

Publication: Mobile Media
Date: 23 June 2008
Circulation: n/a



TV/video

Flat-fee TV/video pricing appeals to only a fraction of users

Only 13% of mobile users are willing to pay for a subscription to TV and video content on phones, according to a survey conducted in the UK, commissioned by mobile-video-platform provider QuickPlay Media.

Twenty-two percent would rather pay on a per-use basis, but 65% would accept advertising in return for free or cut-price mobile TV and video services. In a similar survey QuickPlay carried out in the US, whose results were announced in April, 54% of respondents said they would be willing to watch short, targeted ads in exchange for free access.

Thirty-three percent of UK respondents and 43% of US respondents cit-

ed cost as the main barrier to accessing mobile TV and video services.

In the UK, 72% said they did not recall having viewed ads on their mobile handset. Among those that did, 53% said they were SMS/text ads and 34% said they were video ads.

As in many other surveys, the home came up as the favorite place for people to view mobile TV and video – favored by 46% of respondents – despite the bigger-screen alternatives normally available at home, namely TV sets and computers.

Surprisingly, the idea of watching mobile TV/video while traveling appealed to only 28% of respondents. An-

other 30% said they would watch it to fill in time between activities.

Two in five of the people surveyed said they had watched TV and video content on their mobile phone, with many of those saying they regularly use such services. Eighteen percent of those who had tried a mobile TV and video service watch on a weekly basis, with more than a third watching almost daily, according to the survey, which drew answers from 650 respondents.

A staggering 44% of respondents in the UK and 47% in the US were not aware of whether their operator offered mobile TV or video services (see “Cellcos’ mobile TV,” p. 3).