Seizing the Potential of Mobile TV in Estonia. Edition No. 1

Description: The author looks in depth at the topic of Mobile TV, a technology some experts predict will one day be as commonplace as mobile telephony is today. Countries such as Japan and South Korea show that significant demand exists for Mobile TV and that potentially enormous rewards are available for those who implement it successfully. So in times of stagnating mobile telephony penetration and growing competition, how can mobile communication and media businesses seize this opportunity and make Mobile TV a commercial success?

By analysing the Estonian market for Mobile TV, the author makes an interesting choice. Estonia is famous for its progressive mobile and internet services, yet Mobile TV is still in its infancy. The author interviews several experts on the Estonian environment and also considers experiences from other countries. His conclusions provide fresh ideas on how to make Mobile TV a success and will serve as a useful guide for the implementation of Mobile TV in any market.

This book is recommended reading for anybody with an interest in mobile communication or the media, especially mobile or broadcast network operators, content producers, and regulatory bodies.


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