. Chapter 1, 2, 3 described the standards, business models and general information of Mobile TV. Chapter 4 explained the pioneering Mobile TV development status in some countries including Taiwan and China. Chapter 5 discussed the challenges and difficulties in Mobile TV deployment such as spectrum availability, battery capacity, business models and government regulations.

Key words: Mobile TV, IPTV, P2PTV, IMS, DVB-H, Business model

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