

<http://www.pocket-lint.com/news/16463/bbc-mobile-tv-trial-flunks>

BBC's Mobile TV trial doesn't win public support

Only 580 viewers per day

by Katie Scott published on 29 July 2008

The viewing figures for the BBC's Mobile TV trial are less than impressive.

During the 12-month trial, viewer figures peaked at just 580 per day, according to data from the BBC Trust.

The broadcaster saw monthly content consumption of its BBC One, Three and News 24 channels reach a high of just 13 minutes per month during the trial which ended in April.

The BBC has not published the radio figures but did admit that they were "significantly lower".

But it may reflect that 3G mobile users have not yet cottoned onto using their mobiles to watch TV as throughout February the BBC's share of viewing accounted for around 24% on Orange and 51% on T-Mobile.

Vodafone and 3 were also involved in the trial.

But the BBC is still going to face problems following the results when it attempts to persuade the Trust to add mobile to the distribution channels of its TV and radio stations (which will be BBC 1, 2 and Three and BBC and, for radio, Radio 1, 2, 3, 4, 6Music, 7, Asian and 1xtra).

It will not add new content but just "re-purpose" content that has already been aired for best viewing on mobile phones.

The BBC Trust has now opened its investigation to the public ahead of its decision making, and is calling for comments.

As part of this, the Trust is to consider whether a Public Value Test (PVT) should be applied.



<http://www.pocket-lint.com/news/16463/bbc-mobile-tv-trial-flunks>

...cont.

To send in your views, email
3gmobileconsultation@bbc.co.uk.