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Summary

Introduction

Conceptualizing and defining Mobile TV

Mobile TV is a personal TV

“On the go” usage model

Mobile TV and mainstream TV are reverse paradigms

Business drivers, objectives, and scope of the report

Scope and objectives

Who is this report for?

Defining the Mobile TV value chain

Device manufacturer / supplier

Content provider

Content aggregator

Broadcaster

Advertiser

Mobile broadcast network operator (MBNO)

Mainstream TV FTA operator

Mobile network operator (MNO)

Mobile Pay TV operator

Customer facing service provider

Viewer / Listener

Mobile TV: a status review

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Technologies

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Newer concepts challenging traditional concepts

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Broadcast – emerging technologies

Mobile streaming

Regional developments in Mobile TV

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Content and programming design

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Information

Compulsiveness

Content strategy design considerations

Strategy design considerations

Program attribute framework

Content suitability for Mobile TV

Music and music video

- News
- Weather
- Discussion on social issues
- Humor
- Cartoons
- Short movies
- Feature films
- Documentary films
- Social and professional events
- Adult content

Go to market strategy framework for Mobile TV

- Summary

- Introduction

- High technology marketing concepts

 - What is high technology marketing?

 - Why high technology marketing?

 - How is high technology marketing different from FMCG marketing?

- High technology marketing: framework of “go to market” strategy models

 - Technology adoption lifecycle

 - Disruptive innovations

 - Network effect

 - The law of convergence dynamics

 - Conscious-subconscious model

 - Application of the conscious-subconscious model to marketing

 - High technology marketing strategy framework

- Positioning

 - Critical assessment

 - Recommendation

- Value chain and business model

 - Critical assessment

 - Understanding the strengths of players in the Mobile TV value chain

 - Qualifying market players to participate in Mobile TV's value chain

 - Recommendations

- Strategic partnerships

 - Critical analysis

 - Recommendation

- Programming design

 - Critical analysis

 - Recommendation

- Purchase and usage

 - Critical analysis

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 - Recommendation
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- Promotion to launch and afterwards
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- Device design & broadcasting network
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- Key high technology marketing models
 - Disruption
 - Crossing the chasm
 - Network effect
- Application of the high technology marketing strategy framework to Mobile TV
 - Mantra#1: Synergize
 - Mantra#2: Harmonize
 - Mantra#3: Focus
 - Mantra#4: Verticalize
 - Mantra#5: Challenge and disrupt
 - Mantra#6: Ecologize

Key questions answered

- Summary
- Introduction
- What are the philosophical and other differences between mainstream TV and Mobile TV?
- Should a Mobile TV piggy back on another application?
- What are the business models available, and which is preferred?
 - B2B
 - B2C
 - What is the preferred business model to design a "cash cow"?
- How can a customer facing service provider deliver an appropriate value to the user during each phase of the user life cycle?
- How do you build a tangible value proposition?
- How do you ensure rapid uptake and increased usage?
- What would it take for the audience to relate themselves to the program?

What are the key considerations that must be factored into content monetization strategy?

- Compulsiveness

- Low cost

- Tangibility

- Billing

What role does mainstream TV content play in the customer lifecycle of a Mobile TV viewer?

How do you build up a large subscriber base on market entry?

How can you strategize Mobile TV's navigation across the Chasm?

What are the strategic market entry considerations for Mobile TV?

How can Mobile TV be disruptive?

Conclusion and recommendations

- Summary

- Introduction

- Market challenges and inhibitors

 - Lack of consumer interest

 - Alternative streamed solutions provide competition

 - New media solutions have fragmented audiences

- Growth in regional markets

 - Japan and Korea

 - China and the rest of Asia

 - Europe

 - The US

 - Africa

- Mobile TV service evolution

 - Feature enhancement

 - Device type

 - Program availability

- Where Mobile TV promoters are faltering

- Mobile TV will evolve as "Radio Plus"

- Go to market recommendations

 - Apply radio's content programming strategy to establish a compulsive relationship with viewers

 - Do not simulcast during major viewing hours unless it is a live event

 - Pointedly position Mobile TV on a specific need

 - Do not position Mobile TV on a horizontal market

 - Minimize barriers to the adoption of receiving devices

 - Do not piggy back Mobile TV on a mobile phone

 - Factor in technology conservativeness

 - Align network roll out with marketing strategy

 - Position Mobile TV to be disruptive

Consider Pay TV as the preferred model for monetizing content
Customer facing service provider best positioned to drive the value chain
Purchase and usage are two different paradigms: establish different value propositions
Establish an ecosystem to increase ARPU, build loyalty and minimize churn

Moving forward

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