

PRESS RELEASE

GROWTH IN THE NUMBER OF MOBILE TV USERS IN THE ASIA PACIFIC REGION

- **25 MILLION** MOBILE TV USERS IN THE REGION AT END-2008
- GROWTH OF THE MARKET IN THE MEDIUM-LONG TERM IS CLOSELY TIED TO THE DEVELOPMENT OF MOBILE TV SERVICES IN CHINA

At the end of 2008, the number of Mobile TV users in the Asia Pacific region should reach **25 million**, according to a study conducted by e-Media Institute in October 2006. There should be about **5 million** Mobile TV viewers in the region by the end of 2006. To these figures must be added those users who instead consume or will consume video services on 3G mobile telephone networks.

Currently, mobile TV services in the Asia Pacific region have been launched in South Korea (in May 2005 and December 2005) and in Japan (in October 2004 and April 2006). Mobile TV phone services will be available in Vietnam by the end of 2006 and, starting early in 2007, in India. Mobile TV service trials are also currently being conducted in other countries in the region, including China, Malaysia, Hong Kong, Australia and Singapore.

In the medium-long term, growth in the mobile TV market in the Asia Pacific region is closely tied to the development of Mobile TV services in China. According to the e-Media Institute study, in 2010 there could be nearly **73 million** Mobile TV users in the Asia Pacific region. However, should the Chinese market develop more rapidly, the dimensions of the Mobile TV market could even be greater in the medium-long term.

The Mobile TV services that will be available in the medium-long term in the Asia Pacific region will use different transmission standards. The most diffuse standards should be the Digital Video Broadcasting – Handheld (DVB-H) standard, the Terrestrial Digital Multimedia Broadcasting (T-DMB) standard used for the free-to-air offering launched in December 2005 in South Korea, and the Satellite Digital Multimedia Broadcasting (S-DMB) standard already used both in South Korea and in Japan. Among the other important standards used are the Japanese Terrestrial Integrated Services Digital Broadcasting (ISDB-T) standard and the Chinese Satellite and Terrestrial Interactive Multiservice Infrastructures (StiMI and TtiMi).

At the moment, in the markets in which Mobile TV services have been launched, product offerings that are available are based both on an “advertising funded” business model and a payment business model. The two models are destined to co-exist.

Mobile TV Users in the Asia Pacific region 2006-2010 (figures in thousands at year-end)

	2006	2007	2008	2009	2010
Mobile TV Users	5,200	11,780	24,830	43,990	72,745

Source: e-Media Institute 2006

For additional information and data on the research, contact e-Media Institute: +44 2072611163 - press@e-mediainstitute.com. It's possible to download the press release from the **PRESS** page of e-Media Institute's web site.

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