

## Mobile World Congress Opens

Written by Bob Snyder  
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It's a sell-out in Barcelona. Expect Europe's mobile phone show to dominate the news this week. With Robert Redford, the Global Mobile Awards, co-located events, the first [mobile](#) phone on

[Google](#)

's open-source

[Android](#)

platform and the latest from Nokia, Samsung, and Motorola, the Mobile World Congress will garner media attention. Mobile TV is the biggest topic this year, as makers and telcos hope for a breakthrough.

Forget the iPhone embarrassed them all last year. Forget they had to change their name (again) after 3GSM didn't pan out. Forget new studies that suggest only 1 out of 3 owner are happy with their traditional mobile. They'll just focus on the fact that Hollywood wants their screen, Madison Ave. wants their screen, and they want all music downloads they can lure away from iTunes.

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