

Prepared for the Beijing Olympic Games

--- Development of DAB/DMB in Beijing





Services

Services	Channels	Bandwidth
Audio Broadcasting	20 Channels	192K/128K
Video Broadcasting	6 Channels	384K/512K
Data Service	2 Channels	64K



Services

- New audio programs
- Various video programs
- TTI (Traffic & Travel Information) services

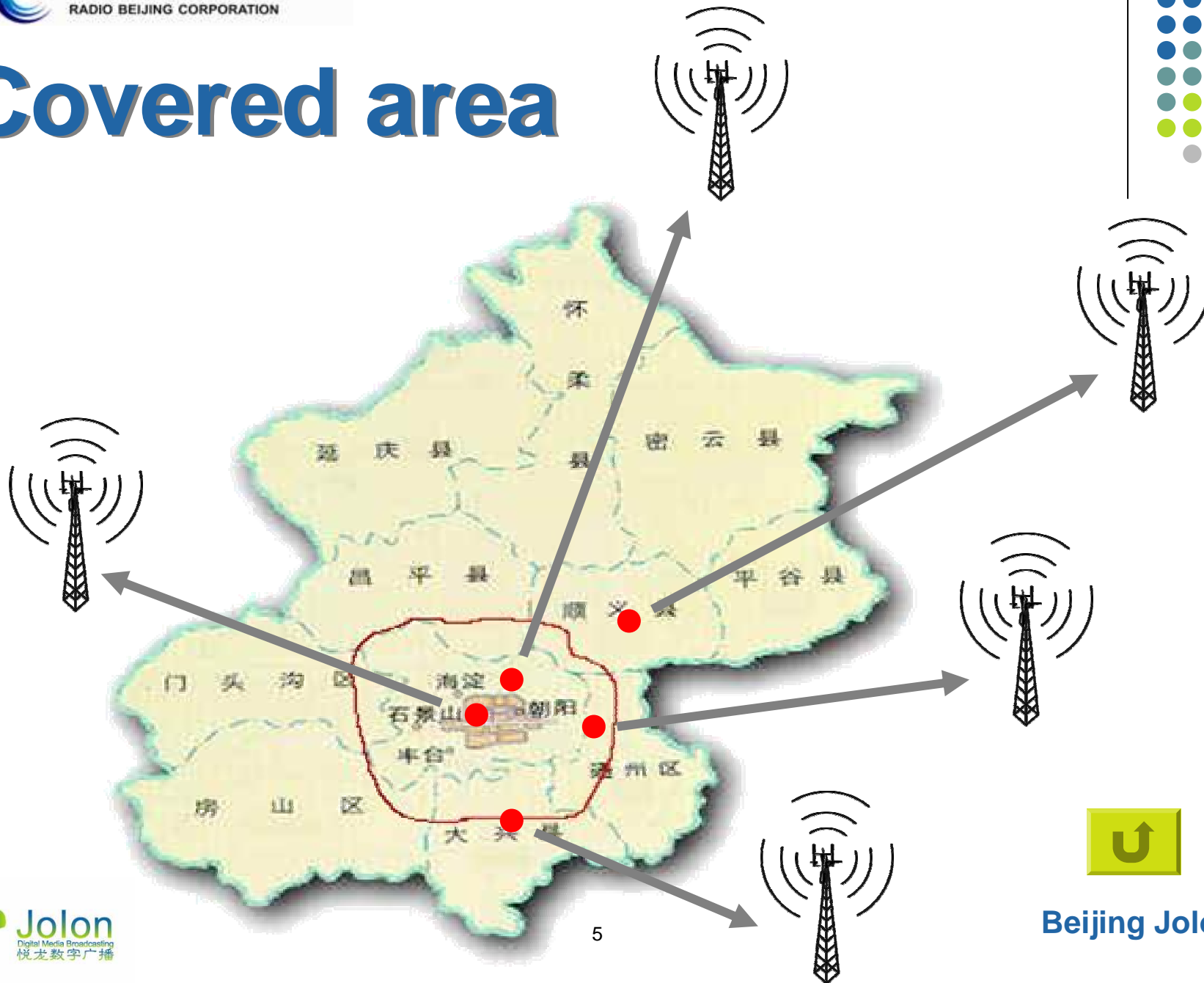


Services

TTI services

- Real-time Olympic Games reports
- Related information on sports arena
- Game news

Covered area





Covered area

- New transmitters 
- Outlets coverage
- Subway coverage



Terminals



Terminals

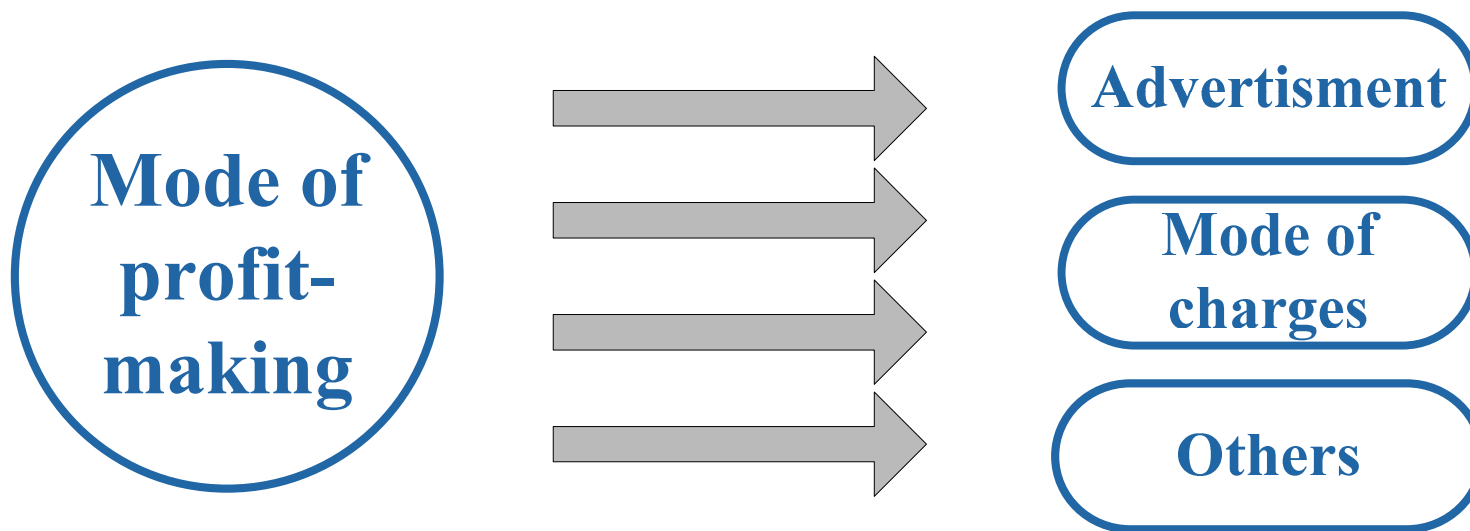


Terminals





Business Models





Goals

- **Terrestrial coverage and subway coverage**
- **Speed up the development of DAB/DMB terminals**
- **1 million users**



Thanks for your kind attention !