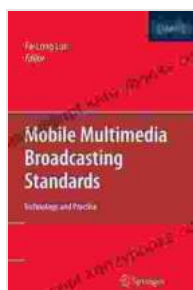


# Mobile Multimedia Broadcasting Standards, Technology and Practice

## Overview

Mobile multimedia broadcasting (MBB) is a promising new technology that enables the delivery of multimedia content to mobile devices. MBB is based on the concept of using a single broadcast channel to transmit multiple multimedia streams to a large number of receivers simultaneously. This makes it a very efficient way to deliver multimedia content to mobile devices, as it does not require the use of individual unicast connections for each receiver.



## Mobile Multimedia Broadcasting Standards: Technology and Practice by Fa-Long Luo

★★★★☆ 4 out of 5

Language : English  
File size : 40935 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 687 pages



MBB is still in its early stages of development, but it has the potential to revolutionize the way we consume multimedia content on mobile devices. MBB can be used to deliver a wide range of multimedia content, including live TV, video-on-demand, music, and games. It can also be used to deliver personalized content and services to mobile devices.

## **Standards**

There are a number of different standards that have been developed for MBB. The most widely used standard is the Digital Video Broadcasting - Terrestrial (DVB-T) standard. DVB-T is a second-generation digital terrestrial television standard that has been adapted for use in MBB. Other MBB standards include the Advanced Television Systems Committee (ATSC) standard and the MediaFLO standard.

## **Technology**

MBB technology is based on the concept of using a single broadcast channel to transmit multiple multimedia streams simultaneously. This is achieved by using a technique called orthogonal frequency-division multiplexing (OFDM). OFDM divides the broadcast channel into a number of smaller sub-channels, each of which can be used to transmit a different multimedia stream.

The receiver in a mobile device then uses a technique called demodulation to extract the multimedia streams from the OFDM signal. The demodulated streams are then decoded and played back on the mobile device.

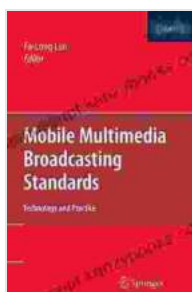
## **Practice**

MBB is still in its early stages of development, but it is already being used in a number of commercial applications. For example, DVB-T is being used to deliver mobile TV services in Europe and Asia. ATSC is being used to deliver mobile TV services in the United States. And MediaFLO is being used to deliver mobile TV services in North America.

MBB has the potential to revolutionize the way we consume multimedia content on mobile devices. It is a very efficient way to deliver multimedia

content to mobile devices, and it can be used to deliver a wide range of content, including live TV, video-on-demand, music, and games.

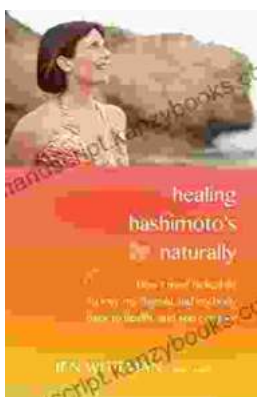
Mobile multimedia broadcasting is a promising new technology that has the potential to revolutionize the way we consume multimedia content on mobile devices. MBB is still in its early stages of development, but it is already being used in a number of commercial applications. As the technology continues to develop, it is likely to become even more widely used.



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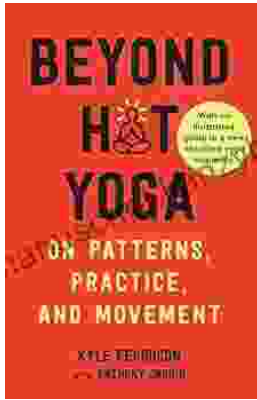
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