

Press Release dated 07.06.2006

European DMB-Project tested Program for Soccer World Cup Green Light for Research Project MI FRIENDS in Munich

Just before the kick-off of the Soccer World Cup the European DMB-Project MI FRIENDS starts on 7. June 2006 in Munich. The DMB-Project in Munich is one of four individual subprojects, each dealing with different issues relating to DMB (Digital Multimedia Broadcasting). The pilot project during the Soccer World Cup, among other topics, is focused on the analysis of consumer behaviour. A scientific panel of 200 test persons, who have been equipped with DMB-mobile phones by the Korean project partner LG Electronics, is implementing a research study on the usage and acceptance of broadcast and TV programs via DMB during the World Cup as from the beginning of June until the end of July 2006. Among the program providers 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. The individual program offers will be broadcasted on six TV-channels and two audio channels in the Munich conurbation. Added to that, the DAB-programs distributed in Munich can be received.

The start of MI FRIENDS will happen parallel to the commercial launch of DMB in Germany. Being a European project, MI FRIENDS represents an alliance of 75 project partners from nine countries with an emphasis on German companies and research institutes.

Prof. Dr. Wolf-Dieter Ring, President of the Bayerische Landeszentrale für neue Medien (BLM), comments on the occasion of the start of the European DMB-Project: „Our DMB-Project MI FRIENDS, which is starting in Munich today and in Regensburg in two to three months, is a very important tessera to guarantee that the medium-sized media companies are able to participate in the digital development. The latest surveys show that chances are high that ‚Mobile Broadcasting‘ is likely to develop into an extremely interesting field of business for all participants. A project such as MI FRIENDS, which makes it possible that ‚Mobile Broadcasting‘ can be experienced, is making a vital contribution.“

The South Korean Minister for Information und Telecommunications, Rho Jun-Hyong, explains: „I believe that the DMB-Technology has made a giant leap forward into the direction of a global digital society. DMB is a service, which stands for the era of convergence, in which broadcasting and telecommunications are melting together.“

Herbert Tillmann, Technical Director of the Bayerischer Rundfunk (BR): „The Bayerischer Rundfunk played an important part already in the past, when it came to implement new technologies. Based on the excellent und intensive cooperation with the BLM in the digitalisation of terrestrial broadcasting and television it was a matter of consequence that the BR is also involved in the DMB-Project MI FRIENDS by means of its technical and program-related expertise. The target is the testing of new, user-relevant modification forms of its broadcasting, multimedia and television contents as well as the integration of synergetic applications of the already available channel infrastructure also for mobile broadcasting“

Rainer Hüther, Chairman of the Deutsches SportFernsehen (DSF) about the significance of sports reporting for mobile media: „Sport is the mobile-content number one. The DSF has extensive top-live-rights concerning all important kinds of sport, which are of interest to every mobile-TV-user. In cooperation with our affiliated companies in combine with EM.Sport – Sport1.de and Plazamedia – we not only offer the TV-know-how, but also the online competence and production engineering experience in the sports sector. Consequently we are an interesting partner as a TV-provider as well as a service provider. This special kind of combination is quite unique.“

Dr.-Ing. Klaus Illgner-Fehns, Managing Director of the Institut für Rundfunktechnik (IRT): „Since 2004 the IRT has been deeply involved also in DMB within the context of ‚mobile broadcast‘ and as from March 005, it has been among the first in Germany to broadcast DMB together with T-SystemsDMB via its test channel.“

The president of the Korean research institute ETRI, Chun-Hwan Yim, is absolutely convinced that especially interactive data services, which enable viewers to obtain additional information during a TV-broadcast, are going to generate new fields and models of business. In addition, in the near future three-dimensional multimedia-services will have a high potential of becoming one of the key offers of DMB. „We expect that 3D-DMB-services can become an important phase of development for 3D-TV-home devices“, predicts Chun-Hwan .

Apart from the program providers the following partners are involved in the DMB-Project „Munich“ the BLM, the Bayerische Medien Technik (bmt), BAYERN DIGITAL RADIO, the Korean Electronics and Telecommunications Research Institute (ETRI), the Ministry of Information and Communication (MIC) of the Republic of Korea, LG Electronics, the Institut für Rundfunktechnik (IRT), FACTUM Electronics, onTimetek, SATELLI-LINE, Perstel, the Soziologische Forschungsinstitut Göttingen (SOFI), PIXTREE TECHNOLOGIES, and SK Telecom.

The European DMB-Project MI FRIENDS is an initiative of the BLM, which especially focuses on the trials of DAB-based DMB-standards and the development of adequate mobile contents. The term MI FRIENDS stands for Mobile Interaktives Fernsehen, Radio, Information, Entertainment and Neue Digitale Services.

Photographic Material and Project Informationen: www.mi-friends.org

Press Contact:

Europäisches DMB-Projekt MI FRIENDS

c/o Bayerische Landeszentrale für neue Medien | Rechtsfähige Anstalt des öffentlichen Rechts

Dr. Wolfgang Flieger | Pressereferent

Heinrich-Lübke-Str. 27 | 81737 München | Tel. (089) 63 808-313 | Fax (089) 63 808-340

E-Mail: wolfgang.flieger@blm.de | Internet: www.blm.de