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## **Easy-to-access service** by Chandra Devi

Qtelmedia Malaysia, the technology provider behind DiGi's enhanced Mobile TV service, is confident that Mobile TV will take off in a big way locally with its availability on GPRS and EDGE mobile devices.

Its chief executive officer Sinead O'Sullivan says that the possibility of receiving TV via GPRS and EDGE will break the barrier that has hindered mobile TV adoption.

"One big issue for consumer is the need to have a 3G Handset to watch mobile TV and also there is no true value to upgrade to 3G. The fact is there are more GPRS users and now with the service available over GPRS, there will be more subscribers to the service," she says.

Qtelmedia also enables mobile operators to offer the ability to view live TV on 3G devices.

Besides liveTV and video clips, the company provides the platform for the delivery of alerts, downloads and value-added services to mobile operators. Working with over 40 global content providers, the company ensures that content is rotated and updated on a regular basis. O'Sullivan says another factor that will see the increase in the take-up rate of mobile TV services is the flexible and creative packaging. DiGi's creative bundling addresses the consumer fear factor to pay for every access, she says.

"Unlike most mobile television services which require consumers to pay for every access, D'Channels offers one-time payment no matter how many times the content is accessed. This is an attractive feature that will get the attention of consumers. Now everyone can afford a TV on-the-move. With this affordable packaging, anyone can have a TV in their car."

She says the mobile TV applications offered by Qtelmedia make it easy for subscribers to use the service. It only takes two clicks for subscribers to access and view the content. The first click accesses a mobile TV interface, displaying all content available to the subscriber. Once the content is selected, the application automatically launches the player together with the correct access point name (APN) settings.

"Making access easy is key and DiGi has been able to do it riding on our platform. We develop and supply easy-to-use mobile TV applications which are fully supported and maintained by our software team."

Qtelmedia has a network operations centre in Cyberjaya which receives live TV and events content from across the globe via its satellite and fibre receiver networks.

O'Sullivan believes that mobile TV will be driven by content and not so much by the technology. The company collaborates with Fujitsu Malaysia, which provides the network infrastructure and backend technology.