



TELEAGENT SYSTEMS

Consumers worldwide show strong interest in mobile access to local TV broadcasts of the 2008 Beijing Games

Consumers in Asian and Latin American markets most interested in viewing news and sports on their mobile phones

SUNNYVALE, CA – August 20, 2008 – Telegent Systems, the company that makes television mobile with its high-performance single-chip mobile TV solutions, today released the results of a global survey conducted to assess consumer interest in watching the 2008 Beijing Games on mobile handsets around the world. Conducted in nine countries, including China, Brazil, Germany, India, Mexico, Russia, Thailand, the United Kingdom, and the United States, the survey found the strongest interest in mobile access to Beijing games TV broadcasts in emerging handset markets, with a preference for live news and sports content rather than made-for-mobile clips.

Preference for free, live content

Of consumers interested in mobile TV, 72% of consumers were very likely or likely to watch mobile TV if they are able to receive free, local broadcasts on their handset, compared to 40% who were receptive to subscription services. Respondents preferred live, local broadcast coverage to made-for-mobile clips, although approximately one-third expressed interest in both. The most popular programs with viewers with prior mobile TV experience were news at 60% and sports at 33%.

Emerging markets reported strongest interest in mobile access to Beijing games

More than 80% of consumers in the emerging handset markets covered in the survey were interested in watching mobile TV. Of those interested in watching mobile TV, more than 80% of consumers in China, Thailand and India were interested in watching the summer games on their handsets, followed by Brazil at 77% and Mexico at 67%.

Summer games interest increases number of expected viewing locations

Consumers interested in watching the Beijing games reported a wider variety of expected use cases for mobile viewing than those not interested in the summer sporting events. For both groups, watching mobile TV while in a car, train, bus or taxi as well as to fill time while waiting were important use cases. Those

interested in the games reported increased interest in also watching mobile TV at home, during breaks at work, to check in on news and sports scores while away from home, and to view ‘unmissable programs.’ Use cases at home included the ability to watch TV when the primary television was in use, without disturbing others, and to move freely from room to room.

Prior mobile TV experience increases number of expected viewing locations

Consumers with previous experience with mobile TV similarly reported a wider variety of expected viewing circumstances than those without mobile TV experience. For both groups, watching mobile TV while in a car, train, bus or taxi, to check in on news or sports scores, and to fill time while waiting were important use cases. Those with mobile TV experience also showed increased interest in use cases at home and during breaks at work.

The global survey was conducted with more than 1200 respondents by sample solutions provider Survey Sampling International.

About Telegent Systems

Telegent Systems is a leading fabless CMOS semiconductor company providing high performance, single-chip solutions enabling free-to-air and subscription mobile TV in mobile handsets, portable devices and consumer electronics. Telegent’s solutions make television mobile, delivering both analog and digital broadcast reception with unparalleled sensitivity and picture quality in mobile environments, ultra-low power consumption and the highest integration simplifying mobile device design and manufacture. For more information, visit www.telegent.com.

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