

TELEPHONY'S

WIRELESS & WI-FI WEEKLY

Hosted by Dan O'Shea

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A PRIMEDIA Property

Editor's Perspective **More that's worth watching**

by Dan O'Shea

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When Telephony publishes stories like our annual [Ten to Watch lists](#), we usually get a lot of guff for mentioning some technologies, applications and companies, but not others. Rather than complaining that they were overlooked, [Vesuvius Wireless](#) kindly alerted me to a mobile trend--narrowcasting (multi-casting to some)--that makes a nice honorable mention to the lists of technologies and applications we compiled for our annual report.

Narrowcasting involves delivery of mobile content to segmented audiences on a point-to-multipoint basis, but uses a single channel per broadcast. For instance, a carrier could distribute content throughout New York City to multiple demographic hues--perhaps no more than 30 users per neighborhood--using a single data channel to serve each neighborhood.

Mobile data network operators could do that now, but would quickly eat up data capacity doing it on a point-to-point basis. In any case, carriers talk so much about wanting to micro-market--here's their chance. Narrowcasting also could help them cultivate valuable relationships with major content providers that want to do the same.

Narrowcasting/multi-casting is currently jumping through the hoops of standards development, with standards expected to be finalized by mid-year. So why does Vesuvius Wireless want everyone to know about narrowcasting? Well, because those standards in development look an awful lot like a bunch of narrowcasting patents held by the company. Vesuvius plans on staying in the intellectual property business, so get ready to deal.

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