

In Brief: Mobile TV not seen profitable yet

28 June 2006

Many mobile television broadcasting options will not be financially viable for now, a research group reported Wednesday.

According to a study by British information-technology research group Analysys, consumers are unlikely to spend significant amounts for mobile TV, which in turn limits the options for broadcaster that could actually be profitable.

"There is a strong chance that mobile users will not spend a substantial amount on mobile TV and radio services, or video-on-demand and other mobile broadcasting services," said Alastair Brydon, one of the authors of the report.

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