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Report of bmcoforum: Results of Mobile TV Pilots – A Survey

<p>Results of Mobile TV Pilots - A Survey</p>	
<p>Mobile TV is one of the next major challenges for the mobile services industry. Over the past two years, a number of pilots have looked into regulatory, technology and marketing aspects of mobile TV.</p>	
<p>The main issues appear to be content and services and their respective acceptance by the potential users: What content and services will fly, when, where and why?</p>	
<p>The bmcoforum survey summarizes the market research results of 8 recently completed mobile TV pilots by placing them into perspective and drawing the appropriate conclusions.</p>	
<p>The survey comprises more than 200 slides, some of them specifically compiled for the survey, some of them obtained from the public domain.</p>	
	
	
	

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Mobile TV Services

Results of Mobile TV Pilots - A Survey

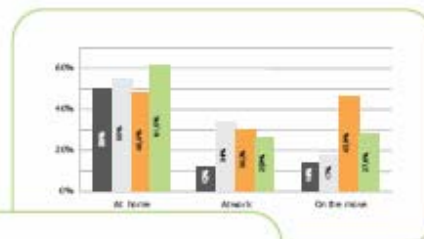
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