TV ON THE GO
Watch live TV on any screen, anywhere

This year, you won't need a living room to have a Super Bowl party. You won't even need a TV. For the first time, broadcasters in select cities will send the game live not just to big-screen TVs but also to cellphones, netbooks and other mobile devices.

Previously, the only way to access TV on a mobile screen was by paying a subscription service to send video over an unreliable 3G wireless broadband network, and the service didn't deliver local channels. Today, after the death of analog TV freed up parts of the broadcast spectrum for use by cellular providers, television broadcasters for 30 stations in 17 major cities have spent up to $150,000 per tower to install transmitters that send free, live broadcasts directly to specially equipped mobile devices. It costs broadcasters less than a penny a minute to provide the service, compared with the $4-per-minute price that cellular carriers pay. This new service, called Mobile Digital TV, allows any wireless device equipped with a tuner chip to receive signals directly from transmission towers.

Look for consumer products capable of receiving the signal to arrive in stores this year. This month, USB dongles that act like TV antennas for your laptop will go on sale nationwide. TV-ready cellphones, as well as add-on dongles for current phones, will be available by the second half of the year.—C.B.