

Cell Broadcast System

Factsheet



The SMS CB Function in Mobile Networks

SMS-Cell Broadcast (CB) is a non-intrusive, real-time service of distributing text messages to tuned-in mobile handsets, specific to their current location.

Where SMS is a service of individual messages, CB is capable of broadcasting one single message to reach all mobile handsets in an area as small as one radio cell and as big as the entire country. Only handsets that have CB-channels activated will receive the messages. It's fast and it's real-time! Sending a message to millions of handsets is a matter of seconds.

Because of this CB is the method for a low-cost, effective advertising and service-provisioning tool. CB technology could also be used in concepts similar to pay-TV, where some channels can only be activated by the network operator, allowing paid-for CB-services.

More than 1000 channels are available, each corresponding to a specific type of information. The user activates and deactivates the reception of CB channels individually. Index messages are used to present handset users relevant CB channels.



Index-message with 3 channels displayed, "BigB", "Lingo" and "Nieuws"

An example of the use of CB technology is the use of CB messages as trigger for SMS services. Every day more SMS services (be it premium SMS services or "free" SMS services) become available to the end-users. To a large extent "viral marketing" is still the way to attract end-users to these

services. When considering options for marketing of SMS services, Cell Broadcast pops up, as it is the only non-intrusive mechanism on the mobile phone.

Broadcasting relevant and free information gives related SMS services the possibility to send SMS service triggers. From the CB messages a request to the SMS-service is easily set up.

Cell Broadcast is available in all GSM and most UMTS networks and almost all types of handsets support it. A telecom operator that has a Cell Broadcast Centre can make the service available. Entering messages is done through an automated application, or through a graphical user-interface.

A user interface allows content providers to work off-line on a computer system to create and maintain messages for broadcast.



A graphical user-interface makes this an intuitive process: it allows geographical areas to be displayed on screen as 'everyday' maps. The content provider can use predefined areas or define them on-screen, using a Geographical Information System (GIS).

Cell Broadcast, a media instrument that enlarges your mobile business, because you reach a wider audience in a shorter time.