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32 projects for French mobile TV

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On the last day of its call for bids on the attribution of mobile TV licences, French TV regulator the CSA said it had received 32 different projects.

Most of the applications involve existing channels already broadcast on traditional platforms such as DTT, cable or DTH. But some projects are exclusively dedicated to the new platform.

Major private TV groups TF1, Canal+ and M6 are obviously candidates for a mobile TV licence with their channels LCI and Eurosport (TF1), I-Télé and Infosport (Canal+) and W9 and Téva (M6).

DTT's new entrants to the sector are also taking part in the process. Bolloré Media has offered Direct 8 mobile, while NRJ, Groupe AB and NextRadio TV are respectively submitting NRJ12, NT1 Remix TMC (with co-shareholder TF1), BFM TV News, Business24/7 and RMC Sports.

The most greedy candidate is Lagardère Active which has submitted six projects : Elle TMP, the TV version of women magazine Elle, CanalJ TMP, Gulli, Virgin 17, MTP1 and MCM Top.

Phone operator Orange is also a candidate, for two licences with projects O'TV and Orange Sport TV.

Partnering with business daily Les Echos, horse channel Equidia is submitting a project called E3TV, while sport daily L'Equipe is proposing its channel L'Equipe TV.

Mobibase, the editor of mobile channels is submitting project One TV Plus.

Most of the projects are based on news and sports, two formats that allow short viewing. Excluding the three licences that will automatically go to the French public service, thirteen licences will be first attributed to private operators. However, two channels can share a frequency.

A first selection will be announced in April by CSA while mobile TV commercial launch is due for the end of 2008.

Most of the private broadcasters announced this week that they signed an agreement to promote the development of mobile TV in France and "make it a success among the public". AB Groupe, Bolloré, Canal+ Group, Lagardère Active, M6 Group, Next Radio TV, NRJ Group and TF1, offered "to work together with the industry and the distributors to create a cooperative business model in terms of network and development". - January 17 2008.