

## Get live news on your mobile as you get on TV

English news channel NewsX has now made its videos available on mobile phones with just a 30-second delay from what is seen on the TV. The service is primarily aimed at 'tech-savvy' and 'corporate people', says spokesperson Ajatshatru Singh.

'This service is primarily for the urban and corporate people who are very tech savvy and who are happy using gadgets. It is for those who want news on the go - which is what we call the mobile generation... So as long as they have a device in their hands, the news can be delivered to them,' Singh, head of Online, NewsX, told IANS.

As part of this service which was launched last week, viewers can access the same news content on their mobile device as they see it on NewsX TV channel and also its website. A special mobile URL - [m.newsx.com/live](http://m.newsx.com/live) - can be used to access the same.

Asked why the channel felt the need to introduce this concept, Singh explained: 'The opportunity to do this has always been there given that India has the fastest growing mobile market in the world. It was about a year ago that we realised that with so many handsets floating around, people will want to get any kind of content delivered on their mobiles - so why not news?'

According to Singh, the video service will best work on phones such as the Apple iPhone and high-end models of all other companies like Motorola, Nokia, Samsung or HTC.

Also, there are no extra costs for availing the service, except for the basic expense of using mobile Internet.

'We have no subscription charges, no fees attached with this. As long as you have a phone with Internet, you can log on to the URL and access news. There is also no specific operator we have tied up with. The service is cost independent and operator independent,' he said.

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