

Form 442 Experimental License Application submitted by Turner Broadcasting System, Inc.

Purpose of Experiment

Turner Broadcasting System, Inc. ("Turner") produces news and entertainment worldwide through brands such as CNN, CartoonNetwork, TNT, and Turner Classic Movies. Broadcast content today is supplied through a number of cable and satellite distribution systems. However, with the emergence of new wireless delivery platforms which are capable of higher speed data transfer, Turner has embarked on the creation of a research and development organization to explore these new platforms.

Content delivery through a mobile phone network is of prime interest to Turner's research and development team. Third generation is now widespread in much of Europe and Asia and will be rolling out on a larger scale in the United States later in 2005. With download speeds of 384 kbps today and up to 3.6 Mbps next year, 3G-UMTS (Universal Mobile Telephone System) becomes an interesting platform for evaluation. Turner's objective is to fully evaluate the broadcast capabilities of existing and emerging mobile platforms.

Turner plans to take the content it is already showing on cable/satellite television today and run it through its own 3G lab network to determine what sort of challenges exist in providing a usable consumer experience, for example the effects on a broadcast from movement through high/low/high bandwidth environments. Turner foresees a number of changes that it will need to make to its content production in order to provide a quality broadcast experience on a small mobile telephone screen. Turner anticipates that its research will help it identify and implement any necessary changes. Turner also plans to look at ways in which consumers may choose to interact with television programming delivered to them through the mobile telephone. Turner expects that its program of experimentation will contribute to the development, extension, expansion, and/or utilization of the radio art, specifically new and evolved use of 3G wireless technologies.