



What is Mobile Digital Television?

The ongoing “electronic revolution” is changing the rules of conventional television broadcasting. In accordance with the new [ATSC standards](#) (Advanced Television Systems Committee), LG Electronics and Harris Corporation have developed the MPH™ system that makes receiving digital TV in moving vehicles and away from home a reality. And consumers are the winners.

[Mobile digital television](#) (DTV) is the transmission of select local broadcast television stations to mobile devices by use of a station’s existing broadcast TV tower, a transmission exciter and a microchip installed in handheld devices. A number of advanced features are already available with the MPH™ system, including multi-channel real-time program streams, pre-recorded program delivery, access to specific pay-per-view programming, detailed program information and advanced interactivity.

MPH™ technology uses a single existing transmitter from commercial and public broadcasters. This reduces the cost of transmitting to mobile devices to only the small expense of installing a broadcast exciter.

Mobile DTV creates a significant new revenue stream for the broadcasting industry by expanding the audience reached and incorporating additional paid advertising in new programming. The ability to track program viewers through Nielsen ratings enables broadcasters to support their mobile programming with these advertisements and banner promotions.

Several devices will be equipped to offer mobile DTV services, including mobile cell phones, portable media players, laptop computers, GPS devices and automobile-based TVs.

Mobile DTV and the Consumer

Consumer demand for mobile TV is evident in the large number of consumers who already watch TV on their laptops and mobile devices. Mobile digital TV offers improved picture quality and access to advanced programming options, including local content.

The rise of mobile DTV is based largely on consumer’s demand for increased access to safety-related information made available by local broadcast, and the demand to have this information on portable media devices. One such device is [Cio™](#) — a 10” touch-screen LCD monitor that can receive mobile digital TV signals and has the ability to play an unlimited number of media formats, including Internet, DVD/CD and game devices — by [Winegard Company](#).



Standard TV towers broadcast a mobile DTV signal to devices like the [Cio™](#) by Winegard, the 10.2-inch mobile LCD screen pictured above.

Mobile DTV increases the accessibility of public safety information, including traffic updates, weather updates and local news. Because DTV signals can be transmitted to moving vehicles traveling at high speeds, a seamless broadcast connects consumers to their favorite programs — news, sports events and live national and local programming — at virtually any location within a 40-mile radius from a mobile DTV broadcast tower. Consumers can tune in at the beach, the park, or even while they drive across town.

Where can you find Mobile DTV?

To date, more than 850 US TV stations have joined the Open Mobile Video Coalition, an alliance of U.S. commercial and public broadcasters that works to accelerate the development and distribution of mobile DTV products and services.

More than 20 TV stations in 12 major US cities are currently broadcasting a mobile digital signal, with an additional 55 stations slated to begin broadcasting in the near future — and this is only the beginning.

Based on TV’s success as one of the top consumer products in US history and the current demand for mobile applications, mobile DTV has the promise and potential to grow into a major consumer market. The minimal cost of broadcasting mobile DTV services and the opportunity for increased coverage and revenue make it an appealing new venture for broadcasters. With these benefits, we hope to soon see several hundred TV stations across the country broadcasting a mobile DTV signal at no cost to the consumer — bringing TV to anyone, anytime, anywhere.

Mobile DTV Service Areas and Stations		
CITY AND STATE	STATIONS CURRENTLY OFFERING MOBILE DTV	STATIONS TO OFFER FUTURE MOBILE DTV
Washington, District of Columbia	6	
Charlotte, North Carolina	3	1
New York City, New York	3	2
Milwaukee, Wisconsin	2	
Providence, Rhode Island	2	
Atlanta, Georgia	1	4
Chicago, Illinois	1	3
Philadelphia, Pennsylvania	1	3
Seattle, Washington	1	3
Baltimore, Maryland	1	1
Omaha, Nebraska	1	
Raleigh, North Carolina	1	
Columbus, Ohio		5
Las Vegas, Nevada		4

Mobile DTV Service Areas and Stations		
CITY AND STATE	STATIONS CURRENTLY OFFERING MOBILE DTV	STATIONS TO OFFER FUTURE MOBILE DTV
Boston, Massachusetts		3
Detroit, Michigan		3
Greenville, South Carolina		3
Mobile, Alabama		3
Norfolk, Virginia		3
Roanoke, Virginia		3
Tampa, Florida		3
Denver, Colorado		2
Orlando, Florida		2
San Francisco, California		2
Toledo, Ohio		2
Los Angeles, California		1
Portland, Oregon		1
Rochester, Minnesota		1

Data from www.rabbitears.info.

About Winegard:

Headquartered in Burlington, Iowa, Winegard has built a worldwide reputation based on an unwavering commitment to innovation and continuous improvement in the quality, cost and delivery of its products, services and processes. Winegard employs more than 450 highly skilled, dedicated professionals, some of whom have 20, 30 and even 40 years with the company.

For consumer product questions, contact Winegard Customer Service at 800-288-8094 or visit www.winegard.com; a wide selection of downloadable Cio press releases and images are available on Cio's online news archive at www.editorpressroom.com/cio.

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