



## IPTV Featured Article

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# Disconnect Between Video Phones Sales and Service Revenues Accrued: Report



By [Vivek Naik](#), TMCnet Contributor

[Infonetics Research](#) reportedly has announced the release of its latest market research analysis [report](#) titled, "Mobile Video Equipment, Phones, Services, and Subscribers," and its main findings were that mobile phones with video recording and display features were in hot demand, and corresponding services and revenues appeared to be lagging far behind.

"Though video capable phones continue to become more widely available, subscriber uptake of pay TV services continues to disappoint," said Jeff Heynen, directing analyst of broadband and video for Infonetics Research ([News - Alert](#)). "A combination of poor macroeconomic conditions, sub par 3G network coverage for streamed video services, and pricing that puts mobile video services out of reach for many consumers is contributing to the lackluster growth of mobile video services around the world."

Research analysts at the company claimed that the latest report tracks products such as DVB-H Digital Video Broadcasting – Handheld, DVB-SH 3G, Multimedia Broadcast Multicast Service, Time division CDMA and MBMS combine to deliver TV), FLO Forward Link Only from Qualcomm ([News - Alert](#)), and China Multimedia Mobile Broadcasting. It also compared device live video technological capability from vendors such as Apple, LG, Motorola, Nokia, ONDA, RIM, Samsung, and Sony Ericsson ([News - Alert](#)).

Infonetics said that it expects 397 million mobile video phones to sell worldwide in 2013, creating a market worth tens of billions of dollars, and said that the Asia Pacific region should see the highest market response for mobile video phones. Correspondingly, the company predicts that there will be 410 million video subscribers by 2013 when compared with only 41 million registered users in 2008.

"While mobile video services are expected to eventually grow significantly, until operators combine broadcast, on-demand, and side loading, revenue will remain a drop in the bucket of overall mobile service revenue," said Heynen.

The research firm said that other significant findings to emerge were: Live sports such as cricket, soccer and motor sports are seen as the most important growth drivers; Nokia ([News - Alert](#)) has

captured the number one spot in terms of DVB-H phone revenue market share; and, CMMB currently has 1 million users, but with a market potential of at least 100 million users, it should effortlessly become the number one mobile video technology.

Hand in hand with video viewing or capture on the phone is the [quality of the camera](#). A recent report said that customers in the United States and Western Europe rate mobile phones with cameras above other additional features. The higher the resolution of the camera, the more inclined customers – more than 60 percent of respondents - are to buy the mobile even if the cost is higher.

Another emerging technology, which will only increase the demand for higher resolution cameras, is the futuristic [live video transmission](#) from a mobile in which [live interviews and keynote speeches](#), for example, can be aired as the event is happening. Read more in TMC's ([News - Alert](#)) VoIP and Gadgets [blog](#) by Tom Keating. Imagine being able to transmit live, not just record, a spectacular, or sudden, event from a mobile.

A company recently broke through on the above technology with the [introduction](#) of an application that helps mobile hand held device users to capture live an event on their cameras and simultaneously stream the video signal to their organization's Website, irrespective of their current geographical location.

Pay TV on mobiles appear to be popular in Saudi Arabia since [Dilithium reportedly](#) announced that one of its products, the [Video Value Added Services](#), delivers Live TV and Video on Demand to mobiles operating on the Third Generation of Mobile Networking for Mobily of Saudi Arabia. The single point of service content delivery, or Mobily's portal, is reached by pressing the digits 1488 on the mobile keypad. Menus appear on the mobile's display and are intuitive for the subscriber to navigate the media on offer – primarily 21 TV Channels, 14 diverse categories of VoD, and Music ranging from Arabian to Pop.

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