



## **First mobile TV service in Caribbean**

### **Jamaica is first Cable & Wireless Communications territory to get new service**

LIME Jamaica, a Cable & Wireless Communications business, has become the first operator in the Caribbean to introduce mobile TV.

The new service provides mobile customers with the opportunity to watch a range of digital TV channels, or listen to digital radio, through their handset. This will be convenient for Jamaicans when commuting, or wanting to watch global sporting events broadcast during the Caribbean day. Handsets can also be plugged into television sets meaning that a number of households which could not access digital TV can receive channels for the first time.

With the introduction of Mobile TV, LIME has extended its business into the sphere of entertainment. The operator chose to do this through mobile because the platform is increasingly the first choice for customers seeking to access online content. Mobile TV is the latest part of LIME's programme to win back market share in Jamaica.

At launch 10 digital TV channels will be available. These include CNN, ESPN, Sportsmax, Hype TV and the Cartoon Channel. LIME plans to introduce more digital TV and radio channels, plus Pay Per View content over the coming weeks.

LIME Mobile TV is available to both prepaid and postpaid mobile customers. The most basic offer is a seven day prepaid package costing J\$250 (around £1.84) for which a customer gets 200 minutes talk time, plus all the channels on LIME Mobile TV free during the introductory period.

Customers will require a new Digital Video Broadcasting (DVB) handset to watch the service, although LIME is planning to introduce an adaptor for older handsets in the near future. LIME Mobile TV operates using DVB technology because it is an ideal platform for mass market, flat rate TV services. The technology delivers high quality digital broadcast at minimum bit rates, with no stress on LIME's 3G or EDGE networks.

LIME customers in the Greater Kingston area, and St. Catherine, including Portmore, will be the first to be able to access the service in what will be a phased rollout across the country.

Tony Rice, Chief Executive Officer of Cable & Wireless Communications commented:

"It's very exciting to have launched Mobile TV in Jamaica before Christmas as we continue our campaign to win back market share in that country. The Caribbean is the right region for our Group to launch a mobile TV service. There is the availability of spectrum for TV broadcast and high demand domestic and international content, such as sporting events. None of our competitors offer mobile TV so it is a good example of how LIME is leading the Caribbean in the delivery of new technology."

"We will be closely monitoring customer demand for this service in Jamaica, but mobile TV is definitely part of our plans for a number of businesses across the Group as we seek to increase the usage of, and revenue from, mobile data."

Chris Dehring, Chairman of LIME Jamaica said:

“LIME Mobile TV provides the ultimate solution. It’s a natural twinning of two of the most ubiquitous technologies in the world, and it’s going to change the way people live and plan their time. They are going to have more flexibility as they no longer have to stay home to avoid missing their favourite program on TV. And if the feedback we have had since we announced in August that Mobile TV would be launched by Christmas is anything to go by, then it is obvious that customers can hardly wait for it to be available.”

## Contacts

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## **About Cable & Wireless Communications**

Cable & Wireless Communications is a global, full-service communications business. We operate leading telecommunications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include mobile, broadband and domestic and international fixed line services in most of our markets as well as pay-TV, data centre and hosting, carrier and managed service solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit [www.cwc.com](http://www.cwc.com).

## **About LIME**

LIME (Landline, Internet, Mobile, Entertainment) is the Caribbean’s leading telecommunications company, focused on building products and services that make Caribbean people’s lives better. LIME’s aim is to deliver the best communication services across the board, full stop. LIME is part of Cable & Wireless Communications, one of the world’s leading international communications companies.