

CNN goes live for the first time with 3G

CNN International has made its first ever global television broadcast from a mobile phone, live from the 3GSM conference in Barcelona.

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CNN International has made its first ever global television broadcast from a mobile phone, live from the 3GSM conference in Barcelona. As part of CNN's coverage from the conference, CNN went live to millions worldwide via the 3G network shortly after 7pm Hong Kong time, Monday February 12.

The 'live via phone' ninety second piece was broadcast by CNN International correspondent Jim Boulden for the daily news show, 'Business International' and opened CNN's coverage from 3GSM trade show.

Tony Maddox senior vice president of news operations for CNN International said: 'This new development underlines CNN's clear commitment to developing 3G technology in news gathering. By adopting emerging technologies, CNN continues to lead the way in reporting from the field. 3G technology is enabling our correspondents to deliver packages and live broadcasts both quickly and easily from wherever they are in the world. This is an important demonstration of how we are evolving our newsgathering abilities using the latest technologies.'

Working with mobile technology partner Ericsson, CNN has invested in digital newsgathering which enables its global correspondents to add 3G phones to their reporting tools. The technology has already been tested through live reports on CNN's broadband service, CNN Pipeline, but this is the first time the news network has used mobile devices for live television.

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