

Mobile TV market on the up?

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Latest research from GfK NOP's Technology division shows encouraging findings for mobile TV.

London, 5th December 2006 - Mobile TV viewing figures now available from GfK Technology show 70% of active subscribers are using the service at least once a week. Although the vast majority of these subscribers typically watch mobile TV for less than half an hour at any one time, 38% claim that the typical length of a viewing session is for more than 20 minutes.

Colin Strong, Director of mobile comms research at GfK Technology commented: "These findings are certainly encouraging and demonstrate that there is a market for mobile TV services."

The largest reason given by people (51%) for acquiring mobile TV was to "have something to do during downtime". However, 18% stated that the main reason for acquisition was "to watch a programme when away from my main TV" and 10% stated that it was so they can "catch a particular programme".

Colin Strong commented "As a time-filler the proposition of mobile TV is a good one but it is a vulnerable position to have as there are plenty of other activities that can become time fillers. Tapping into the drivers for TV has much more potential for growing the market."

The three most popular forms of content on mobile TV are "News & weather" (65% watch often or sometimes), "Sports" (56% watch often or sometimes) and music videos (46% watch often or sometimes).

"This is partly due to the viewer demographic which is somewhat younger and more male than the overall population", says Colin Strong, "But also due to the nature of the medium which will be more appropriate for particular types of content."

About the survey

280 on-line interviews with users of mobile TV (in last 3 months) were conducted between 29th August and 1st September 2006. The GfK NOP on-line research panel was used to source sample. A separate report is available upon application.

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