

## Mobile TV – What is the fate of Mobile TV



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### *From a panel discussion (June 2006)*

*Q. What is the fate of mobile TV? We seem to be at a stage where big players are hurriedly panel-beating the television model so as to squeeze it in to the mobile screen - do you think there'll be space for independent players to push their own fare through, or will they have to find a channel and/or aggregator? In other words, in terms of video, do you think we'll have a mobile-net where audiences seek out content provided by all manner of producers, big and small? Or will we have something more like mobile-tv, a more push model that mirrors existing models, and draws on people's AV literacy - finding what channel you like and leaving the details to programmers?*

**WJA:** Sending TV to mobile as we currently know TV is a very limited market. There is no point in simply squeezing it to the screen size.

What we will have is this - a monstrous and hugely successful business in DIGITAL TV to mobile and DIGITAL radio to mobile. There is nothing interesting in analogue broadcasting to mobile - this exists of course, with TV and FM radio on handsets in Japan. But that is simply a feature parading to find advantage with a small buyer segment for the purpose of selling handsets. It is not a core offer or a compelling and profitable experience.

Digital TV and radio to mobile will create massive new commercial opportunities for content providers, and will be universal because it can be served from anywhere in the world.

Local distribution companies will aggregate and provide access to global sources. This means, in answer to part of your question, that there will certainly be aggregators in the mix, and there will be a search model as part of the mix.

I'll give you an example of what digital TV to mobile means, since most people don't seem to get it yet.

*Imagine that you subscribe to Big Brother to your mobile, and what you really want is alerts when your favourite guy or gal is in the*

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*shower or in intimate conversation with another housemate that you specify.*

*You set those requests/alerts on your PC, which is linked to your mobile TV subscription.*

*Then when BB is streaming to your phone the meta-data entered at the production studio is being read by your phone and compared to your alerts.*

*Your phone knows whether you want to signaled in real time or if you are asleep, so it takes note and stores sequences that you requested and then tells you or sets a symbol to show you that you have something to check when you are ready.*

*When you see this is available you check and find that there are 3 sequences of 5 digital images each that interest you from your first request, plus an opportunity to view the video-stream at that time. (In this case the stream is not being recorded and saved on your phone but simply monitored for your requested sequences).*

*You decide to buy one of the images for \$3 and download the video sequence for \$3 (which may have been the intimate conversation for example). Then you send the image to a friend, which through DRM gives them the opportunity to purchase it, or you the opportunity to purchase it for them.*

Digital radio to mobile is even more powerful as far as extending radio, although I'll have to leave that example for now due to lack of space.

The really dramatic impact of digital TV and radio to mobile I've left to last - this is the aspect that will have the most impact on content producers.

Digital TV and radio are channels for digital distribution. They are channels that are can be **independent of the carriers**, and this means that the **power structure of the whole mobile content ecosystem will be disrupted**, and content providers stand to gain most from this disruption.

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