



Response to Second Consultation on Development of Mobile Television Services

Submission by

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In response to the Second Consultation on Development of Mobile Television Services, we are pleased to contribute our view on using the multimedia source coding standard established by China's Audio Video Coding Standard (AVS).

AVS is a technically advanced second generation source coding standard with strong local and international participation. On 30th April 2005, AVS video standard (GB/T 20090) officially became the China national standard. Its related ecosystem has been established, covering SoC, decoder and encoder, and adopted by operators in China for terrestrial digital TV broadcasting and IPTV service.

Compared with H.264, AVS has the following main advantages:

1. Lower and simpler licensing term due to its one RMB concept applied only to device manufacturers; there are no recurring charges on service operators and content distributors.
2. Lower complexity for implementation and production at comparable performance of coding efficiency.
3. The low cost and low complexity nature make it possible to implement the software decode/playback on the mobile devices. This can help expand the range of receiving devices and choices for the end users (so they are not limited to one or a few brands that can only support H.264 with built-in decoder chip).

Adopting the AVS standard as the multimedia source coding standard for Hong Kong Mobile TV services would benefit the operators, content providers, and the end-users in Hong Kong in the long run.

For more information on AVS and a recent presentation by Dr. Wen Gao, please refer to the following websites.

<http://www.avs.org.cn/en/>

http://register.wise.astri.org/events/avsdb/presentations/AVS_Talking_at_HK_forum_2008.pps#1