

## Mobile phones to double as TV sets

- Font size: [Decrease](#) (#) [Increase](#) (#)
- Email article: [Email](#) (/couriermail/email/popup/0,23830,25001742-8362,00.html)
- Print article: [Print](#) (javascript:print();)
- Submit comment: [Submit comment](#) (#submit-feedback)

Article from: (<http://www.news.com.au/couriermail/>)



By [Jennifer Dudley-Nicholson](#) (/couriermail/author/0,23829,5000516-8362,00.html)

February 03, 2009 11:00pm

### THE small screen is set to become even smaller in Australia.

After years of debate, the television and mobile phone industries are partnering to broadcast live TV to mobile phones.

The broadcasts will be received by a chip in the mobile phone that acts like a TV antenna, delivering crisp moving images to its screen and replacing expensive video downloads.

What is more, the new services could deliver up to 30 dedicated mobile TV channels, in addition to one-off pay-per-view specials and digital program guides that remind you when your favourite show is near.

Some smartphones will even let you record TV shows for later viewing, much like a miniature digital video recorder.

A live trial of the technology is already under way in Sydney and TV and phone experts claim they are only waiting for Federal Government approval to make the services public.

If the Government acts soon, mobile TV could debut later this year.

It is a development that mobile phone experts predict will change the way Australians use their phones – no small feat in a nation with more than 20 million mobile services.

"It won't entirely replace your big-screen television," Telsyte principal research director Warren Chaisatien says. "But people on the go, people on public transport could watch mobile TV instead of playing games, listening to music or downloading video clips."

Mobile TV broadcasts began to surface in late-2004, when technology companies created the Digital Video Broadcasting Handheld format (DVB-H) to deliver TV signals to mobile phones.

Nokia Australia context and advertising manager Bruce Webb says these broadcasts are designed specifically for mobile phones, broadcasting in "bursts" to maximise a phone's battery life and transmitting robust signals specifically for smaller than usual aerials.

"You can't take a standard digital TV signal and watch it effectively on a handset," Webb says. "It's designed for a 10m-high antenna and a static receiver. There are ways to get around that . . . but what they've done with DVB-H is design a new system."

The mobile TV broadcasts are also designed for a smaller screen. Images are broadcast in the MPEG4 video format and at 240x420 pixels which, in practice, means you can "follow the balls in sports like cricket" and watch fast-moving sports like horseracing, Nokia communications manager Louise Ingram says.

Webb, who is nicknamed "Mr TV" at Nokia, says the number of mobile TV channels broadcast in Australia will depend on the quality of those channels.

An Australian trial of the technology in 2005 tested 16 channels, which Webb says could easily be doubled with current MPEG4 compression technology.

"It's really a matter of the content you have to broadcast," Webb says. "It could be a case, like [Bruce Springsteen says](#) (<http://www.brucespringsteen.net/songs/57Channels.html>) , of 500 channels and nothing on."

The trial in Sydney has 150 Optus customers trialling nine video streams. Those channels include Seven Digital, ABC1, SBS Digital, Fox Sports News, Sky News Business, CNN International, Cartoon Network, MTV and the MySpace Road Tour.

Participants are viewing the channels using the Nokia N96 and LG KB620T phones, both of which are already equipped with mobile TV receivers.

As other countries are already broadcasting mobile TV, Ingram says phone makers are in the comfortable position of having the technology ready to market. Several Nokia phones are already equipped with TV receivers, she says, and others can be adapted with the addition of a standalone receiver connected by Bluetooth.

The mobile TV trial will continue until the end of the month, at which time Ai Group Digital Suppliers Industry Forum co-ordinator Tim O'Keefe says industry players will wait on word from the Federal Government.

"What we need is for the Government to fire the starting gun and say yes, consumers are calling out for mobile TV and we'll make this spectrum available for consumers," he says.

But a spokeswoman for Broadband, Communications and the Digital Economy Minister Stephen Conroy says while the previous government promised to free the spectrum for mobile TV broadcasts soon there are "unresolved technical and policy issues" preventing its release.

The Rudd Government is assessing the spectrum's auction "in the context of planning for digital television switch-over", she says, and will also assess the outcome of the current trial.

When mobile TV does arrive, Chaisatien says it will change the way Australians use their mobile phones.

