China Mobile launches Hong Kong mobile TV service

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China Mobile Hong Kong (CMHK) has launched a cross-network multi-platform UTV mobile Television services. UTV integrates cellular, internet and broadcasting companies to supply high quality content material to a broad variety of products, regardless of the user's mobile provider.

Sean Lee, Director and Chief Executive Officer of CMHK, stated: "We're extremely proud to be contributing to a more lively mobile entertainment marketplace with the launch of our new UTV support, providing Hong Kong residents with even much more alternatives. We search forward to bringing Hong Kong shoppers some of their favourite channels and the hottest content material no matter exactly where they are or what display they are watching."

UTV will offer eight channels from a assortment of content material owners such as UOne, a no cost channel owned and developed by CMHK that provides programmes on entertainment, meals, travel, culture and engineering. 1 of UOne's featured programmes, "U shoot i shoot," is totally viewer sourced, providing audiences with a platform to showcase self-developed brief movies. TVB iNews, a 24-hour news feed, will also be provided for no cost.

In addition to totally free programming, viewers can also select from a choice of paid programming, like the Mei Ah HD Film Channel, channel M HD, Nat Geo Wild HD, Star Chinese Channel, Cartoon Network and MNC International.

"China Mobile's new UTV services delivers the market's most accessible pay Television knowledge, in terms of cost point and the quantity of screens that it is offered in. We are firmly committed to top the marketplace to bring an in depth array of good quality services to Hong Kong residents, from next generation 4G LTE mobile data solutions to cutting edge mobile Tv," added Lee.

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