

Press Releases

TDC introduces cell phone podcasting

May 1, 2007

Did you miss the latest episodes of Mads & Monopolet or De sorte spejdere (very popular Danish radio shows)? TDC now makes sure that the popular radio shows along with thousands of other sound and music files are never further away than your cell phone. The largest Danish telco, TDC, now introduces cell phone podcasting.

"We experience a demand among our customers for access to entertainment, music, news, and sports, independently of time and place. This is now possible via cell phone podcasting," says Anders B. Christjansen, Vice President, TDC Mobil.

As opposed to for example MP3 players that must always have the content loaded from a computer, TDC now makes it possible to stream podcasts direct to the cell phone while you are waiting for the bus, or whenever you feel like it.

Access to podcast streaming is provided through TDC's mobile portal Fly. As of yet, only TDC mobile customers can use the feature which also requires a Java-compatible cell phone.

Cell phone podcasting is launched as a pilot project in cooperation with the leading Danish podcast providers, podhead.dk and the Danish Broadcasting Corporation (DR). They use the launch to seek new opportunities for creating easier access to their sound and music files and for understanding the needs of mobile media users. For the time being, TDC links to the two podcast providers' offers until the end of the year, after which the pilot project will be evaluated.

"Podcasting is yet another attractive offer in the content supermarket we have built up around our mobile portal Fly: You can purchase your favorite music and watch your favorite television programs among many other things. Now, you also have access to a world of sound direct through your cell phone," says Anders B. Christjansen, who hopes that the pilot project with podhead.dk and the Danish Broadcasting Corporation (DR) will lead to a permanent solution.

US-based Melodeo is behind the Mobilcast application, which allows podcast streaming to the cell phone.

Facts:

- At present, TDC supports 21 different cell phones which can be used for podcast streaming. See fly.tdconline.dk
- Access to podcasting is provided through TDC's mobile portal Fly under the menu item Nyheder (News). From here, you can download the Mobilcast application, which is required to get access to the wide range of Danish and international podcasts in categories such as music, comedy, news, politics etc.
- As cell phone podcasting is a pilot project, billing so far takes place on the basis of the MB price, which is approx. DKK 1 per minute for TDC's residential customers.

Further information:

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During the week, TDC Press is open to the press from 8:00 a.m. to 4:30 p.m. However, any calls to our main number +45 70 20 35 10 will be answered 24 hours a day - all year round.

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