

# New SA broadcast challenger edges closer to launch



By Duncan McLeod: @mcleodd

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Mobile TV, the company planning to introduce mobile television services in South Africa using Korea's digital multimedia broadcasting (DMB) standard, says it could be ready to start broadcasting commercially within three months in Gauteng.

It is also planning to introduce SA's first digital audio broadcasting (DAB) radio stations - seen potentially as an eventual replacement to FM radio - as well as "visual radio" services, which offer visuals over normal radio broadcasts.

Mobile TV founder and chairman Mthobisi Mutloatse says the company is itching to get a commercial licence from the Independent Communications Authority of SA (ICASA) so it can launch services. It currently has a 12-month test licence, which expires at the end of November. It's been running a pilot broadcast from the Sentech tower in Brixton, Johannesburg.

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Award-winning Duncan McLeod is the founder and editor of TechCentral ([www.TechCentral.co.za](http://www.TechCentral.co.za), @TechCentral]), South Africa's latest technology news site offering breaking news, in-depth analysis and opinion that launched in September 2009. Before that, he was associate editor at the *Financial Mail/FM*. Contact Duncan on email [duncan@techcentral.co.za](mailto:duncan@techcentral.co.za) and follow him on Twitter at @mcleodd.

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