

business of broadcasting, which is simulcasting.

Now you have relationships with the carriers through NOW. Are they going to put mobile DTV tuners into their phones or allow that to happen?

I certainly believe they will over time. I don't think it's something that's going to happen immediately. It's going to take some time. They're certainly conversations that we're engaged in and interested in advancing.

Why do the carriers get to dictate to the set manufacturers what hardware they're going to put in the phones?

Typically, in the United States, the carriers are subsidizing the handset cost. You can walk into a carrier's store today and get a great new phone for free or \$50 or \$200. Well, you know, that handset wasn't really free or \$50 or \$200. That handset was really maybe \$700 or \$800. So, as long as carriers continue to subsidize handsets, they get to influence how they're built. It's hard to argue with that.

Have you gotten any push back from copyright holders and programmers about simulcasting their programming for mobile?

We have not received anything directly. It's certainly a conversation that we are anticipating happening, but in simulcasting you have the same tower, the same signal, the same coverage pattern. It's not like I am taking this content and putting it on the Internet and making it available on a global basis. It just so happens that there's a new receiver out there that can pick it up as folks are walking around the city or making their commute.

Other than mobile DTV, what's the next big thing in mobile video?

The next big thing will probably be a series of small things. You will continue to see a drive for more content being made available and for new business models. One of the things that we enable is offering pre-roll advertising with local video. There are some companies that are doing that on a national basis, but we're the only ones that are making it available to our partners and affiliates on a local basis. The viewership numbers are getting up to a point where it can be sold and included in a package. We've even got stations that have sold it on a stand-alone basis.

Is there anything else you want to say?

We look at mobile as an overall ecosystem. Different users use it different ways and we have solutions that help stations extend their brands to all of these and drive multiple revenue streams. It's not a one-off mobile Web solution. This is about having a mobile strategy.

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