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Mobile TV and Video: Big Dreams for the Smallest Screen

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The good news is that every member of the mobile video value chain acknowledges that advertising will play a crucial role in developing mobile television into a significant consumer service. The bad news is that nobody is quite sure exactly what that means.

The **Mobile TV and Video** report explores the many directions this quickly developing channel is heading.

The current dominant model is mobile video-on-demand (VOD). Led by the mobile carriers, mobile VOD reaches the user in the form of clips or streams, usually delivered via a 3G network.

A second emerging model is mobile television, which promises a more "TV-like" experience for the end user, with channel changing that mimics the television at home and content similar to what customers receive through large-screen units.

The third mobile TV model is driven by the television and video content providers themselves, who want to own any new distribution channel.

In other words, the market is by no means settled and promises even more twists and turns ahead.

By John Gauntt
 April 2007
 23 Pages, 55 Charts

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Attitudes toward Mobile Video Advertising among US Mobile Subscribers Who Currently or Possibly Will* Access Mobile Phone TV or Video, 2007 (% of respondents)

Would watch advertisements in order to watch mobile video for free



Would watch advertisements in order to watch mobile video for a reduced fee



Note: *in the next few months
Source: M:Metrics commissioned by Mobile Marketing Association (MMA), February 2007

081030 www.eMarketer.com

Key questions the "Mobile TV and Video" report answers:

- What is the current state of play for mobile video/TV in North America, Europe and the Asia-Pacific region?
- What are the primary differences between mobile video and mobile TV?
- How are consumers responding to various trials and the first commercial deployments of mobile video and TV?
- What are some potential wild cards for marketers to understand?
- And many others...

eMarketer Reports—On-Target and Up-to-Date

The **Mobile TV and Video** report aggregates the latest data from a wide range of international marketing and communications researchers with eMarketer numbers, projections and analysis to provide the information you need to make the right business decisions—*right* now.

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