

Press Release of 05.09.2006

**DMB-project successfully completed, project in Regensburg just about to start
User results for MI FRIENDS in Munich are available**

The Munich sub-project of the European DMB-project MI FRIENDS which has started on 7th June just before the kick-off of the Soccer World Cup has been completed as scheduled on 31st August. Within the framework of this project, six TV-channels and two audio channels have been broadcast in the Munich conurbation within a period of almost 3 months. Added to that, the commercial offer of MFD Mobiles Fernsehen Deutschland GmbH as well as the DAB distributed programs in Munich could be received. Amongst the program providers of the Munich project are ANTENNE BAYERN, the Bayerische Rundfunk, the Dienstleistungsgesellschaft der Bayerischen Lokalradioprogramme (BLR), the Deutsches SportFernsehen (DSF), Das Erste, Focus TV, Deutsche Welle, münchen.tv, Plazamedia TV & Film Produktion, NOVA RADIO and the British digital radio channel talkSPORT.

A user research with around 190 participants was carried out as from the beginning of June until the beginning of August within the framework of the Munich project. Initially the Soccer World Cup, taking place at the same time, was the focus of interest of the participants. The results show that such a kind of large-scale event is just the right occasion for constantly being up-to-date when travelling. During the Soccer World Cup 90 % of the participants used their mobile phones to watch soccer. The central motif of the usage was the wish to also be able to watch well-known TV-programs during a trip. From a choice of programs the participants preferred classic TV programs. Nevertheless, this also showed that mobile TV-usage strongly differentiates itself from the TV-usage at home: the user sequences are clearly shorter (15 min. or less). Mobile TV is rarely consumed for recreation purposes but more for receiving the latest news and as a way of passing time. Important opportunities for mobile TV reception are bus or rail trips, waiting times and leisure activities. On many of these occasions one likes to use the mobile phones besides watching TV and listening to the radio. Consequently many participants were increasingly excited about the accompanying 18 DAB radio programs during the run of the project. At the end of the 8-week test phase half of the participants would make use of the offer even if it were liable to costs, less than 10 % definitely do not want to use their mobile phones. – The participants were very convinced about the simple usability of the devices and the display quality of the LG V9000, which was described as being good or very good by around 80 % of the people questioned. There is still room for improvement of the reception, whereas above all the lack of reception in undergrounds was mentioned. The user research has been carried out by the Soziologisches Forschungs Institut Göttingen (SOFI).

After completion of the Munich pilot project, the second sub-project of MI FRIENDS will start on 28th September in Regensburg. The running period of the Regensburg project has been scheduled for two years. In contrast to the Munich project, local contents and respective business models are in the focus of interest in Regensburg. The target is to test which local contents has to be prepared in which particular way, to receive a high user acceptance. The content providers are amongst others important media companies in Regensburg. The medium size of the city of Regensburg with c. 130.000 citizens and 170.000 people living in the suburbs as well its demographic and socio economic background can statistically ideally be transferred to other European cities and regions. The accompanying research of the project in Regensburg is going to start at the beginning of the year 2007.

The European DMB-project MI FRIENDS, in which altogether 75 project partners from the nine countries are involved, is an initiative of the Bayerische Landeszentrale für neue Medien (BLM) in cooperation with the Ministry of Information and Communication (MIC) of the Republic of Korea. It especially serves the testing of the DAB-based DMB-standard as well as the development of adequate mobile contents. As a second step, interactive contents and the interlinking of the mobile communication standards GMS and UMTS will be tested and following that multi-standard compatible devices will also be able to receive DVB-H.

The term MI FRIENDS stands for Mobile Interactive Favourite Television, Radio, Interactivity, Entertainment and New Digital Services.

MI FRIENDS -The European DMB-Project will participate at the European broadcast technology show IBC (International Broadcast Conference) in Amsterdam (8-12 September, 2006) at booth 1.421 (Hall 1). The project will share the booth with gotoBavaria, the location marketing and inward investment agency of the Free State of Bavaria for the media and entertainment industries.

Photographic material and project informationen: www.mi-friends.org

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