

Briefs: BT sees high demand for mobile TV, radio

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Demand for digital TV and radio to mobile phones will be high in Britain, BT said Thursday.

The British telecommunications company said that its pilot broadcasts of digital TV to mobile services showed that about two-thirds of customers would be prepared to pay a monthly fee for its BT Movio service, which is slated to be launched nationwide later this year.

Movio will be the first wholesale mobile broadcast entertainment service to launch in Britain and will enable operators to offer consumers a simple to use and reliable digital TV and radio service. The service is broadcast using the digital audio broadcasting network and is navigated through the world's first implementation of DAB delivered electronic program guide on a mobile TV phone.

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