

Pricing and Marketing Mobile TV

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Abstracts

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Mobile TV potentially represents a turning point for the mobile industry as it seeks the next major revenue stream and the opportunity to show that convergence is a real business opportunity.

There are clearly many choices for operators in terms of technology, bundling and marketing of the service. Equally, there are increasing choices for consumers faced with different operator offers, packages sold directly by content owners and aggregators and other options such as personal video recorders.

Amongst all this uncertainty, this report provides a definitive guide for operators, handset vendors and content owners as to what is actually happening in the market.

What have been the successful marketing strategies?

What are users prepared to pay and how do they want to subscribe to mobile TV?

How do leading edge operators plan to evolve their services?

How do Mobile TV tariffs and pricing compare across the world?

This report will enable operators to benchmark their own mobile TV pricing, marketing and plans. It will also provide a detailed insight for other players in the mobile TV chain as to how this market will really develop.

Key benefits of the report

First ever market report with a real focus on the market from the view of all stakeholders, and particularly the broadcasting and content provider perspective.

This report looks at the marketing and pricing strategies in place today.

An overview of all the technology and market issues that face the mobile TV industry.

Who Should Buy this Report

Contents

1. EXECUTIVE SUMMARY AND OVERVIEW

- 1.1 Executive Summary
- 1.2 Introduction
- 1.3 Methodology
- 1.4 Scope of Market

2. DEFINING MOBILE TV

- 2.1 Background
- 2.2 Definition
- 2.3 Alternative Technologies

3. MARKET AND TECHNOLOGY OVERVIEW

- 3.1 Market Overview
- 3.2 Market Drivers
- 3.3 Market Barriers
- 3.4 Technology Overview
- 3.5 Broadcast Technologies and Standards
- 3.6 Handset and Battery Challenges
- 3.7 Chipset Issues
- 3.8 Other Technology Issues
- 3.9 Conclusions

4. BUSINESS MODELS FOR MOBILE TV

- 4.1 Target Market
- 4.2 Distribution and Access
- 4.3 Content Offerings
- 4.4 Mobilising Content and Applications
- 4.5 Marketing Activities
- 4.6 Evolving Value Chains
- 4.7 The Mobile Operator Perspective

5. PRICING STRATEGIES

- 5.1 Lessons From Other Areas
- 5.2 Positioning
- 5.3 Pricing Trends
- 5.4 Overview Current Pricing

6. PRICING INNOVATIONS

- 6.1 Bundled Models
- 6.2 Event Based Pricing
- 6.3 Customised Offerings
- 6.4 Advertising Supported Models
- 6.5 New Pricing Models

7. CONCLUSIONS

- 7.1 Mobile TV Market Development
- 7.2 Mobile TV Pricing Development
- 7.3 Operator Role in Mobile TV

8. PRICING SUMMARY AND PRICING TABLES

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