

## News Front Page

- [News](#)
- [Business](#)
- [Editorial](#)
- [Africa](#)
- [World](#)
- [Features](#)
- [Arts, Culture &](#)
- [Entertainment](#)
- [Lifestyle](#)
- [Sports](#)
- [Comment](#)
- [Columns](#)
- [Special Reports](#)
- [Your Views](#)
- [About The Statesman](#)
- [All authors](#)
- [Advertising](#)
- [Contact us](#)
- [Links](#)

## Today's picks

[My political future](#)

## TV on mobile phone puts Ghana ahead in Africa

*Ayuure Kapini Atafori , 27/06/2007*

Ever wondered about the magic and allure of television? Did you ever think you could watch your choice TV programmes on your palm? Stop your wonderment because Black Star TV has brought a great innovation to Africa for the first time. With the launch of Mobile TV in Ghana in July this year to coincide with the Accra African Union Summit, Ghana's telecommunications and broadcast media can boast of a premier novelty in Africa.

Black Star TV, a Ghanaian company manned by business-savvy entrepreneurs and media executives, have secured a license to deploy the revolutionary Terrestrial Digital Multi-media Broadcasting technology throughout Africa.

In September this year, Ghanaian consumers will be able to access and savour the T-DMB on the latest phone models, Laptops, GPS navigators, PDAs, PMPs, digital cameras and MP3 players which all support T-DMB. The hi-tech T-DMB innovation enables customers' mobile phones to receive television broadcast signals which offers clear viewing of programmes telecast by all TV stations in the country.

For starters, a 24-hour trial broadcast will commence next month to give Heads of State and Government attending the AU Summit the opportunity to watch television content during the conference on their personalised T-DMB phones. The Director-General of the Radio and Broadcasting Strategic Planning Bureau will visit Ghana to officially launch the T-DMB service in Accra this week.

The introduction of T-DMB in Ghana ushers in an exciting breakthrough in media and broadcast communications. Designed and developed in South Korea, T-DMB is a high-end state-of-the-art technology that uses efficient compression technologies to provide high-quality mobile TV services on T-DMB phones and compliant gadgets like laptops and MP3 players.

The key features of T-DMB include a multiple choice of digital quality TV channels; compact disc-quality sound; an array of radio station frequencies to select from; and website broadcast service. The others are a choice of data channels; and video game downloading service.

T-DMB uses existing broadcasting networks to transmit its content of digital data, audio and visual images. This feature allows it to provide large capacity multi-media services in mobile environments. The broadcast signal of T-DMB is picked up by mobile phones and other mobile devices configured to support T-DMB.

The uniqueness of T-DMB makes its broadcast technology to simultaneously deliver high quality content to vast unspecified audiences. Its technology allows it to interface with mobile communications network providers which are only able to support a limited number of voice and data services, as well as content from radio and television stations and data from mobile communications operators, which is then relayed to the DMB transmitter for broadcasting and then received on the phone hand-sets of consumers.

Onetouch of Ghana Telecom is the first mobile phone provider to collaborate with Black Star TV in making the service accessible to the consumer. Subscribers to Onetouch networks will be able to enjoy the service in September.

T-DMB phone-sets cost up to ₵ 2 million (GH₵200.00.) As it is with all mobile devices, price variations vis-à-vis enhanced features will pertain. Customers with the latest models of mobile phones will be able to buy USB module terminals which, when plugged into their phone handset, digital camera or laptop will serve as an antennae for receiving TV broadcast signals from Black Star TV. The USB terminals will retail at ₵1m (GH₵100.00.)

The introduction of this technology will have a wide ranging impact on Ghana. "A direct impact to the Ghanaian economy will be in the form of the construction of an assembly plant in the country. Black Star TV have negotiated with Korean manufacturers to establish the assembly plant which will create jobs and add export revenue to the economy," says one of the pioneering owners of Black Star TV.

Education will be a net winner as distance learning becomes more practical when even the most remote parts of the country can access it.

## Other Headlines in Business

- ▶ No fresh Vodacom bid for GT-Vodacom
  - Ghana's interim EPA agreement with the EU: A stepping stone into danger, for Ghana and for the West Africa
- ▶ Delay Oil drilling: Expert
- ▶ Baduman Rural Bank makes progress
- ▶ W/R Corporate Awards Night held
- ▶ Call for more rural banks in the north
- ▶ Ghana Telecom lands \$200 million bond
  - Government disburses ₵72bn micro small loans within 3 months
  - Journalists undergo two day training on business reporting
  - GAWU calls for National Rice Policy
  - Ama must live up to expectations
  - Approval of EC budget deferred
  - Continental Commodity Trading Company: Creating value in made in Ghana Rice
  - Millicom launches "Be Rich With Tigo" promo
  - Parliament approves 2008 Budget
- more headlines

## Related Stories

- ▶ TV on mobile phone puts Ghana ahead in Africa
  - Media barred from coverage of opening ceremony of AU Summit in Accra
  - Increased 'domestication' of the air waves:
- ▶ Ghana's ready for Africa

When the mobile phone receiver is connected to a projector, classrooms and community audience can view and listen to television content. Religions, political, edutainment and social programmes on TV can be enjoyed with T-DMB. The application of T-commerce, T-Governance and T-learning will revolutionise commerce, governance and education as the mobile TV will be available to provide quality programming.

“Another key benefit of T-DMB is its ability to support the functions of NADMO. This is because T-DMB can be received and watched anytime anywhere and can be provided on channels for free public purposes, making it a suitable medium for disaster warning,” explains the Black Star TV executive.

The security services can also garner some gains from T-DMB. When linked to the security cameras situated in Accra or any city or town, the security services, especially the police, will be able to view the areas in which they patrol and provide them with essential visual images to support their law enforcement and security function.

Ghana will join countries like South Korea, Japan, Germany, India, China, France and the United Kingdom where trial broadcasts of T-DMB started in 2006; and where commercial services are now fashionable. Concludes the executive, “The decision of the Korean developers to choose a Ghanaian company as their partner and recipient of the continent-wide license is testament to our growing stature in the international community.”

---

#### Comments

wkcu tdqxok fryvdte nqvgl sfjlypm xburt axuehr

**kfyvauw dvrai** , USA , 01/09/2007 9:02:49 P

---

'wicked comments men!.i just can't believe that from september we will be able to watch television in our palms on our m-phone.dats wickedly cool mennnn.now anybody who is against this type of technology is,i must say,way off outmoded.

**williamfist** , la-bone , 08/08/2007 10:15:51 P

---

cool lets hope the service will be a success considering how we are being killed for our mobilephones.

**the don** , where else? , 04/08/2007 4:41:01 P

---

#### Add a comment

Name:   
Email:  (E-mail)  
Location:

Comment: