



MyDTV Fact Sheet



The Mobile500 Alliance is a voluntary alliance of 50 member television broadcasters seeking to develop strong partnerships to accelerate the nationwide availability of a commercial mobile digital television service. Current Alliance members reach 94% of U.S. television households.

For more information contact:

John Lawson
Executive Director
Mobile500 Alliance
Jlawson@mobile500alliance.com
+1.703.347.7070

Overview

The Mobile500 Alliance in conjunction with a group of technology partners has developed the MyDTV app for consumer use. The consumer has only two steps to implement live television viewing over an Apple mobile device: purchase a micro antenna which attaches to an existing Apple mobile device and secondarily to download/launch the MyDTV app from the Apple app store. Measurement data is captured using a one time registration process.

MyDTV Benefits for Consumers

- One time only cost for the consumer (purchase micro antenna)
- Viewing will not use data plan – it is over the air
- Quality viewing experience – no buffering or download delays
- Watch, pause, rewind and record for time-shifted viewing

MyDTV Benefits for Broadcasters

- Leverages existing broadcasters' spectrum
- Increased monetization of current programming for broadcasters
- Inexpensive for stations to launch and maintain
- Additional service to local communities
- M-EAS opportunity

MyDTV Functionality

- **Live TV & Recording of Live TV**
- **Social Media Integration**
- **Closed Captioning**
- **Interactive Advertising**
- **Audience Measurement**
- **Conditional Access Ability**
- **Electronic Program Guide**

MyDTV Technology Partners

- **Elgato** manufactures the receiver accessories and the MyDTV app
- **Expway** provides the MyDTV middleware and captures audience measurement
- **Accelerated Media** delivers interstitial and banner advertising
- **Neustar Media** provides secure and reliable infrastructure
- **Broadcast Interactive Media** provides program listing data

Audience Measurement

- **Nielsen Rentrak**