

Czech my Tits

Czech my Tits was one of the entries in the Mobile TV Awards held at MIPCOM in Cannes last week. Wednesday 11 October 2006 was the first Mobile day at MIPCOM and included a variety of presentations dealing with all aspects of MobileTV. Like any other media platform, content is king, as demonstrated by the very different entries into the awards.

By [Stanley Edwards](#) 16 Oct 2006

One entry was mobisodes of 24, Soccer Addict, which included user-generated content of fans filming themselves on mobile phone video and submitting them and Film Reviews done with animation.

What was also interesting is the research around mobile viewing patterns with regards to who is watching what and when. Again, like any other media platform, the mobile TV experience is unique and as such, unique content needs to be created.

Replicate

It is not about trying to replicate the TV experience, although much of the content we are currently seeing is simply TV shows brought to you on mobile. Wouldn't viewers of both platforms question why they have to pay a subscription to watch TV programmes on TV and then pay another subscription to watch it on mobile? Surely one subscription is enough? This is not the case as mobile operators have a very different business model to broadcasters'.

It's also not a case of a broadcaster trying to become a mobile operator. ESPN's foray into mobile was a failure as it tried to offer a handset and content package. BBC produced "Tardicodes" of its Dr Who series, but was disappointed by the results indicating that the Mobile TV idea still has some way to go. But as with other technologies, including mobile itself, the uptake happens very quickly once there is market acceptance and penetration.

Lemmings

Graeme Ferguson, who is the former director of global content development for Vodafone UK, described mobile operators as lemmings who often play a wait and see game and then all jump in at the same time. Some mobile operators also try and become broadcasters and they clearly don't understand the content game.

Launching a mobile TV service without engaging and entertaining content is set for failure. It's all about the user/viewer experience - no other media platform would launch a product without a great content offering, so why do mobile operators think this will be different? Content is expensive, whether purchased or commissioned and The Mobile TV Awards showcased the type of content that can be produced for mobile and be successful.

Branded entertainment

Advertiser-funded content or Branded Entertainment is a model which would work very well for mobile. Broadband content and IPTV (Internet TV) has also been a big topic at MIPCOM but in South Africa we are faced with the reality of poor connectivity, so perhaps mobile TV is our answer to this. We have high handset penetration and if the mobile TV content offering were unique, engaging and entertaining and most important affordable, I believe it would have huge potential.

For those who are interested, Czech My Tits focuses on man's fascination with breasts. Add a cheeky host, a TV camera and a cash incentive, and girls on the streets of Prague are encouraged to flash for the camera for five seconds - it's fun and curiously addictive!

Remember our MIPCOM feedback sessions being held in Cape Town and Johannesburg - go to www.thepuggle.co.za/mipcom for more information.

ABOUT THE AUTHOR

Stanley Edwards is a partner at Platypus Productions and is reporting on MPOOM for Bizcommunity.com. Visit www.platypusblog.com for daily updates. Half-day report backs will be held in Cape Town on 27 October and in Johannesburg on 2 November. To register, send your details to events@platypus.co.za.

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