

Analog Mobile TV: Free-to-Air is Compelling!

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Report Summary

Mobile TV has created quite a stir in the technology and communications community with a promise of grandeur. Mobile TV, however, has been a disappointment to many. After many years of digital standards melees, the growth of subscription-based digital TV has not materialized to the degree that was originally anticipated, despite some impressive service offerings that have been brought to market.

There has been an alternative, analog mobile TV, which utilizes the existing analog free-to-air broadcast signals by placing a tuner in a mobile phone to receive programming. Analog mobile TV was brought to market in Asia in 2007 and has since achieved consumer adoption in Asia, Latin America, Eastern Europe, Russia/CIS, the Middle East, and Africa. Telegent Systems, a fabless CMOS semiconductor company, has developed a successful single-chip mobile TV receiver that enables mobile handsets to receive analog TV broadcasts.

This report provides:

- An overview of the analog mobile TV market
- Comparison of analog mobile TV with the other mobile video alternatives
- Primary research insights from analog mobile TV users
- 2007 and 2008 estimates and 2009–2013 forecasts for analog mobile TV handset installed based
- Analog mobile TV handset 2007 and 2008 estimates and 2009–2013 forecasts for shipments, ASPs, and revenue
- Mobile analog TV module 2007 and 2008 estimates and 2009–2013 forecasts for shipments, ASPs, and revenue
- Mobile analog TV semiconductor 2007 and 2008 estimates and 2009–2013 forecasts for shipments, ASPs, and revenue

HIGHLIGHTS

- Analog mobile TV has two very fundamental and compelling advantages: cost and availability.
- The analog TV feature can be added for less than \$10 and probably much less than \$10 in future years.
- At the end of 2008, the installed base of analog mobile TV handsets, worldwide, was 18 million, and by 2013, that number will grow to 314 million.
- By 2012, the semiconductor value of the market approaches \$400 million while the module market approaches \$700 million.

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