Everything You Need is in Your Shirt Pocket

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By Lynda R. Irons

Remember Dick Tracy? And his watch? How futuristic was it to even imagine that you could talk to your wrist watch, let alone watch television or movies on it? Well, it’s not so futuristic now. There are gadgets available today that make that science-fiction watch look no more sophisticated than a stick as DVDs have become blase and video streaming itself is becoming the way to see movies. With Warner Brothers and Turner Broadcasting signing agreements with YouTube to video stream their content, it seems it is only a matter of time until this capability will reach mobile devices [1].

Mobile entertainment is a growing industry estimated to make $47.5 billion in global business in the next few years [2]. Leading devices in this mobile-entertainment wave are Apple’s second generation iPhone Touch and Nokia’s smart phones. In a recent Business Traveller article, Mike Prigg vouches for Nokia and Archos saying that these companies have excellent devices that match the iPhone for end-user experience and quality [3]. Nokia is pushing to transform itself into an entertainment industry by introducing its technologies to Hollywood studios. In August 2007, Nokia announced an Internet service called “Ovi” to compete with Apple for the social networking functions of photo and video sharing on cell phones, but it only recently came online [4].

With the plethora of downloadable “apps” (or applications) newly available for popular cell phones, end users have a lot of options with how to fully enjoy and use their mobile entertainment and make their device a “media-center” instead of a plain old cell phone. One those apps is Flixster which is now offering “movie apps for the Palm Pre, the Blackberry, and Android-based devices” [5]. Between the movie reviews, show times, and ticket purchases the user has access to everything they need to catch a show on the fly. Flixster began in 2006 and its popular “Movies” application is the “leading mobile movie application on the iPhone, with an estimated 20 percent market share of all United States iPhone users [6]. Capitalizing on the social networking phenomenon, Flixster offers subscribers the opportunity to share their views, rate movies, answer quizzes, and watch movies for free regardless of the users’ physical location or device. Other similar applications are provided by Rotten Tomatoes and Movie Genie [7].

Even if the user has the latest gadget available, it is still up to the studios to make their content accessible and by which method. To that end, Paramount Pictures and NBC University recently announced that, even though their films will be available via video streaming on iPhones, Blackberries, and other devices, users will not be using apps from iPhones but rather a new service called mSpot [8].

mSpot Mobile Movies hopes to expand its motion picture library by negotiating deals with other studios.
and content providers [9].

The mobile entertainment business is a rapidly increasing industry with over 1 billion cell phones sold in 2007 [10] and that is a lot of potential customers for applications and content.

Endnotes

[1] http://find.galegroup.com.proxy.lib.pacificu.edu:2048/gtx/retrieve.do?contentSet=IAC-Documents&resultListType=RESULT_LIST&qrySerId=Locale(en%2C%2C)%3AFQE%3D(ke%2CNone%2C15)video+streaming%24&sgHitCountType=None&inPS=true&sort=DateDescend&searchType=AdvancedSearchForm&tabID=T00


[3] http://find.galegroup.com.proxy.lib.pacificu.edu:2048/gtx/retrieve.do?contentSet=IAC-Documents&resultListType=RESULT_LIST&qrySerId=Locale(en%2C%2C)%3AFQE%3D(ke%2CNone%2C11)mark+prigg+%3Aand%3AFQE%3D(TX%2CNone%2C5)nokia%24&sgHitCountType=None&inPS=true&sort=DateDescend&searchType=AdvancedSearchForm&tabID=T002&prodId=AONE&searchId=R7&ptPosition=3&userGroupName=s8865459&docId=A176904341&docType=IAC


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2 THOUGHTS ON “EVERYTHING YOU NEED IS IN YOUR SHIRT POCKET”
Maybell Nave
on February 5, 2014 at 2:10 PM said:

Nice job, it's a great post. The info is good to know!

Jules Dada
on February 5, 2014 at 2:14 PM said:

Merci pour votre apport sur ce sujet.