

**Synopsis**

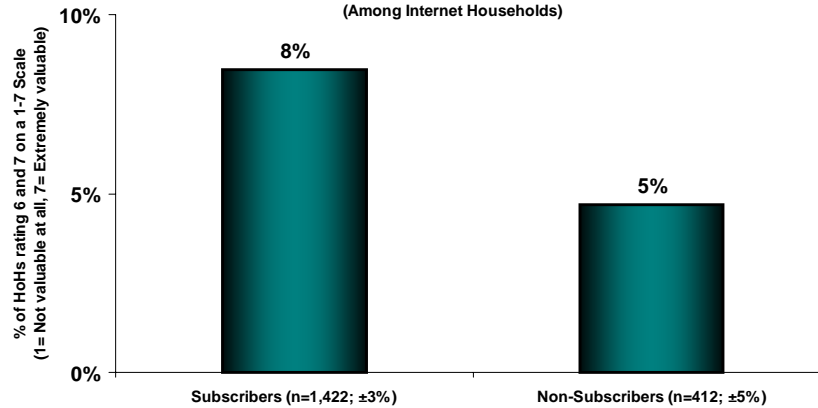
A diverse set of players are entering the mobile TV space using a wide range of strategies, technologies, and revenue models. Parks Associates cuts through the noise and hype, penetrating into the core issues to predict the ultimate winners and losers in the space. This report provides an in-depth understanding of the mobile TV market dynamics as well as an analysis of consumer demand.

**Interest in Mobile TV**

**Value of Watching Video/TV Content on a Mobile Phone (Q2/05)**

"How much would you value the ability to view pre-recorded video, video clips, or live TV on the following?"

(Among Internet Households)



Source: Mobile Entertainment Platforms and Services, a survey of 2,112 Internet users © 2005 Parks Associates

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"Many obstacles to mobile TV are often underplayed, including spectrum availability, conflicting business interests, and pressure from 'over-the-top' providers that are attempting to bypass the cellular operators," said John Barrett, director of research with Parks Associates. "All of these factors make for a messy and confusing market to compete in."

**Contents**

*The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.*

*A Parks Associates' Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.*

**The Bottom Line**

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- 6.2 The Mobile Entertainment Free-For-All
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**Resource Book**

**Section I: Mobile TV Users**

**Section II: Incidence of Mobile Phone TV Intenders**

**Section III: Profile of Mobile TV Intenders**

**Section IV: Analysis of Mobile TV Intender Population**

- Handset Features Desired by Mobile TV Intenders
- Mobile TV Content Preferences
- Mobile TV High Intender Population – Additional Information

**Section V: Company Profiles**

- 3 Italia
- Aloha Partners (Hiwire)
- Bluestreak Network
- Cingular Wireless
- Crown Castle International Corp.
- IP Wireless
- Mediaset
- MobiTV, Inc.
- Motorola Inc.
- Nokia Corporation
- Orange
- Orb Networks, Inc.
- Pace Micro Technology
- Qualcomm
- Sling Media Inc.
- Sony
- Sprint Nextel Corp.
- Texas Instruments

TiVo Inc.  
TU Media  
Verizon Wireless  
Vodafone

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**The Bottom Line**

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Mobile TV Chipsets & Chip Makers  
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Mobile TV Intenders: Behavior-graphic Details  
Unicast Mobile TV Services in the United States  
European DVB-H Trials  
U.S. Mobile TV Forecast (2005-2010)

**Resource Book**

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Mobile TV High Intender Incidence  
Mobile TV Intender Incidence by Psychographics  
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Mobile TV Intender Incidence by Marital Status  
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Mobile TV Intenders by Number of Teens in Household  
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Mobile TV Intenders by Home Ownership  
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Most Important Portable Device Functions  
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Important Multimedia Functionalities on a Mobile Handset  
Most Appealing Mobile TV Content  
Top 10 Mobile TV Content Preferences by Teens

Length of Mobile TV Content  
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 Mobile Phone Subscribers by Service Providers  
 Brand of Current Mobile Phone  
 Average Monthly Expenditure on Mobile Phone Service  
 Replace/Upgrade Mobile Phone  
 Alternate Service Providers  
 Interest in Mobile Broadband Wireless Platform

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<p><b>Parks Associates</b>            5310 Harvest Hill Road            Suite 235            Lock Box 162            Dallas TX 75230-5805</p> <p>800.727.5711 toll free            972.490.1113 phone            972.490.1133 fax</p> <p>parksassociates.com            sales@            parksassociates.com</p>	<p>Authored by John Barrett            Executive Editor: Tricia Parks            Published by Parks Associates</p> <p>© August 2006 Parks Associates            Dallas, Texas 75230</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p><b>Disclaimer</b>            Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>