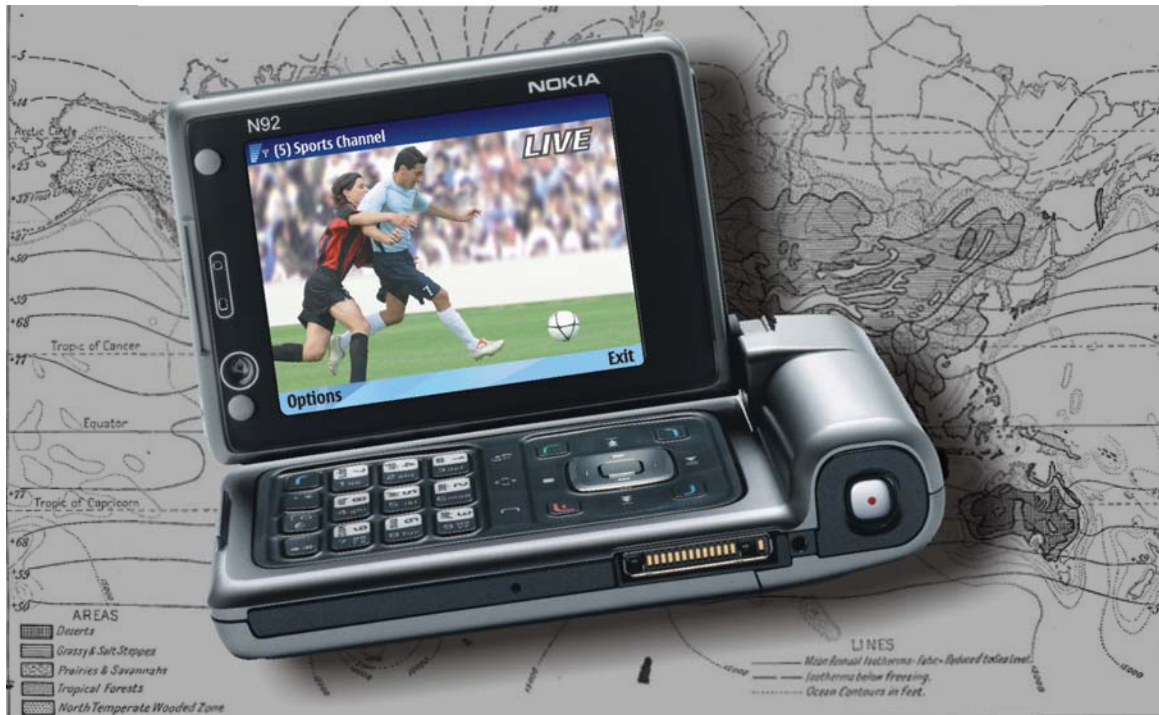




# Investing in Mobile TV

## How to make money from Mobile TV



Mobile TV has emerged as the next major mobile application. Nearly every 3G mobile service in operation today includes a Mobile TV service. The business analysis in this report found that this is a cost effective way to start a service but is only one element in building a profitable Mobile TV service. This report examines the broadcast, multicast, and satellite alternatives and defines how each of them may be used to extend a Mobile TV strategy to address a mass market. One surprising conclusion was that WiMAX is a strong technology choice for creating a monolithic mass market Mobile TV service.

Mobile TV services require a significant investment by mobile operators, broadcasters, and content providers to create profitable services. This report identifies the technology and business strategies that will be required to build profitable services in a full range of markets.

This 130 page report identifies the strategies that the leading mobile operators are using for their Mobile TV strategies. It includes the leading Mobile TV services in Europe, Asia, and North America. It is clear that a new set of companies such as Qualcomm's MediaFLO USA and Crown Castle's Modeo in the U.S. as well as RAI the national broadcaster in Italy will provide Mobile TV broadcast services through the mobile carriers. This report discusses the strategies of these companies and evaluates the business issues that they face.

The report also discusses the strategies and business case for the various kinds of content providers that create, aggregate, or otherwise offer content for Mobile TV services. This includes companies such as MobiTV in the U.S. and ROK in the UK that can

deliver a set of Mobile TV channels ready for transmission over a mobile network.

The report also discusses the regulatory issues that face Mobile TV service providers and the technologies that are available to them. The business case analysis and the global forecast in this report are based on these technical and regulatory constraints.

The business case compares the profitability of 3G, multicast, broadcast, and satellite technologies. It found that each of these technologies has its place depending on the stage of development and the timing of the Mobile TV service.

The forecast section includes global and regional forecasts for the services as well as the infrastructure equipment and terminals required to support Mobile TV services. The regional breakdown is Asia Pacific, North America, Western Europe, and the Rest of the World, which includes Eastern Europe, the Middle East and Africa, and Latin America.

### Who Should Buy This Report?

- Mobile operators
- Mobile TV broadcast operators
- Mobile system manufacturers
- Mobile handset manufacturers
- Broadcast systems companies
- Video systems companies
- Company executives
- Marketing/product managers
- Network planners
- Engineering managers
- Venture capitalists
- Investors

## Where to Get More Information

You can get information on this report at [www.telecomview.info](http://www.telecomview.info). This 130 page report is available for \$2,495 for a single user license and a spreadsheet that includes the charts from the report along with supplemental charts that provide additional perspectives on the market. Both departmental and corporate licenses are available.

The report can be purchased at [www.telecomview.info](http://www.telecomview.info) or by emailing or faxing us a purchase order. There is also a Free Whitepaper available on our website that provides information about the Mobile TV market.

You can contact us at **TelecomView**

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**Annex:** includes all of the charts included in the report plus a number of charts that not included in the report but that may provide additional clarity to this market.