

## **Report: ABC to Offer Live Stream on Mobile Devices**

Andrew Berg

ABC will be the first of the major broadcasters to offer live streaming of its programming over mobile devices, according to a [report](#) **[1]** from the New York Times.

A subsidiary of Walt Disney Company, ABC will roll out the service in New York and Philadelphia later this week. The new service will be available only to cable subscribers who will have to enter their provider login in order to access the live stream. ABC said the feature will be available in an additional six markets later this summer.

The move to offer live streaming comes in the wake of an appellate court victory for Aereo, which cleared the way for the company to offer live streaming of the broadcast networks to mobile devices.

Traditional broadcasters have been up in arms about Aereo, with Fox threatening to move its programming to cable if the service was allowed to move forward. Meanwhile, CBS in April [announced](#) **[2]** a strategic minority investment in Syncbak, a mobile company that aims to bring live TV to the small screen.

Just today Aereo announced pricing for its service. The company's base plan of will start at \$8 per month and will give consumers access to Aereo's cloud-based antenna/DVR technology and 20 hours of DVR storage. For an additional \$4 dollars, consumers can upgrade their membership and receive 60 hours of DVR storage for a total of \$12 per month.

ABC will reportedly offer its streaming service through its mobile app. There was no mention of any charge for the service. The company plans to unveil the new service at during a presentation for advertisers on Tuesday.

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### **Links:**

**[1]** [http://www.nytimes.com/2013/05/13/business/media/abc-to-let-app-users-live-stream-local-programming.html?smid=tw-share&\\_r=1&](http://www.nytimes.com/2013/05/13/business/media/abc-to-let-app-users-live-stream-local-programming.html?smid=tw-share&_r=1&)

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[2] (<http://www.wirelessweek.com/news/2013/04/wake-aereo-decision-cbs-invests-syncbak>)