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China mobile launches mobile TV application in Hongkong



中国移动通信
CHINA MOBILE

China Mobile, a state-owned telecom provider has launched mobile TV services for Hongkong users. This mobile TV application provides free and paid channels for smartphones; Android tablets and can be accessed by users of all carriers. The service branded as UTV, provides entertainment content including user-generated videos, 24 hour news services offered by TVB and UOne channel. The subscription includes a paid package for USD 7.48 per month giving users access to content including MNC International, Mei Ah HD Movie Channel, channel M HD, Nat Geo Wild HD, Star Chinese Channel, Cartoon Network and MNC international.

China Mobile Hong Kong Chief Executive, Sean Lee Fan-fung. said, "Hong Kong provides us a special testing ground to develop new services. We have spent about two years preparing for today's launch." This service is also accessible by portable media players accessing China Mobile's multimedia broadcasting software.

China Mobile said in October that data traffic over the carrier's wireless network in the first nine months has increased 61% to 626 billion megabytes compared to the previous year due to more downloaded videos and e-books.