



## More Mobile TV Viewers Expected

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Worldwide annual consumer spending on mobile broadcast TV is expected to pass \$6.6 billion by 2012, according to a [Juniper Research](#) report.

Juniper estimated that nearly 120 million mobile users would receive broadcast TV services by 2012, up from less than 12 million in 2007.

"If companies are serious about achieving widespread adoption of mobile TV, it is essential for the mass market [...] to sample mobile TV services," said Windsor Holden, the report author, in a statement.

The US will be the largest single market for mobile broadcast TV services in 2012, followed by Japan and Italy, according to Juniper.

Advertising is expected to contribute supplementary revenue to the mobile TV market, with most services funded mainly by subscriptions and pay-per-view.

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