"The evolution of mobile TV in Australia has been slow," he says. "But with no download fees and a more TV-like experience where you don't have to wait for video to download and you can flick between channels it would become much more attractive to watch. News would be popular as would a little entertainment to kill time."

Webb says using mobile TV will also be similar to adding pay-television and a digital video recorder to your handset. Turn the phone on and it will download an electronic program guide you can set to "flag you when programs are coming up", he says, or even record programs to the phone's memory or a memory card.

Phone providers are likely to charge for access to some channels, but others are likely to be delivered free, O'Keefe says, making mobile TV an attractive proposition.

Share this article [What is this?](#) (#)

- [Add to MySpace](#) (javascript:GetThis('Mobile phones to double as TV sets | The Courier-Mail', ' <p>THE small screen is set to become even smaller in Australia.</p> <p><p>After years of debate, the television and mobile phone industries are partnering to broadcast live TV to mobile phones.</p> <p>The broadcasts will be received by a chip in the mobile phone that acts like a TV antenna, delivering crisp moving images to its screen and replacing expensive video downloads.</p> <p>What is more, the new services could deliver up to 30 dedicated mobile TV channels, in

addition to one-off pay-per-view specials and digital program guides that remind you when your favourite show is near... Click [Headline for Full Story](#), '<http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html>', 1))

- **Digg it** ([http://digg.com/submit?phase=2&url=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&title=Mobile phones to double as TV sets | The Courier-Mail](http://digg.com/submit?phase=2&url=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&title=Mobile%20phones%20to%20double%20as%20TV%20sets%20|%20The%20Courier-Mail))
- **Post to del.icio.us** ([http://del.icio.us/post?url=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&title=Mobile phones to double as TV sets | The Courier-Mail](http://del.icio.us/post?url=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&title=Mobile%20phones%20to%20double%20as%20TV%20sets%20|%20The%20Courier-Mail))
- **Post to Newsvine** ([http://www.newsvine.com/\\_wine/save?popoff=0&u=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&h=Mobile phones to double as TV sets | The Courier-Mail](http://www.newsvine.com/_wine/save?popoff=0&u=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&h=Mobile%20phones%20to%20double%20as%20TV%20sets%20|%20The%20Courier-Mail))
- **Post to Facebook** (<http://www.facebook.com/share.php?u=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html>)
- **Add to kwoff** (<http://www.kwoff.com/submit.php?url=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html>; void(open('http://www.kwoff.com/submit.php?url='+escape(q)+'&resizeable,location,menubar,toolbar,scrollbars,status'));
- **Stumble Upon** ([http://www.stumbleupon.com/submit?url=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&title=Mobile phones to double as TV sets | The Courier-Mail](http://www.stumbleupon.com/submit?url=http://www.news.com.au/couriermail/story/0,23739,25001742-8362,00.html&title=Mobile%20phones%20to%20double%20as%20TV%20sets%20|%20The%20Courier-Mail))



(<http://facebook.couriermail.com.au/>)



IN the air ... Australian mobile phone users with enabled phones such as the Nokia N97 will be able to watch live television on their phones once regulatory hurdles are overcome.

- Font size: [Decrease](#) (#) [Increase](#) (#)
- Email article: [Email](mailto://couriermail/email/popup/0,23830,25001742-8362,00.html) (/couriermail/email/popup/0,23830,25001742-8362,00.html)
- Print article: [Print](#) (javascript:print();)

#### Ads By Google

- [Australian Satellite TV](#)

**Compare Top Pay TV Providers. Find the right Satellite TV Deal.**

[youcompare.com.au/paytv](http://youcompare.com.au/paytv)

