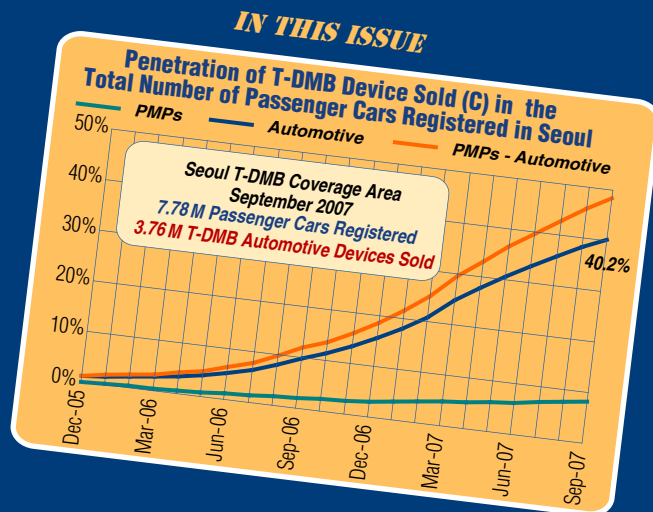


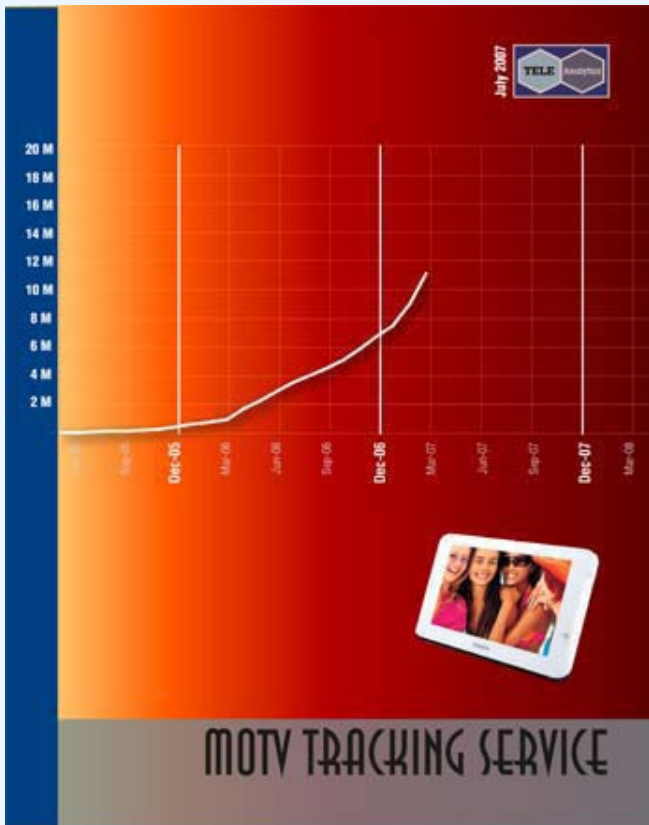
# HIGHLIGHTS

May-05 Jun-05 Jul-05 Aug-05 Sep-05 Oct-05 Nov-05 **Dec-05** Jan-06 Feb-06 Mar-06 Apr-06 May-06 Jun-06 Jul-06 Aug-06 Sep-06 Oct-06 Nov-06 **Dec-06** Jan-07 Feb-07 Mar-07 Apr-07 May-07 Jun-07 Jul-07 Aug-07 Sep-07 Oct-07 Nov-07 **Dec-07** Jan-08 Feb-08 Mar-08



MOTV TRACKING SERVICE





**Friday, February 15, 2008**

TORONTO, Canada: Issue No. 3 of the quarterly TELEANALYTICS MOTV TRACKING SERVICE (TMTS) was released at the end of January 2008. TMTS tracks and analyzes facts and figures for all commercial Mobile TV (Broadcast) networks around the world on a monthly basis. Issue No. 3 analyzes the Q3-07 adoption figures, summarizes the key Mobile TV developments until the end of January 2008, and provides an up-to-date analysis of the MoTV licensing processes and deployments that are in progress in Europe.

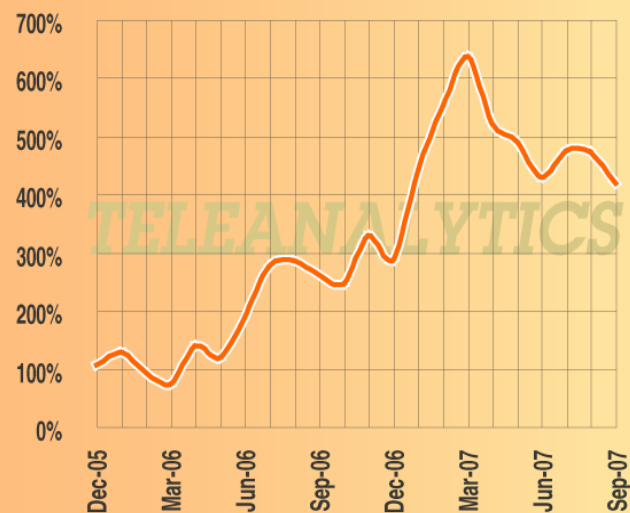
### Highlights of Issue 3

*(All figures refer to MoTV Broadcast networks)*

- At the end of Q3-07 the number of worldwide MoTV users was just over the 20 million mark, a point which, in terms of MoTV devices sold, was crossed two months earlier.
- In April 2008 when all adoption figures for Q4-07 are finalized, an end-2007 worldwide MoTV users figure that is approximately 3.5% higher than the ones previously forecasted by TMTS will likely emerge, mainly due to very good pre-holiday sales in Japan.
- Japanese MoTV flirted with the 2 million-a-month MoTV handsets sold mark in August 2007, but this milestone was only finally reached in November 2007 when 2,802,000 MoTV (One-Seg) handsets were sold (57% of all handsets sold in Japan during that month).

- In Korea, the SKT/TU Media S-DMB adoption stagnated once more in late fall 2007 at less than 1.3 million subs. SKT does not appear to be ready to pour any more money into TU Media and in January 2008, TU Media laid off more than 35% of its 200 employees.
- During the summer-fall of 2007, the Korean T-DMB continued being a steady and as of August 2007 transmissions started outside of the Seoul Coverage Area, where approximately 52% of the Korean population lives.
- At the end of September 2007, T-DMB Automotive Users reached 34.9% of the number of all passenger automobiles registered in the Seoul Coverage Area. The monthly T-DMB automotive devices sold as a percentage of the new car registrations (sales) in the Seoul coverage area are shown in the graph below.

**Monthly T-DMB Automotive Devices Sold as a Percentage of New Korean Passenger Car Monthly Sales (Seoul)**



- In Italy, 3-Italy adoption slowed down during Q3-07, up to a point reflecting the increased DVB-H aggressiveness of the other MNOs and the fact that 3-Italy's penetration into its postpaid subscriber basis already went over the 35% mark.

Additional information on TeleAnalytics' Mobile TV-related publications and other market research products can be found at:

<http://www.teleanalytics.com/Research%20Reports.htm>.

For a brochure of the TeleAnalytics MoTV Tracking Service describing the fundamentals, methodology and excerpts of Issue No. 1 (July 2007), please click [here](#).

For excerpts (MoTV Windows and Korean T-DMB automotive adoption) from Issue No. 3 of the TeleAnalytics MoTV Tracking Service which connects the Service with the end 2007 released TeleAnalytics MoTV Report, please email [info@TeleAnalytics.com](mailto:info@TeleAnalytics.com).

For a brochure of the TeleAnalytics MoTV Report, please click [here](#).