

# Open standard called key to U.S. mobile TV

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A Texas Instruments executive says open technical standards will make or break the potentially lucrative market in mobile digital television.

Doug Rasor, TI's marketing vice president, told the Society of Broadcast Engineers Thursday night that open standards such as Digital Video Broadcasting will create a level playing field for everyone involved, which will lower costs and make the technology more appealing to consumers.

Texas Instruments said its research has shown consumers are willing to pay around \$10 for television service to be provided over their mobile telephones.

Rasor also told the engineers' conference in Dallas that the market would also depend upon a good mix of high-quality digital content to keep customers amused and informed.

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