

Mobile TV and Video in Italy: An assessment

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Introduction

This 26 page report is a thorough assessment of the mobile TV and video markets in Italy. It includes revenue and user projections, in-depth analysis of challenges and opportunities, and recommendations throughout.

Mobile TV and video do not exist in isolation, but must be understood in the context of an eco-system of devices and content, that inform take up and behaviour around mobile TV and video. In the first section of this report we provide a contextual overview of the digital TV, internet, mobile phone and mobile internet markets in Italy. Comparison data with other countries are provided to contextualise data.

Proceeding this, we look at mobile TV broadcast via DVB-H, covering business models, usage data, user projections, and insights. Mobile video is then examined, and we investigate usage and user projections, and provide comparison data.

In comparison with other European countries, take-up of mobile TV and video in Italy is fairly impressive. Despite this, growth has been significantly less than predicted. We therefore undertake a thorough examination into hindrances to take-up, and discuss content, preferences around mobile video and TV viewing, long form and short form content, downloading, cost, and technology. We provide recommendations throughout.

We follow this with a section around monetisation in which we provide revenue

projections alongside an examination into and recommendations around fee based services, advertising and targeted advertising.

Proceeding this is a section providing an overview of DVB-SH. We then finish with a section that covers further recommendations to arise from this report.

What this report will give you:

- User forecasts for mobile TV to 2015
- User forecasts for mobile video to 2015
- Revenue forecasts for mobile TV to 2015, and mobile video to 2015
- Data overview of digital TV, broadband, mobile internet, and mobile phone markets in Italy
- In-depth analysis of the mobile TV and mobile video markets, and behaviour
- Viewing patterns, including dayparts analysis and content viewed via mobile
- In-depth analysis of barriers to take up
- Analysis around monetisation, including subscriptions and advertising
- Overview of DVB-SH
- Recommendation throughout the report
- Keys to success
- Lessons to be learned from the Italian mobile TV and video markets