

## Hong Kong Residents can Watch Their Programs Anytime as CMHK Launches Mobile TV Service

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China Mobile Hong Kong (CMHK) announced the launch of its mobile TV service, a wholly owned subsidiary of China Mobile Limited, offering both free and paid content through internet and broadcasting services.



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CHINA MOBILE

image from <http://www.hk.chinamobile.com>

China Mobile is considered as the world's largest telecomm operator in terms of subscribers, reaching over 700 million as of November 2012.

Dubbed the UTV, CMHK said that subscribers can enjoy their favourite programs anywhere and anytime using different platforms like Android smart phones, computers, tablets, TV and TV dongles. It's also compatible with portable media players using China Mobile Multimedia Broadcasting software. It's the first such service in Hong Kong.

"We're extremely proud to be contributing to a more vibrant mobile entertainment market with the launch of our new UTV service, providing Hong Kong residents with even more choices," Sean Lee, Chief Executive Officer of CMHK, said in a [statement](#). "We look forward to bringing Hong Kong consumers some of their favourite channels and the hottest content no matter where they are or what screen they are watching."

The company collaborated with Mei Ah Digital Technology Ltd. for the new innovation.

Initially, the service will offer eight channels. One free channel is owned by CMHK offering a string of programs ranging from travel, culture, food and technology. Another channel, the TVB iNews, will also be offered for free for CMHK customers only.

The channels carried under the Premium Package include Mei Ah HD Movie Channel, channel M HD, Star Chinese Channel, Nat Geo Wild HD, Cartoon Network which are available to subscribers for HK\$58 a month (roughly seven Australian dollars). Individual programs are also available for another HK\$58.

The move is seen to pump life into its sales, which have been laggard so far and expected to hit just six percent this year in contrast to the nine percent in 2011, [Bloomberg](#) reports.

"China Mobile's new UTV service offers the market's most accessible pay TV experience, in terms of price point and the number of screens that it is offered in. We are firmly committed to leading the market to bring an extensive range of quality services to Hong Kong residents, from next generation 4G LTE mobile data services to cutting edge mobile TV," Lee added in a statement.