



News

For Immediate Release

Survey Reveals Widespread Appeal of Over-The-Air Broadcast Mobile Digital Television Delivering Live, Local News & Weather

High Interest by Millennials for Local News and Emergency Alerts on Mobile Devices

Washington, DC, Dec. 9, 2009 – U.S. mobile consumers say they are ready for live, local Mobile DTV, with the concept of watching live digital television via a mobile device appealing to half of those surveyed. When asked what live video they want to see, nearly nine out of ten survey respondents say they are interested in watching live news and weather programming while on-the-go.

According to the new Magid Media Labs national survey of 1,000 adults, local news and information content will drive live Mobile DTV, with 88% of respondents expressing interest in watching this content on mobile devices including laptops, netbooks, cellular handsets, smartphones, and other devices. The appeal is particularly high among young adult Millennials (ages 18-29), who will be among the early Mobile DTV adopters. These Millennial respondents find Mobile DTV appealing generally, and their interest in mobile local news is double their current daily viewership on conventional TV sets.

“The results of this new national survey may surprise some, but not local broadcasters. Online adults say that live broadcast TV programming is crucial, with more than half the respondents saying they want access to live, local broadcasts. And nearly half of those surveyed also say they are interested in buying a new portable device with the capability to receive Mobile DTV from over-the-air local stations,” said ION Media Network Chief Executive Officer Brandon Burgess, who also serves as President of the Open Mobile Video Coalition (OMVC.) To get an overview of the national appetite for mobile digital television, the OMVC recently commissioned the national online survey of mobile device owners from Magid Media Labs.

“We believe broadcast Mobile DTV will drive overall mobile video consumption, and those surveyed point to the public benefit of live, local broadcasts – including immediate coverage and notification of weather emergencies and other high-interest breaking news stories that local stations are uniquely able to provide to viewers. It’s time for Digital TV to break out of the confines of the living room and reach people where they are living, working, and at play – and Mobile DTV will make all of that possible,” Burgess said.

“There is no current service that delivers robust over-the-air local broadcast TV news and information to a portable device, but we anticipate dozens of new products to be available along with new Mobile DTV signals that have already begun to roll out around the country. Utilizing the newly-adopted Mobile DTV standard, a host of portable devices will soon make it possible to stay connected to local programs, sports, weather alerts, and favorite shows regardless of location,” Burgess said.



Local broadcasters are gearing up to deliver those services to millions of viewers, with the number of local stations equipped for mobile broadcasts expected to mushroom over the next several months.

Other key findings of the survey:

- Mobile devices make for mobile consumption, as respondents said they would watch DTV outside the home, including at work and while commuting. **More than three-quarters (78%) of respondents said they would be most likely to watch live Mobile DTV on a laptop, netbook, cell phone, or smartphone.**
- Among those with children in the household, 31% **would give the mobile device to their child to watch in the car.**
- Live programming is critical in overall mobile DTV mix, with **51% saying that they want it to be part of the experience, compared to just 18% that prefer a strictly on-demand model.**
- **Advertising acceptance is high**, with 49% saying they would watch commercials on their mobile device.
- **Interest in paying for premium content is also strong**, with more than one-third (36%) of respondents expressing interest in recent movies, premium sporting events, and other programming on a subscription or pay-per-view basis.

Jaime Spencer, director of Magid Media Labs, said the Mobile DTV survey reinforced existing research conclusions about the robust appetite of Millennials for local news and information and noted the ongoing popularity of laptop and netbook use.

“The laptop has become a personal living tool for all generations. There is really nothing it can’t do when it comes to media and communicating. As it continues to be a more important element of our lives, it only makes sense that consumers will want to use it and other mobile devices to watch live over-the-air DTV and Mobile DTV. It delivers a great combination of mobility, convenience, and a quality video experience,” said Spencer.

“Traditional TV delivery methods do not satisfy Millennials’ sensibilities,” Spencer said. “Making local news and information content available to Millennials on their terms and where they live their lives greatly increases the appeal of this content.”

Some 30 OMVC member stations have already begun introducing Mobile DTV to their viewers. The Mobile DTV standard was approved in October by the Advanced Television Systems Committee (ATSC), and the OMVC has been working with major consumer electronics manufacturers to develop a wide range of mobile devices suitable for hosting Mobile DTV – including laptops, netbooks, cell phones, PDAs, portable DVD players, and in-car viewing systems.

In the coming year the OMVC will conduct an extended consumer test of local Mobile DTV functionality, interest and usage in the Washington, DC market, with seven local TV stations participating. The survey was conducted by Frank N. Magid Associates as a prelude to this test.

For a copy of the full report, please contact Dave Arland (Dave@ArlandCom.com).



ABOUT THE OPEN MOBILE VIDEO COALITION

The Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital television in the United States. The OMVC is composed of twenty seven members that own and operate over 450 commercial television stations, as well as the Association of Public Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service, which represent an additional 360 public television stations. Membership in the OMVC is open to all U.S.-based television broadcasters. For more information, please visit <http://www.omvc.org>.

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OMVC MEMBER COMPANIES

Association of Public Television Stations

Belo Corp. (NYSE: BLC)

Capitol Broadcasting Company, Inc.

Corporation for Public Broadcasting

Cox Television

Dispatch Broadcast Group

Fisher Communications, Inc. (NASDAQ: FSCI)

FOX Television Stations (NYSE: NWS)

Freedom Broadcasting, Inc.

Gannett Broadcasting (NYSE: GCI)

Gray Television Inc. (NYSE: GTN)

Hearst Argyle Television, Inc.

ION Media Networks, Inc.

Landmark Communications

LIN TV Corp. (NYSE: TVL)

McGraw-Hill Broadcasting (NYSE: MHP)

Meredith Corp. (NYSE: MDP)

MHz Networks

Morgan Murphy Media

Media General Inc. (NYSE: MEG)

NPG Broadcast Division

NBC Universal -- NBC Station Group and Telemundo

-- (NYSE: GE)

Peachtree TV

Post-Newsweek Stations (NYSE: WPO)

Public Broadcasting Service

Raycom Media

Schurz Communications, Inc.

Scripps Television Station Group

Sinclair Broadcast Group Inc. (NASDAQ: SBGI)

Sunbeam Television Corp.

Univision Communications Inc.

OMVC MEMBER ASSOCIATIONS

Association for Maximum Service Television

National Association of Broadcasters