

Briefs: Wireless TV news channel launches in India

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An English-language news television station was launched on wireless telephones in India Monday.

Reliance Infocomm's India subsidiary began streaming 24-hour news through that can be viewed on its Nokia cell phones.

The channel, called Times Now, gives Reliance a potentially lucrative value-added service as it jostles for position in India's booming wireless market.

The channel will go live on cable television in a few days.

Analysts told Red Herring that the quality of the service could be a question mark since India is still developing its third-generation (3G) mobile network. At the same time, Times Now has the potential to become a highly desirable add-on for customers whiling away their time.

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