

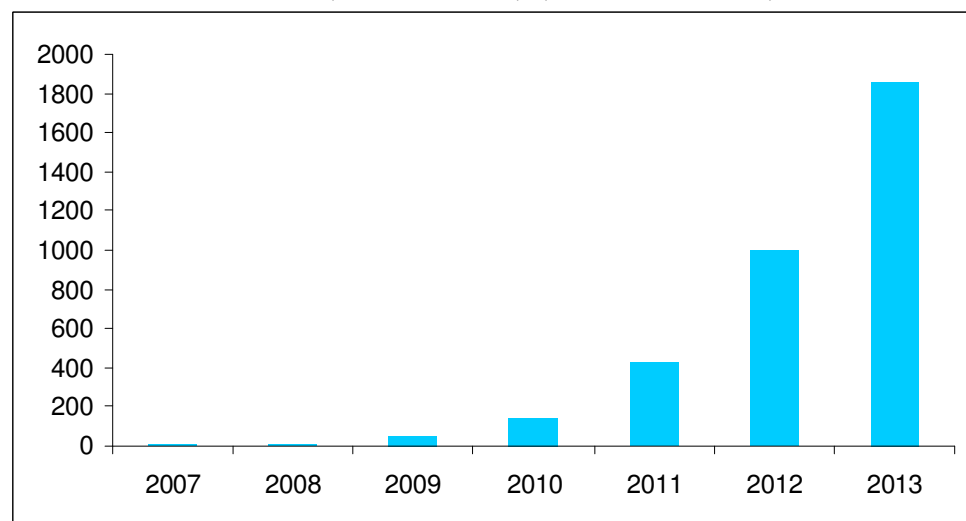


Unicast Mobile TV Services Revenues Will Surpass US\$ 1.8 Billion Mark by 2013; Argentina, Brazil and Mexico to Represent 84% of the Total.

The roll out of 3G+ networks in the region will drive an increase in the offering of Mobile TV services in Latin America. Unicast Mobile TV will represent 2.7% of total mobile invoicing in the region.

Buenos Aires, Argentina - June 24, 2008.- Signals Telecom Consulting, the leading Latin American and Caribbean Telecommunications Market consulting firm is proud to present its “Analysis of the Value Added Services Market: Mobile TV in Latin America” Report. This study analyzes the Mobile TV services positioning strategies of 21 operators in the most important telecommunications markets in Latin America: Argentina, Brazil, Chile, Colombia, Mexico, Peru and Venezuela.

Mobile TV Revenues (2007 - 2013) (Millions of US\$)



Source: Signals Telecom Consulting

The Mobile TV offering put forth by Latin American mobile operators is focused on Unicast running on EDGE (Telcel - Mexico), CDMA2000 1x (Movilnet - Venezuela), UMTS/HSDPA (Entel PCS - Chile) and EVDO (Vivo - Brazil) networks. “Operators are focusing Mobile TV services on the high-end segment. High access cost and expensive handsets enabled to offer this service have inclined operators to hone in on their postpaid clientele, although lusacell (Mexico) does offer lusaTV to its prepaid subscribers.” commented Elias Vicente, main report author and analyst for Signals Telecom Consulting.



The report identifies the absence of easy to understand user plans as one of the main barriers to the use of Mobile TV services on a massive scale. “As of 1Q08, there was no uniform approach to invoicing among operators. These companies offer this product as a 3G bonus (TIM - Brazil), charge for time used (Oi - Brazil) or KB downloaded (Digitel - Venezuela). Once this difficulty is overcome, as from 2010 / 2011, we expect the number of Unicast Mobile TV users to grow at an accelerated pace.” concluded Vicente.

About Signals Telecom Consulting

Signals Telecom Consulting, with offices in Buenos Aires, Argentina and personnel on site in Fort Lauderdale, Florida (U.S.), is the leading Latin America and Caribbean Telecommunications Market consulting and research firm. Signals offers dedicated consulting and market research services that aide the strategic decision making process of operators, manufacturers, applications developers and investment banks.

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