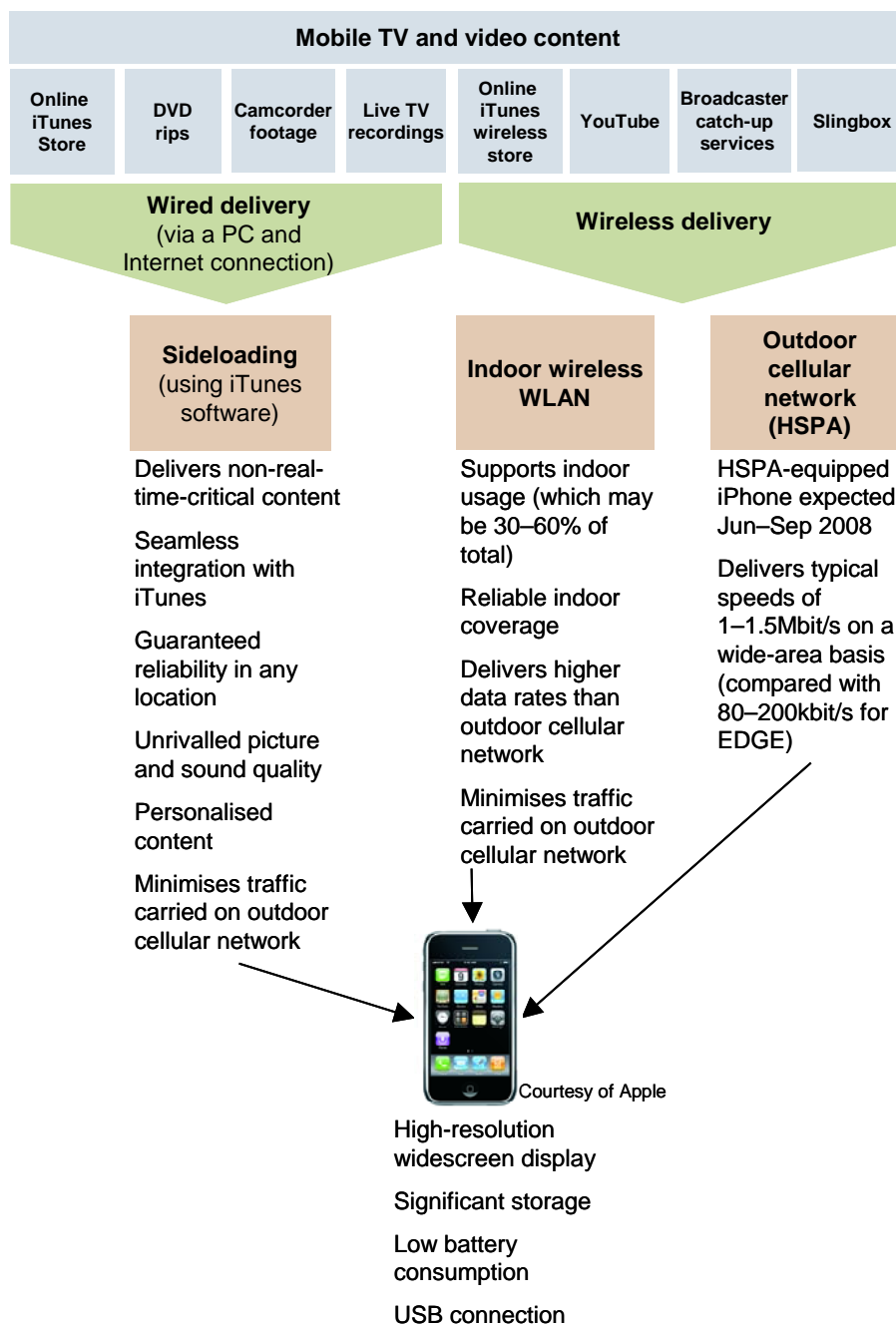


**Figure 0.1:** Distribution methods for mobile TV and video content accessible with the 3G iPhone in 2H 2008 [Source: Analysys Mason, 2008]



The 3G iPhone is particularly well suited for the delivery of mobile TV and video content for three reasons. The first factor we consider is **the video-friendly specification of the**

**Table 3.1:** Sources of TV and video content for the iPhone [Source: Analysys Mason, 2008]

Content	Distribution method	Picture and sound quality	Range of content	Description
iTunes Store	Sideloaded	●●●●	●●●○	Rapidly increasing TV and film content, which is strongest in the USA. Includes music videos, film trailers, full film downloads, film rental and TV programmes. Now expanding beyond the USA (e.g. in Germany and the UK) with a growing range of TV programmes available
iTunes Store podcasts	Sideloaded	●●●○	●●○○	Increasing number of video podcasts from a wide range of providers
YouTube	Streaming	●●○○	●●●●	Benefits from a prominent position on the iPhone main menu. The iPhone provides easy access to YouTube, with 78 million videos (in Mar 2008), covering a wide range of genres
Broadcaster Web sites (e.g. BBC iPlayer)	Streaming	●●●●	●●●○	Broadcasters are increasingly developing Web-based catch-up services for the Internet. In Mar 2008, the BBC made its iPlayer available for the iPhone (the first example of a mobile device being supported)
DVD ripping and recording of TV broadcasts (using terrestrial and digital satellite PC receiver cards)	Sideloaded, using PC iTunes (and other software)	●●●●	●●●○	iPhone users can potentially rip their DVDs and/or record free-to-air TV broadcasts (using a range of low-price PC cards). They must convert recorded files into the formats required by the iPhone, but free conversion software is widely available. Once converted, video files can be sideloaded onto the iPhone using iTunes