

# Briefs: Companies unite to develop mobile TV

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A group of electronics companies formed an alliance Monday to bolster growth in mobile digital television.

Intel, Modeo, Motorola, Nokia and Texas Instruments founded the Mobile DTV Alliance to ensure an open procedure standard for broadcast digital television reception on mobile devices.

"The mobile TV market is heating up, with both trials and deployments accelerating over the next 12 to 18 months," said David Linsalata, research analyst for mobile markets at technology research group IDC. "The support of key industry players in promoting the advantages of the (digital video broadcasting-handheld) standard will significantly aid mobile TV deployment efforts in North America," he added.

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