

China mobile launches mobile TV service in Hong Kong

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With the aim to engage more viewers, tap into smartphone users and improve its revenues, China Mobile Hong Kong has launched its mobile TV service in Hong Kong. The service called UTV was introduced with eight channels currently.

According to China Mobile CEO, Sean Lee this will help the company increase its data traffic, making it another revenue source for the company. The service is divided into the free-of-charge part and the paid part. The free-of-charge part includes user-created content and TVB news; while the paid part includes MNC international, MATV HD movie channel, STAR Chinese Channel, cartoon channel, and National Geographic Wild channel.

Lee also added that Hong Kong was chosen as the pilot location because the users are evolved and there is higher level of convergence of mobile and multimedia technologies with more tech savvy smartphone users. In fact the company has been launching its innovative service in Hong Kong. In April this year it had launched 4G wireless services in Hong Kong as a test project. Now the company is expanding 4G into 13 cities.

According to Lee, the company has been establishing this network over the last one year. Now the users can enjoy the service on their Android tablets and smartphones. Apple iPhone users can access the service by using a plug-in receiver.

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