([http://googleads.g.doubleclick.net/pagead/clk?sa=l&ai=B4VU9MoCLSc70F5LqvgOkr8j1CYTj-XOA7OixCMCNtwGAph0QARgBJOzorAsoAzgAUMeQ0I34\\_\\_\\_\\_\\_wFgpfiRgJABoAGW7M7wA7IBD3d3dy5uZXdzLmNvbS5hdcgBAadoBQWh0dHA6Ly93d3cubmV3cy5jb20uYXUvY291cmllcm1haWwvcnum=1&adurl=http://youcompare.com.au/paytv&client=ca-nd-couriermail\\_js](http://googleads.g.doubleclick.net/pagead/clk?sa=l&ai=B4VU9MoCLSc70F5LqvgOkr8j1CYTj-XOA7OixCMCNtwGAph0QARgBJOzorAsoAzgAUMeQ0I34_____wFgpfiRgJABoAGW7M7wA7IBD3d3dy5uZXdzLmNvbS5hdcgBAadoBQWh0dHA6Ly93d3cubmV3cy5jb20uYXUvY291cmllcm1haWwvcnum=1&adurl=http://youcompare.com.au/paytv&client=ca-nd-couriermail_js))

- [Three Mobile](#)

**\$150 Worth Of Free Calls, SMS & More Each Month On Our \$29 Cap Plan**

[www.Three.com.au](http://www.Three.com.au)

([http://googleads.g.doubleclick.net/pagead/clk?sa=l&ai=BdhlZMoCLSc70F5LqvgOkr8j1Cdv5g3\\_Lhq6ADcCNtwHA7m0QAhgCJOzorAsoAzgAUPiT8e8HYKX4kYCCQAbIBD3d3dy5uZXdzLmNvbS5hdcgBAadoBQWh0dHA6Ly93d3cubmV3cy5jb20uYXUvY252num=2&adurl=http://pixel1717.everesttech.net/1717/r/3/c\\_8b060e0b65398dcaa2ab1ebebe78184a\\_3392562665/url%3Dhttp%253A//ad.au.doubleclick.net/clk%253B194150282%253B25295984%253Bp%253Fhttp%253A//store.three.com.au/%253Fcid%253D1234&client=ca-nd-couriermail\\_js](http://googleads.g.doubleclick.net/pagead/clk?sa=l&ai=BdhlZMoCLSc70F5LqvgOkr8j1Cdv5g3_Lhq6ADcCNtwHA7m0QAhgCJOzorAsoAzgAUPiT8e8HYKX4kYCCQAbIBD3d3dy5uZXdzLmNvbS5hdcgBAadoBQWh0dHA6Ly93d3cubmV3cy5jb20uYXUvY252num=2&adurl=http://pixel1717.everesttech.net/1717/r/3/c_8b060e0b65398dcaa2ab1ebebe78184a_3392562665/url%3Dhttp%253A//ad.au.doubleclick.net/clk%253B194150282%253B25295984%253Bp%253Fhttp%253A//store.three.com.au/%253Fcid%253D1234&client=ca-nd-couriermail_js))

- [The Television Discounter](#)

**When you are Finished Comparing See us, We Sell New TV's Cheap!**

[www.TheElectricDiscounter.com.au](http://www.TheElectricDiscounter.com.au)

([http://googleads.g.doubleclick.net/pagead/clk?sa=l&ai=BPZuGMoCLSc70F5LqvgOkr8j1CZqmuYUBjKy1uwrAjbcBwJoMEAMYAyDs6KwLKAM4AFD0n57oBWCJ-JGAKAGgAdid\\_fcDsgEPd3d3Lm5ld3MuY29tLmF1yAEB2gFBaHR0cDovL3d3dy5uZXdzLmNvbS5hdS9jb3VyaWVybWFpbC9zdG9yeS8wLWwvY291cmllcm1haWwvcnum=3&adurl=http://www.theelectricdiscounter.com.au/asps/televisions/default1.asp&client=ca-nd-couriermail\\_js](http://googleads.g.doubleclick.net/pagead/clk?sa=l&ai=BPZuGMoCLSc70F5LqvgOkr8j1CZqmuYUBjKy1uwrAjbcBwJoMEAMYAyDs6KwLKAM4AFD0n57oBWCJ-JGAKAGgAdid_fcDsgEPd3d3Lm5ld3MuY29tLmF1yAEB2gFBaHR0cDovL3d3dy5uZXdzLmNvbS5hdS9jb3VyaWVybWFpbC9zdG9yeS8wLWwvY291cmllcm1haWwvcnum=3&adurl=http://www.theelectricdiscounter.com.au/asps/televisions/default1.asp&client=ca-nd-couriermail_js))

© 2009 Queensland Newspapers. All times AEST 03/02/2009 23:21.