

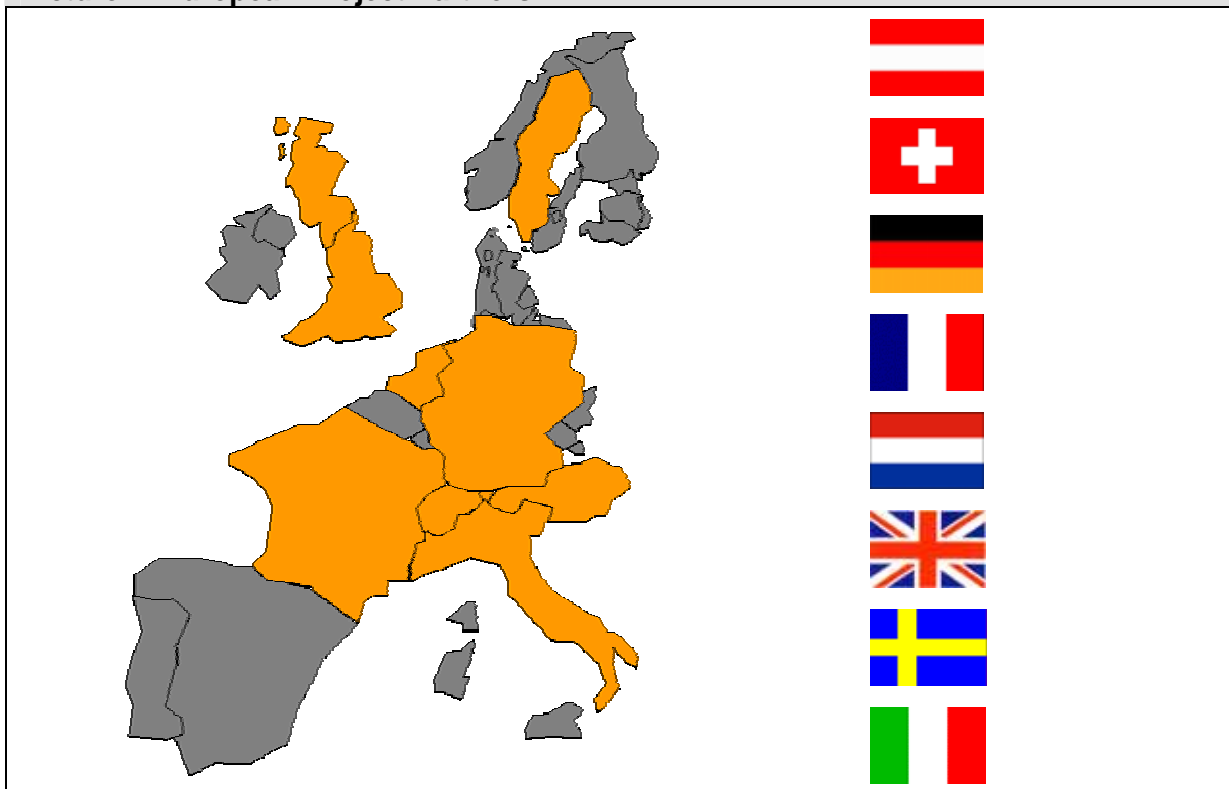
## Data and Facts

<b>24.01.2005</b>	<b>Start of Call 3 of CELTIC – Initiative of EUREKA</b>
15./16.03.2005	Public offer of a reward for participating in the pilot project in the BLM
14.04.2005	<b>Signing of the Memorandum of Understanding</b> between the Bayerische Landesmedienzentrale für neue Medien ( <b>BLM</b> ) and the Korean Ministry of Information and Communication ( <b>MIC</b> ) about  - cooperation - technology - and know-how transfer  at the Digital Multimedia Broadcasting (DMB)
20.04.2005	<b>Initial discussion</b> with regard to <b>national promotion</b> with representatives of the DLR (Project Management Multimedia) at the BLM
22.04.2005	<b>Submission of the Proposal-Outline</b> at the CELTIC-Initiative
20.06.2005	<b>Approval</b> of the Proposal Outline by the CELTIC-Initiative <b>Request to put in a Full Project Proposal</b>
06.10.2005	<b>Submission of the Full Project Proposal</b> at the CELTIC-Initiative
18.11.2005	Successful examination of the European Examining Board Approval of the handed in Full Project Proposal <b>Granting of the CELTIC/EUREKA-Label</b> for the project “ <b>MI FRIENDS</b> ”
End of May 2006	<b>Start</b> of the European DMB-project in the <b>Subproject Munich</b> at the Soccer World Cup 2006
September 2006	<b>Start of the Subproject Regensburg</b>
Tba	<b>Start of the Subproject “Lake Constance” and “South Tyrol”</b>

## MI FRIENDS

- **No. 2** of 12 approved projects of originally 29 applied for projects at CELTIC/EUREKA
  - **is exclusive for Europe**  
until 2008 there will not be a comparable project awarding, neither by CELTIC/EUREKA nor by the EU-Commission
- 1 An overall project which is seen as an innovation cluster in media and information and communications technology (luK) with different individual ventures
  - 4 Subprojects:
    - **Regensburg**
    - **Munich during the Soccer World Cup**
    - **Lake Constance cross-border** (Germany, Austria, Switzerland)
    - **South Tyrol/Transalp**
- 75 designated project partners from
- 9 countries (Austria, Switzerland, Germany, Finland, The Netherlands, United Kingdom, Sweden, Italy and South Korea)
- 60** German project partners (= 73 %)  
**64 % thereof from innovative medium-sized companies**

