

Mobile Broadcast: Frequently Asked Questions

Frequently Asked Questions about CMLA Mobile Broadcast

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Answers

1. What Standards form the foundation of CMLA Mobile Broadcast?

OMA DRM v2 together with

- OMA BCAST DRM Profile
- ETSI TS 102 474 v1.1.1
- IEC 62455

18Crypt is a standardized solution specified by ETSI TS 102 474. The full name of the specification is Digital Video Broadcasting (DVB): IP Datacast over DVB-H: Service Purchase and Protection specification where annex B defines the 18Crypt profile.

2. How synergistic are the OMA DRM v2 content protection and the DVB service protection solutions?

The ETSI TS 102 474 Annex B solution (18Crypt) is designed to be fully integrated and synergistic with the OMA DRM v2 standard. It provides a fully compatible merge of service protection and content protection.

OMA has extended the DRM specification to include the OMA DRM Profile which is consistent with the ETSI TS 102 474 Annex B solution with some added functionality. CMLA has extended its trust model support to include the OMA DRM Profile.

3. What are types of service that CMLA Mobile Broadcast solution enables?

CMLA Mobile Broadcast is intended to enable a full spectrum of mobile services. Content distributed within CMLA Mobile Broadcast protected services can be any digital content such as music, images, video or even applications. CMLA Mobile Broadcast service offering may be independently defined by service providers or broadcasters. The technology itself enables

free-to-air and pre or post-paid subscription based and pay-per-view services.

4. What are the business models that the CMLA Mobile Broadcast solution enables?

CMLA Mobile Broadcast does not commit the user to any specific business models. Both are flexible and allow participants in the ecosystem to craft business models as the market needs dictate.

5. How do broadcasters and service providers (rights issuers) work together to offer a mobile broadcast service using CMLA?

CMLA provides for extensive flexibility in the business models or value chain roles that companies agree to fill in this ecosystem. CMLA does not enter into the decision process between companies as to how they create their go-to-market relationships. CMLA strives to provide high flexibility to enable these choices.

6. What are the incremental CMLA fees when adding support for DVB to enable mobile broadcast protections?

CMLA does not charge an incremental fee when an existing adopter chooses to become a mobile broadcast implementer by signing the Service Provider Mobile Broadcast Addendum. There is also no additional ongoing or usage fee for the Mobile Broadcaster Addendum.

7. How are CMLA service provider fees handled when a single customer may get service (e.g. music) from one service provider and also get another service (e.g. video or TV) from another service provider?

It is possible that an individual customer in the CMLA ecosystem may receive services from more than one service provider (rights issuer). Service Providers pay fees to CMLA following each calendar quarter based on their Active Subscribers in that quarter. If two or more service providers are counting the same end customer as an Active Subscriber in their respective quarterly accounting, CMLA will accept a written certification by one or both service providers stating they have reached agreement to only pay CMLA once in the quarter for this end customer and all customers for which this is applicable.