

Mobile TV in India could be big

While mobile TV or viewing of television channels on mobile handsets has been started in India on a limited scale, the potential of such a offering is huge, says a report in BusinessStandard.com. Constraint in handsets, standardisation of technology to enable mobile TV, spectrum issues, set & services affordability etc. are some of the issues plaguing this nascent industry in India. About 20m subscribers are expected to avail this services in the first year of its launch itself.

Few takers for mobile TV in America

Few people seem enamoured by watching TV on their mobiles in the USA, according to a news report in TheTimes.co.UK. Number of persons accessing the web on their mobile handsets are ten times more than those watching mobile TV. High price of the service also seems a deterrant as the nation awaits free mobile TV broadcast by some channels in near future.

25% fall in telecom rates expected in 2009-10

Indian mobile tariff, already among the lowest in the world, is expected to fall further in the FY 2009-10 with an expected decrease of 25% aided by factors like new players in the segemet, GSM & 3G launch etc. . As of now, one can call @ 33 paise (.66 cent approx) locally and @ 50 paise (1 cent approx) country-wide. The consumers growing at 10million per month can only be smiling.

SMS for monitoring use in polls

In a vast country like India, authorities are finding newer ways to monitor people. In Dakshin Kannada constituency in Karnataka in South India, police authorities have decided on a dedicated number (9886666100) for people to send SMS to on federal Poll day on Apr 30 '09. S(he) will also receive a reply as to what action was taken on his SMS. An hourly update would also be collected by SMS during the poll day. A trial run on this was also held. Mobile phones are finding all kinds of usages.

Content consent necessary now in case of VAS

Indian mobile subscribers, all of whom are not necessarily literate, often fall victim of unwanted services from their mobile service providers especially in case of Value Added Services (VAS) which are chargeable like caller ring back tune, background music, wall paper etc. all enticing but the customer might not subscribe to them had they been knowing beforehand that they would be charged for availing the services even if it is just Rs. 30/- (60 Cent approx) per month. Now TRAI has warned that the consent of the consumers must be sought in written or through SMS beforehand to activate these content services. About 10% of the income generated by telecom operators in India are from VAS.

More people accessing web first on mobile phones

With gadgets like Apple's iPhone now becoming common place, the number of people accessing the web through mobile phones have increased manifold. This is the boom time for mobile Internet worldwide and is

expected to be so in coming times as mobile phones easily outnumber PCs in most parts of the world and there are scores of people who experience the Internet first on their handsets like iPhone. "The move to mobile access is very important as mobile devices are the first way that people in developing countries get their first contact with the Web," said Sir Tim Berners Lee, one of the inventors of the world wide web.

Tracking telecom habits, tariff, web...all wanted

Customers the world over are demanding more and more value for their money now. Telecom companies are offering clever customised packages in Britain to retain the loyalty of their customer base, most of them pay-as-you-go or prepaid ones. They are demanding web access in addition to normal features like more talk time and more texting. Weekend free/cheaper calls, piggy bank to let users buy a Blackberry, for example, later etc. are some of the innovative marketing strategy being applied there.

Google News on Twitter now



Major news aggregation site Gogle News is now available on Twitter. It is the latest one to embrace the fast growing Twitter phenomenon. The users can access more than 25000 newlinks @googlenews on the micro blogging site which would take them directly to the news websites.

Move over TV episodes, Mobisodes is here

In Japan, people particularly young women, are engrossed in a new passion these days of watching short soap operas on their handsets as mobisodes i.e. mobile episodes. The interest and market is huge in technology trend setter Japan and people can be seen enjoying their video dose while traveling in metros trains. They even hope to win Oscar for this one day.

Twitter proving the new church



An interesting phenomenon is being witnessed these days particularly in the UK. People are giving vent to their innermost feelings and confessing it openly on micro blogging site Twitter.com so much so that it is now being called 'a new church for the digital generation'.