Picture 1: European Project Partners



**MI FRIENDS** is targeted at the entire value creation chain in the field of “mobile media”

- 33 % Content and Service Providers
- 33 % Technology
- 15 % Receiver Manufacturers
- 15 % Business Models and User Research
- 4 % Others

**MI FRIENDS** already applies the user tests for technically mature receivers, which have to be further developed during the project run

**MI FRIENDS** has already been fully prepared in view of media rights and frequency technology (Band III)

**MI FRIENDS** as a cooperation network, i.e. cluster, is focused on

- research (12 % of the partners)
- market leaders (20 % of the partners)
- and small and medium-sized companies (c. 68 % of the partners)

**MI FRIENDS** stands for **dual partnership and cooperation for innovation** in broadcasting by the cooperation of

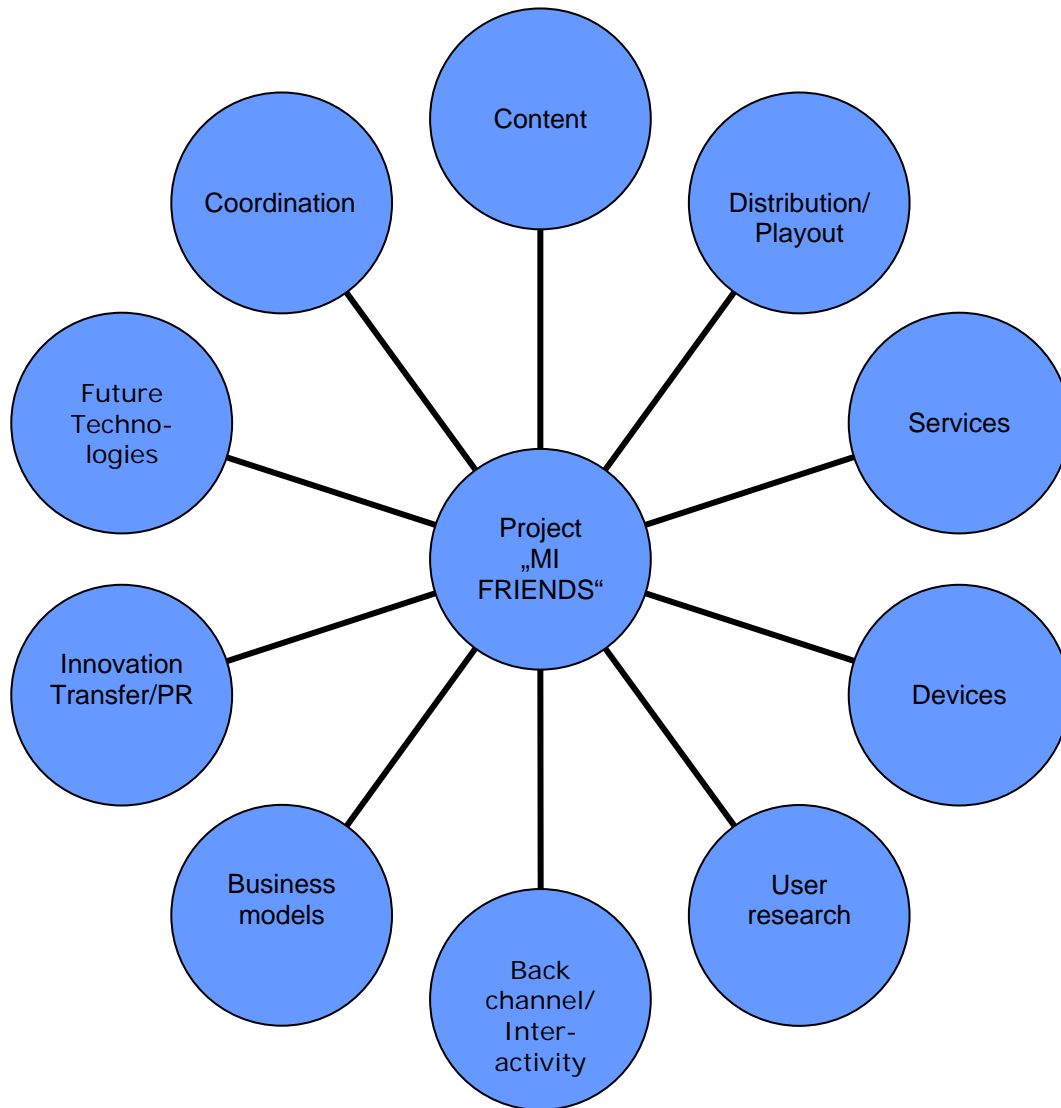
- public broadcasting companies (BR, ORF, SRG)
- private broadcasting companies (e.g. Premiere, Lokal TV, ntv, Antenne Bayern, local radios)
- Regulation authorities, 2 regional media authorities (BLM, LFK) and the Federal Office of Communication (BAKOM) in Switzerland

**Major Focus of the project “MI FRIENDS”**

- new services and multimedia offers
- management of services, content and networks
- combination of the future markets “**Media and luK** and “**Mobility**”
- user-friendly receivers

for mobile multimedia offers in the linking of broadcasting and telecommunications in the local-regional area with focus on **the human being as a user.**

This will be implemented by different individual tasks within **10** combined **work packages**:



**MI FRIENDS** relies on an already prepared project management, which interlinks the “top down” and “bottom up”- starting points and which is concentrated on strong cooperations and public-private-partnerships.

**MI FRIENDS** aims for German and European further development of Digital Multimedia Broadcasting (DMB). The R&D-results will be available for a successful launch at the beginning of 2008. The national DMB project, which will go on the market in already 2006 can participate in further development and will also be observed in the tests.