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TDC Touts Mobile News



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COPENHAGEN -- News such as Bjarne Riis's doping admission and the clearing of the Youth Center on Nørrebro, Copenhagen, keep the Danes glued to the screen. And it is not just the TV screen, but also the smaller cell phone display that attracts attention. TDC has just analyzed the use of mobile TV almost six months after its launch, and the statistics clearly show that the main attraction is brief television features such as news. During the clearing of the Youth Center, there was a period with four times as many unique users accessing mobile TV as on ordinary days. Similarly, the press conference where Bjarne Riis admitted to doping abuse almost doubled the viewers for the channels showing the news.

TDC's statistics also show that each unique user on average

- Watches mobile TV for 9-10 minutes a day
- Accesses mobile TV 2.7 times a day
- Watches for 3.5 minutes per session, i.e. each time a channel is activated.

"The analysis has confirmed that mobile TV has its natural place in the media picture and that TV on the cell phone is particularly suited for breaking news when people do not have access to traditional television. You always carry your cell phone, so you can choose to watch the news or whatever else you fancy when and where you want," says Anders B. Christjansen, Vice President, TDC Mobile.

The analysis of viewer habits during the first six months is also the reason behind TDC's recent release of two additional TV channels on the cell phone: the news channel DR Update and the music channel MTV Shorts, which both bring short features. The entertainment channel Star! will soon be added. TDC already offers a broad range of mobile TV in Denmark with access to DR1, DR2, TV2, TV2 News, Kanal 4, and Voice TV. In addition, TDC offers access to TV2 Sputnik as video on demand.

"After the first six months with mobile TV, we are overall very satisfied. We are still in a start-up phase, where we are gaining experience with the medium. That experience we are, among other things, using to improve the user experience and ensure that we offer the right content," says Anders B. Christjansen.

TDC Mobile TV is accessed through the mobile portal Fly. So far, only TDC's mobile customers can use the feature, which also requires a 3G cell phone. Mobile TV is only accessible in areas covered by TDC Mobile's 3G network. Unlimited usage costs DKK 29 per day, DKK 49 per week, or DKK 75 per month.

[TDC/AS](#) (Copenhagen: TDC)

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FLASH POLL

What is the biggest barrier to the widespread deployment of SDN capabilities in telco networks?

- Lack of products
- Immature products
- Market caution
- Security concerns
- Management and orchestration concerns
- All of the above
- There are no barriers
- Other

[ALL POLLS](#)



UPCOMING LIVE EVENTS!!

SCTE Breakfast	October 22, 2013, Atlanta, Georgia
TelcoVision	October 23-25, 2013, Las Vegas
Future of Cable Business Services	December 4, 2013, Westin Times Square, New York, NY
4GWorld	September 9-11, 2014, Sands Expo Center, Las Vegas, NV

SLIDESHOWS



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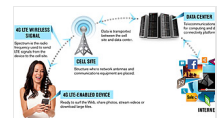
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The Rise of 4G LTE

The introduction of LTE services is having a dramatic impact on the mobile broadband market.

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LTE Diameter Signaling Growth

How 4G Works

INFOGRAPHIC ARCHIVE

TODAY'S CARTOON

Not So Smart [Click Here](#)



LATEST COMMENT To clarify, in case anyone was concerned about the veracity of the cartoon, Shazam can't actually pick up your talking or humming of a song. There ...

CARTOONARCHIVE

HOT TOPICS

Bills Don't Lie: T-Mobile Drops International Roaming Charges

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Dan Jones, Mobile Editor, 10/10/2013

AT&T's Policy Plea Muted by Shutdown

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Carol Wilson, Editor-at-large, 10/9/2013

AT&T Clinches M2M Market Lead With GE Deal

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Sarah Reedy, Senior Editor, 10/9/2013

Sonus Claims Virtual SBC Bragging Rights

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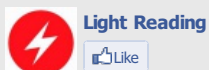
Ray Le Maistre, Editor-in-chief, 10/9/2013

Sprint Jibes With OTT Comms

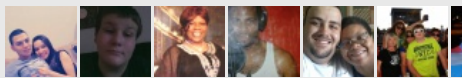
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Sarah Reedy, Senior Editor, 10/14/2013

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The Managed Services Post-Mortem, Part 2



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Marc Rottier @MarcRottier
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Light Reading @Light_Reading
#Google #Fiber is rolling out in Kansas City-

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Open Standard-based Technologies for Boosting the Performance of SDN/NFV Infrastructure
Date: Oct 23, 2013

A Look into the Future of Optical Infrastructures
Date: Oct 30, 2013

100G/400G Networking Solutions Webinar: Technology and Components
Date: Nov 06, 2013

Secure LTE: A Revenue Opportunity for Operators
Date: Nov 07, 2013

Achieving Network Agnostic Services Ubiquity through Predictive Subscriber Data Management
Date: Nov 07, 2013

C-RAN – The Next Generation Mobile Access Platform
Date: Nov 13, 2013

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