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China Mobile launches Hong Kong mobile TV service

Louise Duffy | 10-12-2012

China Mobile Hong Kong (CMHK) has launched a cross-network multiplatform UTV mobile TV service.

UTV integrates cellular, Internet and broadcasting services to deliver high quality content to a wide variety of devices, regardless of the user's mobile provider.

Sean Lee, director and CEO of CMHK, said: "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. 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."

UTV will offer eight channels from a variety of content owners including UOne, a free channel owned and created by CMHK that offers programmes on entertainment, food, travel, culture and technology. One of UOne's featured programmes, U Shoot I Shoot, is completely viewer-sourced, providing audiences with a platform to showcase self-produced short films. TVB iNews, a 24-hour news feed, will also be offered for free.

In addition to free programming, viewers can also choose from a selection of paid programming, including the Mei Ah HD Movie Channel, channel M HD, Nat Geo Wild HD, Star Chinese Channel, Cartoon Network and MNC International.

"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's 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," added Lee.

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