



*Press Release*

## **THE SIM CARD HELPS OPERATORS PLAY A CENTRAL ROLE IN MOBILE TV SERVICES ACROSS THE GLOBE**

**SIMalliance defines security guidelines  
for Mobile TV SIM cards**

**Cartes'07, Paris, 13<sup>th</sup> November 2007, SIMalliance, the global association made up of the world's leading SIM card manufacturers,** today announces that it is defining "Mobile TV Security Guidelines"\*, a tool for operators to select a SIM card which matches their expectations in relation to their risk management strategy for Mobile TV.

The SIM card-based conditional access solution for Mobile TV provides operators the best route to play a central role in this emerging eco-system allowing them to enable, personalise and secure this new crop of mobile TV services across the globe.

The SIM is a powerful service enabler and operators can rely on the SIM's personalisation and OTA functionalities to deliver the last up-to-date customised services to their customers while remaining two steps ahead of the fraudster.

Broadcast-based Mobile TV services (e.g. DVB-H) allow the service of millions of simultaneous viewers, however are more exposed to piracy than conventional point-to-point telecom services. The SIM card operating system in which the conditional access application is embedded, needs to be designed accordingly. This is even more appropriate in the case of the standardized OMA BCAST Smart Card Profile where the conditional access system is deeply integrated within the SIM card operating system.

Acknowledging the need for a unified view on security matters, SIMalliance is defining a set of security guidelines to give operators a tangible and recognised means to evaluate if the Mobile TV SIM card they intend to use fits in their fraud management' strategy in a context where subscription is essential for Mobile TV services to be profitable.



SIMalliance Mobile TV Security Guidelines will address these issues and provide the level of information needed to clarify security-related requirements for Mobile TV SIM cards as well as define a Mobile TV security evaluation process shared by the Industry measuring the robustness of SIM cards \*\*.

*\*Note that the SIMalliance "MobileTV Security Guidelines" will be published in February 2008*

*\*\* There is today no independent and public security evaluation which gives a level of robustness needed for SIM cards in the context of Mobile TV*

**ends**

**Note to editors:**

**About SIMalliance: Putting the SIM at the heart of the new mobile eco-system**

*Over the past five years SIMalliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been able to pinpoint the mission critical services on the horizon and help steer their development to meet the practical needs of the mobile market.*

*With SIMalliance members\* now responsible for nine in every ten SIM cards sold worldwide, the collective vision of the association is uniquely placed to shape SIM developments and the impact they will have on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.*

*\* SIMalliance members are: Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism (A Net1 Company), Sagem Orga, SanDisk & XPonCard*

*Stéphanie de Labriolle*

*SIMalliance – Marketing Director*

*+33 6 85 91 19 94*

[Stephanie.delabriolle@simalliance.org](mailto:Stephanie.delabriolle@simalliance.org)

[www.simalliance.org](http://www.simalliance.org)