

**Research report**

# iPhone Shows the Way for Mobile TV

Mark Heath and Alastair Brydon

*May 2008*



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## Authors

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## Key to acronyms

3G	Third generation	HSUPA	High-Speed Uplink Packet Access
API	Application Programming Interface	IEEE	Institute of Electrical and Electronic Engineers (UK)
ARPU	Average Revenue Per User	IEEE 802.xx	IEEE LAN standards
DAB-IP	Digital Audio Broadcast – Internet Protocol	kbit/s	Kilobits per second
DSL	Digital Subscriber Line	LTE	Long-Term Evolution
DVB-H	Digital Video Broadcasting – Handheld	Mbit/s	Megabits per second
DVB-S	Digital Video Broadcasting – Satellite	MNO	Mobile Network Operator
DVB-T	Digital Video Broadcasting – Terrestrial	OS	Operating System
DVD	Digital Versatile Disc	PC	Personal computer
EDGE	Enhanced Data rates for GSM Evolution	PCI	Peripheral Component Interconnect
GB	Gigabyte	SDK	Software Development Kit
GPRS	General Packet Radio Service	TV	Television
HSDPA	High-Speed Downlink Packet Access	UHF	Ultra High Frequency
HSPA	High-Speed Packet Access	UMB	Ultra Mobile Broadband
HSPA+	Evolved High-Speed Packet Access	UMTS	Universal Mobile Telecommunications System
		URL	Uniform Resource Locator
		USB	Universal Serial Bus
		Wi-Fi	Wireless fidelity
		WLAN	Wireless Local Area Network

# About Analysys Mason

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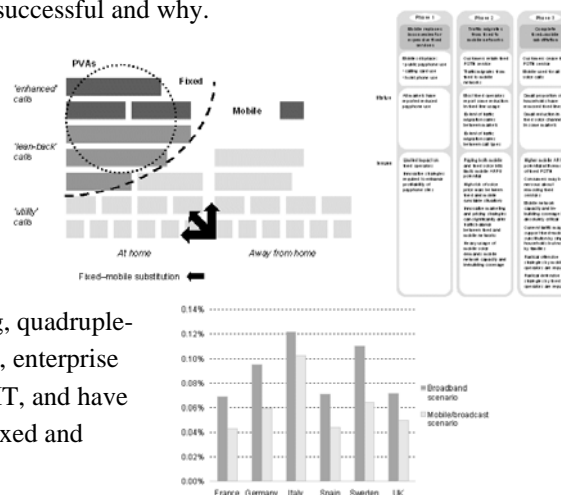
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Series	Country	Service	Technology	Year	2008	2009
Mobile service revenue	Various Europe	E-revenue	2G, 3G	Full year	2,762,000,000	6,174,000,000
Mobile service revenue	France	E-revenue	2G, 3G	Half year	28,000,000	400,000,000
Mobile service revenue	Germany	E-revenue	2G, 3G	Half year	182,000,000	1,000,000,000
Mobile service revenue	Italy	E-revenue	2G, 3G	Half year	205,500,000	1,000,000,000
Mobile service revenue	Spain	E-revenue	2G, 3G	Half year	222,700,000	1,000,000,000
Mobile service revenue	Sweden	E-revenue	2G, 3G	Half year	50,000,000	1,000,000,000
Mobile service revenue	UK	E-revenue	2G, 3G	Half year	123,000,000	1,000,000,000
Mobile service revenue	Various Europe	E-revenue	All generations	Half year	103,000,000	1,000,000,000
Mobile service ASPU	Various Europe	E-revenue	All generations	per average	0.03	0.06
Mobile service ASPU	France	E-revenue	All generations	per average	0.03	0.03
Mobile service ASPU	Germany	E-revenue	All generations	per average	0.12	0.02
Mobile service ASPU	Italy	E-revenue	All generations	per average	0.05	0.05
Mobile service ASPU	Spain	E-revenue	All generations	per average	0.05	0.05
Mobile service ASPU	Sweden	E-revenue	All generations	per average	0.05	0.12
Mobile service ASPU	UK	E-revenue	All generations	per average	0.05	0.05
Mobile service ASPU	Various Europe	E-revenue	All generations	per average	0.05	0.06
Mobile service revenue	Various Europe	E-revenue	2G	Half year	1,470,000,000	1,170,000,000
Mobile service revenue	France	E-revenue	2G	Half year	170,000,000	162,000,000
Mobile service revenue	Germany	E-revenue	2G	Half year	205,200,000	200,200,000
Mobile service revenue	Italy	E-revenue	2G	Half year	192,200,000	192,200,000
Mobile service revenue	Spain	E-revenue	2G	Half year	102,500,000	97,000,000

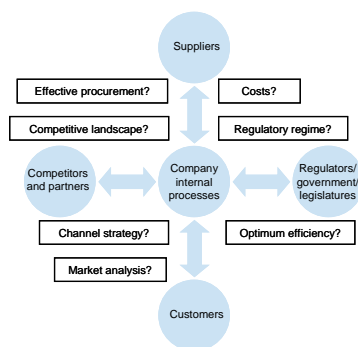
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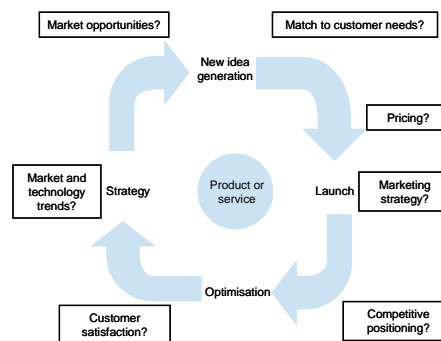
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*Optimise performance in the product or service lifecycle*

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