

TV on mobiles

The world's largest mobile conference has just taken place in Barcelona. Will TV on mobiles be 'the next big thing'?

1 What types of TV programmes do you like watching? Discuss your answer with a partner, using some of the words in the box.

sport films quiz shows reality TV comedies dramas documentaries news business soaps

2 Guess the correct figure in the statistics box. Then scan paragraph 2 of the article below to check your answers.

TV on mobiles: statistics	
(a) In a trial in Helsinki	31% / 41% / 51% said they would be willing to purchase mobile TV services.
(b) A technology consultancy predicts there will be about	30m / 40m / 50 million users of mobile TV by 2009.

Watching television on mobiles

2006 could be the year mobile TV takes off. Will it be a hit with consumers? Many in the industry think it will change television as we know it, starting with 'made-for-mobile' shows. It is easy to imagine an interactive quiz show for mobile phones. Sport is likely to be a huge area for mobile technology; will services to be rolled out in time for the football World Cup in Germany? TV via 3G networks is already well established. *Big Brother*, the UK reality TV show, has sold well to mobile users in the UK, Italy and Australia.

Nokia is currently testing next-generation mobile TV technology around the world. Initial feedback from the trials is positive. In a trial in Helsinki, 41% said they would be willing to purchase mobile TV services. One technology consultancy predicts that mobile firms will have about 50 million users of mobile TV by 2009. However, many are negative. They say that the buzz around it is similar to the hype for 3G services, which never really took off. They also

point out that 'mobile web browsing' has largely failed. Would you ever want to watch a film on a mobile phone? Or pay for a news service? If instant messaging does take over from texting, consumers will be faced with even more choices – perhaps they will need a new handset, or a new service provider.

The world's biggest mobile conference, the 3GSM World Congress, has just taken place in Barcelona, Spain. It drew more than 50,000 visitors. As mobile phones are becoming more like mini computers, it's no surprise to see Microsoft eyeing up the market for opportunities. The company is currently promoting *Windows mobile*. Executives can now review and rehearse PowerPoint presentations on their phone. Using Bluetooth, they can run a presentation from a mobile handset without using a laptop. The future certainly looks exciting. Enthusiasts say that soon we'll be able to access any content on any device, anywhere in the world!

3 Read the whole article. What types of developments are mentioned?

4 Complete the words with the missing vowels. All the words form collocations with the word 'mobile phone'.

MOBILE PHONE	s rs	h nds t	s ppl r	r ng t n s	g m s
	n tw rk	m rk t	s rv c s	cc ssor s	c ll

5 Complete the questionnaire from a market-research company. Compare your answers in small groups.

Questionnaire: 'The mobile of the future'				
I am interested in:	1) Watching TV	Yes / No / Not sure	3) Running a presentation	Yes / No / Not sure
	2) Instant messaging	Yes / No / Not sure	4) A news clip service	Yes / No / Not sure
What other features would you like to have on your mobile phone?				