

Red Herring Research Releases Comprehensive Report On Mobile TV

Profiles on the Top 20 Private and Top 10 Public companies

Belmont, CA, June 20, 2007—Red Herring Research, a division of Red Herring, Inc., today announced the release of its comprehensive report on the Mobile TV sector. The 110 page report highlights the market drivers and the many investment opportunities in Mobile TV. The report is targeted to VCs, private equity firms, industry and governments. In addition to profiles on the top 20 private companies, the report identifies the top 5 global semiconductor and top 5 software/services companies leading this emerging industry.

“We’re excited to release this groundbreaking report on the next major mobile application, Mobile TV,” says Chris Bonnet, Managing Director of Red Herring Research. “Mobile operators have identified it as the most important area for investment over the next three to five years, and our report identifies the key companies in this emerging market.”

The Mobile TV report identifies some of the key Mobile TV issues, including:

- Emerging standards
- Regulatory environment
- Technical and market challenges
- Financing activity
- Investment opportunities
- Placeshifting

This latest report in the Red Herring Research division offers an unbiased view of the emerging Mobile TV space, as it enters its most critical period, in terms of securing a regulatory framework, the adoption of standards and the validation of business models. The Red Herring Mobile TV report covers all of these issues in-depth, delivering the most detailed, salient and timely information in one package.

About Red Herring Research

Red Herring Research provides leading edge overviews, insights and analysis about emerging and disruptive trends in the Information Technology, Communications, Life Sciences, CleanTech and Consumer Technology sectors. Red Herring Research coverage of broad technology trends acts as a complement to the hundreds of topics reported in Red Herring’s weekly magazine and at its international events. Red Herring Research continuously focuses on the most innovative and disruptive global technology stories to offer investors, governments and industry participants the critical ability to make informed decisions about trends and opportunities. More information about Red Herring Research is available on the Internet at www.herringresearch.com.

About Red Herring

Red Herring is a global media company which unites the world’s best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for

technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available on the Internet at www.redherring.com.

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