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To MDA MTVS Comment/MDA/SINGOV@SINGOV  
cc  
bcc  
Subject Feedback on the proposed policy and regulatory framework  
for mobile TV services in Singapore

Hi

To require both MTVS operators and cellular mobile TV operators to obtain broadcast services licenses before transmitting TV services over their networks (Section 3.1)  
Since MTVS and cellular mobile TV services have the same feel and look, MDA proposes that cellular mobile operators – SingTel, StarHub and M1 – should need to obtain the same broadcast service licence as any MTVS operator to provide television content over their networks. This creates a level playing field in the mobile TV industry.

I wonder what is the purpose of this licencing requirement. Is it to collect more money and increase the cost of content services? Or find a means to allow the operators to state higher costs as a reason to levy more fees on subscribers? When Starhub increased their fees, MDA supported them by saying that there was competition and all that. When the truth of the matter was that Starhub was the only provider until mioTV came along. MDA did nothing to protect consumers from unreasonable higher fees and now want to facilitate the operators to charge more? I say nay.

I support item #9.

What about cross-provisioning? If I'm not a Starhub mobile user, would I be able to buy content from Starhub? Would it help competition if such an ability is promoted?

What about protection of subscribers information? If the above is supported, then subscribers information would have to be shared between operators. How would such information be protected?

Thanks.