

Oct 14, 2007

Sh



- Market Research on E-Business and Online Marketing
- Objective Analysis of Internet Market Trends
- Data from Over 2,800 Worldwide Sources

SEARCH

**More Topics...More Speakers...
More Networking...**

Boston, Oct 15-16 & San Francisco, Oct 29-30

**LAST
Regis**

[Home](#)
 [Free Newsletter](#)
 [Products](#)
 [Browse Research](#)
 [Articles](#)
 [About eMarketer](#)

▶ **Get the latest articles delivered for free. [Click here to get the eMarketer Daily newsletter.](#)**

Article Print | E-Mail | RSS | More Articles

[Free Newsletter](#)

Mobile TV Awareness, Then Adoption

JUNE 6, 2007

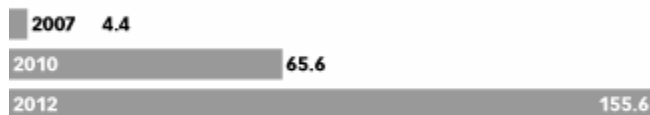
YouTube's model threatens small-screen TV.

Mobile broadcast TV subscribers will total 155.6 million worldwide by the end of 2012, up from 4.4 million in June 2007, according to [Datamonitor's](#) "Opportunities in the Mobile Broadcast TV Market, 2006-2012" report.

Need data for presentations? eMarketer subscribers can download charts instantly — over 50,000 choices.
[Learn About an eMarketer Subscription](#)

[Infonetics](#) had estimated previously that paying mobile TV subscribers would total 46 million in 2010. Datamonitor's 2010 estimate is a more aggressive 65.6 million.

Mobile Broadcast TV Subscribers Worldwide, 2007, 2010 & 2012 (millions)



Note: compound annual growth rate (CAGR)=66.2%
 Source: Datamonitor, "Opportunities in the Mobile Broadcast TV Market, 2006-2012" as cited in press release, May 30, 2007

084468 www.eMarketer.com

See What You're Missing

eMarketer subscribers have access to 159 more reports, articles and charts on the topic of this article.

[Learn More About eMarketer S](#)

Advertisement

More Topics...
More Speakers...
More Networking...

Business-to-Business
Demand Gen

4th Annual

Boston, Oct 15-16 & San Francisco, Oct 29-30

LAST
Regis

Advertisement

eMarketer projects that by 2011 there will be significantly more paying mobile video subscribers than mobile TV subscribers worldwide, largely because of the level of 3G penetration. Specifically, there will be approximately 120 million 3G subscribers who pay a premium on top of their data subscriptions for mobile video clips or streams. There will be nearly 80 million mobile TV subscribers worldwide by 2011.

Chris Khouri of Datamonitor noted, "Consumer education, technological fragmentation and content adaptation will have to be addressed first before [mobile TV] mass adoption can take place.

"In most cases, consumers need to see it to believe it in order to see value in subscribing to a mobile broadcast TV service," Mr. Khouri continued. "Strong and innovative marketing campaigns, such as viral marketing or traveling exhibitions, will considerably aid in the mass adoption of mobile broadcast TV services."

The firm estimated the Asia-Pacific region would have the highest number of mobile subscribers, followed by Europe and North America.

Mobile Broadcast TV Subscribers in Select Regions Worldwide, 2012 (millions)



Source: Datamonitor, "Opportunities in the Mobile Broadcast TV Market, 2006-2012" as cited in press release, May 30, 2007

084469

www.eMarketer.com

The Datamonitor report stated that most mobile operators charge between \$8 and \$12 per month for a mobile broadcast TV service. Whether that would sell in the US, where many viewers are used to free TV broadcasts, is an open question.

eMarketer's revenue projections for worldwide mobile TV revenue assume that subscribers will be among the top quartile of mobile customers in terms of income and revenue potential. With such a strong customer base, revenues will reach nearly \$7.7 billion in 2011.

Realizing the Lifecycle Marketi

It's time to start turning theory into action.

Responsys

Mobile TV and Video Revenues Worldwide, 2006-2011 (millions)

	2006	2007	2008	2009	2010	2011
Total paid mobile TV and video subscribers	5.9	16.2	43.0	81.6	151.0	199.8
Mobile video revenues	\$133.0	\$531.4	\$1,349.3	\$2,713.1	\$5,024.3	\$5,035.8
Mobile TV revenues	\$52.7	\$232.2	\$743.0	\$1,957.2	\$4,893.5	\$7,673.3
Total mobile TV and video revenues	\$185.8	\$763.6	\$2,092.4	\$4,670.3	\$9,917.8	\$12,709.1

Note: numbers may not add up to total due to rounding; 3G only; mobile video defined as video clips or streams sent point-to-point between a content server and an individual handset on a 3G network; mobile TV defined as video clips or streams that are sent over a separate broadcast network to be picked up by handsets with built-in TV tuners
 Source: eMarketer, April 2007

082744

www.eMarketer.com

Still, eMarketer Senior Analyst John du Pre Gauntt warns that mobile TV marketers should be aware of mobile video as a competitor for viewers' interest.

"Mobile TV providers on the technology and business sides need to be aware that video capture and upload on the phone is far more popular than watching television on a very small screen," Mr. Gauntt says.

Will mobile broadcasts breathe new life into television? Read the eMarketer [Mobile TV and Video: Big Dreams for the Smallest Screen](#) report to find out.

 **Get more articles like this one delivered free. Click here for the eMarketer Daily newsletter.**

 [Read More Articles](#)  [E-Mail This Article](#)  [Print](#)

 [RSS Feed](#)  [Del.icio.us](#)  [Digg this](#)  [Reddit](#)