

## Nigeria launches DVB-H mobile TV

Nigeria has beaten South Africa in the roll-out of the DVB-H mobile TV... Details Nigeria, MultiChoice Africa's local business partner in Nigeria, has launched Africa's first commercial mobile broadcast TV service in the city of Abuja.

The launch places Nigeria at the forefront of the world digital television technology race, and highlights the progressive stance that the country's National Broadcasting Commission (NBC) is taking in the adoption of new technologies.

Details Nigeria switched on its mobile television network using the Digital Video Broadcast – Handheld ("DVB-H") technology standard. Consumers in Abuja will be able to receive a specially compiled bouquet of DStv channels, which includes SuperSport, CNN, Africa Magic and Big Brother Africa, live on their mobile phones. The Abuja launch will be followed by a similar roll-out in other Nigerian cities over the next couple of months.

Details Nigeria chairman Adewunmi Ogunsanya says: "We are very excited that Nigeria becomes one of the first countries in the world to commercially roll out DVB-H services, something that will ensure Nigerians have early access to global innovations in the industry. We will distribute the service through several mobile operators in Nigeria and has already signed a distribution agreement with MTN Nigeria."

DVB-H is widely considered to be the world's leading mobile broadcast technology standard, and is also currently being trialled by MultiChoice Africa in Namibia and preparations are well advanced for a launch in Kenya. Eben Greyling, CEO MultiChoice Sub-Saharan Africa says, "We are fortunate to be in a position to move quickly with our mobile TV roll-outs in Africa. We have had tremendous support from government and regulatory authorities in Africa who have been providing an enabling environment for the roll-out of new technologies. Our biggest stumbling block at this stage is to find the resources to roll-out the service in all the countries where we have been allocated frequencies and commercial licenses."

Worldwide research has firmly established that there is genuine consumer desire for superior quality video and audio content on cellphones, and industry analysts predict that by 2010 more than 150 million people worldwide will be regular users of mobile broadcast services.