3G services should incorporate local content

The article on the eWorld section of The Hindu.com opines that 3G services in India could be a big hit in coming months. And m-advertising could potentially be a big growth area in comparison with web advertising. In rural areas too, 3G services could prove popular if they first incorporate local content for masses.

mVaayoo service launched for results on mob & web

A service whereby one can get results on one's mobile by sending a simple SMS has been launched by IMImobile in collaboration with National Network of Education (NNE). The results would be displayed on the web <http://www.examresults.net/> too. Mr Rajkumar Jalan, Chief Executive Officer and Managing Director of NNE said: "The new service being launched by NNE and IMImobile will enable students to retrieve their exam results on their mobile instantly."

Move data from servers straight to a mobile phone

A new revolutionary application has been developed by two Indians in Bangalore whereby it is possible to move any data on a server straight to a mobile handset of any make. The developing firm's name is Aquilonis Technologies Pvt Ltd and they expect to 'design unique software solutions for the telecom industry and catering to a worldwide niche market of about \$5 billion'. This

development is in tune with the current recessionary times too.

Push email facility introduced

In an interesting development, handset manufacturers Nokia introduced a push mail service where one's emails gets pushed into the mobile phone rather than the pulling or downloading of mails as is the general practice. Currently, it is available to high end customers only but it is planned to be extended to sub 5k (\$100 approx) phones soon too in India. One can register at <http://www.email.nokia.com/>

Learn English on mobiles on enrichyourenglish.com

Enrichyourenglish.com is a new simple way to learn English on mobiles also. This is a simple downloadable application which offers an English word, idiom, phrase, etc easily making English learning experience a matter of everyday practice. This application has huge implications in countries like India where there is a vast demand of English usage and the mobile spread is reaching the remotest corners of the country. This application has been developed by Chennai-based Avon Mobility Solutions.

Now search is just a call away

Voice search on mobiles meaning you say something local to search on your handset and within minutes you

are presented with an array of choices nearest to your location can be quite useful in an alien land or for those short on time, of course with a mobile in hand. All this is being made real by Google Voice Search facility in places like Hyderabad, New Delhi, Mumbai & Bangalore in India where the service has been launched. If it proves successful, it would be launched in other places in India soon too. Mobiles are providing so many solutions hitherto offered by different devices that no wonder it outnumbers PCs by some distance. Read BusinessStandard.com to know more on this fascinating mLocal service. A similar pilot project, VoiKiosk from IBM, won the Manthan Award South Asia 2008 award recently.

TringMe, a new method to woo voters

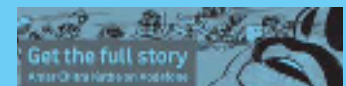
'TringMe is a voice-based platform that allows people to create voice-based application'. This technology is being used extensively in the southern parts of the country as electioneering gathers steam in run up to the Indian general elections '09. Says Yusuf Motiwala, Founder & CEO of TringMe further, "It's been used now for campaigning purposes. It's a simple and effective way to get your message across." "It has the capacity to handle up to 10,000 calls per

A peep into content behaviour through mobiles



Mobiles like Apple's iPhone are creating a new set of rules as far as buying something online is concerned. While largely a person remains reluctant to try/buy same thing available over Internet for free but it has been found out that (s)he happily pays a little the moment he/she sees it through his or her mobile phone. The NYTimes.com says that the trick lies in storing a person's Credit Card details once and for ever, as opposed to when (s)he has to enter it every time (s)he fancies something on the computers. Mobile companies have uncoded the content selling formula faster than others, it seems.

Amar Chitra Katha on mobiles



VAS to grow Indian mobile content market is growing at a fast clip. The popular Amar Chitra Katha has been brought on the mobile screens and many more content is daily being added and lapped up by many even in rural India @ Rs. 30/- (60 cents approx.) per month. VAS (Value added services) like these are likely to grow to Rs. 20,000 crore (\$200000 million) by 2010 according to an estimate.

minute to begin with and we can scale it up further if needed." Making it an ideal way to reach across to prospective voters and give an alternate way to reach to the masses this time around.

Music, messaging, gaming to be big biz, bets Nokia

Music downloads on mobiles, messaging on the go and gaming are going to be the next big hooks for mobile phone users in India bets the major mobile handset maker Nokia as it plans big for these sectors in coming days. The Hindu.com has all the details on these services in store

from the house of Nokia.

Here comes Skype on mobiles



Skype, the internet enabled calling service, is reportedly venturing into mobile phones like on Apple's and Blackberry's by developing Skype software for mobiles. As with computers, Skype would be free on mobiles also provided it is in WiFi zones.

Access & Connectivity in INDIA

March 2009:

Total Telephone Connection: 429.72 million

TRAI reported in April that the total number of telephone connections (both Wireline & Wireless) reached **429.72 million** at the end of March 2009 as compared to **413.85 million** in February 2009. The overall tele-density thus reached 36.98 at the end of March 2009 as against 35.65 in February 2009.

The total wireless subscribers (GSM, CDMA & WLL(F)) base stood at **391.76 million** at the end of March 2009. A total of **15.64 million** wireless subscribers have been added during the month of March 2009 as against **13.82 million** wireless subscribers added during the month of February 2009.

In the wireline segment, the subscriber base has increased to **37.96 million** in the month of March 2009 as against **37.73 million** subscribers in February 2009 registering an increase of 0.23 million.

March 2009:

Total Broadband Subscriber: 6.22 million (@ 60 per cent growth)

According to TRAI, the Broadband (256 Kbps download) subscribers base has reached **6.22 million** by the end of March 2009 as compared to **5.85 million** by the end of February 2009, almost **60 per cent** growth from 2008 to 2009.

Cost of broadband access:

As per InternetWorldStats website, broadband policy and other initiatives by the IT and Telecom Ministry encourage increased adoption. A monthly broadband subscription costs as little as **199 rupees**.

Speed of broadband access:

The broadband policy typically defined the broad-

band as "always on" connection with speeds over and above **256 kbps**. Other ways to access the same could either be through ADSL, VSAT or cable.

Number of registered internet cafés, community telecenters:

According to a report on OJR website, while easy entry into the cyber cafe business has caused an enormous boom in Internet cafes in India - some estimate there are about **300,000 cafes** nationwide. Besides, there are informal estimates of about close to **75,000 community telecenters** across India including Common Service Centers and ITC's e-Choupal.

The average price to access the internet from an internet café:

A web page on IndiansOnNet reveals that, about 3 years ago, Cyber Cafes in metropolitan cities like Mumbai, Delhi, Chennai, Kolkata and other large cities like Bangaluru, Pune, Hyderabad, Ahmedabad etc, were charging anywhere between **Rs 60 to Rs 80** per hour for Internet Surfing. Lately, the rates range from **Rs 10 to Rs 25 per hour**. Cyber Cafes owners are looking to different avenues, as margins are slim.

Number of PCO (public call offices), village phone entrepreneurs

As per TRAI, after constantly increasing the number of PCOs till September 2008, by the end of 2008, in December 2008, the total number of PCOs declined to **5.98 million**. This is because of the rapid penetration of mobiles, especially in rural areas where the growth of penetration is that more than **30 per cent of all news users are users from rural India**.

PC penetration:

According to MAIT (Manufacturers' Association for Information Technology): PC sales in India crossed **7.3 million** units in fiscal 2007-08 with **16 per cent** growth rate.

Notebook/Laptop:

1.8 million units, with a growth rate of **114 per cent**. Notebooks accounts for a quarter of the total PC penetration.

MAIT estimates the PC market to touch **8.5 million** in fiscal 2008-09, continuing to grow at **16 per cent** per annum.

Internet @ Large:

According to Juxtconsult's November 2008 report, India Online statistics is a mixed bag of cheers and concern:

- >> 'All' Internet users — **47 million** (39 million users in urban India + 8 million users in rural India)
- >> Exclusive Cyber Café user base — **6 per cent** of all Internet users
- >> Only 2 out of 3 computer user use Internet
- >> Almost **4 million Internet users** access it through Mobile Phones
- >> **91 per cent** of all regular online Indians 'shop' online (search or buy)
- >> **74 per cent** of travel buyers have bought train tickets, **34 per cent** air tickets

(Sources: <http://www.pluggd.in/india-internet/india-online-market-report-39271> and Juxtconsult)

However, According to MAIT-IMRB source, for the fiscal year 2007-08, the total number of Internet users **exceeded 52 million**, with **7.2 million active Internet entities**, which means active Internet connection owned by individual or establishment where the users numbers could be multiple.