

Press Release of 11.07.2006

DMB-Pilot Project in Munich with positive Interim Balance First User Results of MI FRIENDS about the Soccer World Cup

The European DMB-pilot project MI FRIENDS has started successfully. First research results relating to the usage of the TV and radio programmes via DMB mobile telephones during the Soccer World Cup prove a strong interest. Since the beginning of June 200 selected test persons from Munich were equipped with DMB mobile phones of the Korean project partner LG Electronics. Initial questionings of this non-representative panel about the usage of the TV programmes show: Over one half of the participants value their experiences with mobile television on mobile phones as being good, further 37 percent of the participants consider the offer at least to be satisfactory. This positive assessment is supported by the willingness of the people questioned to carry on using mobile television also after the test phase. Over a quarter of the participants indicate that they want to make use of such an offer also following the user tests. 50 percent of the interviewees are undecided but they can imagine an extended usage.

The high viewer rate of the Soccer World Cup matches broadcast via DMB also shows that such big sports events are very suitable occasions for the introduction of new services of this kind. Above 90 percent of the test persons watched at least one World Cup match on the swivelling 2,2 inch TFT-colour display of the DMB mobile phones. Nevertheless, the fact that the matches were consumed on mobile telephones as such is not really surprising but the extremely positive assessment of this experience considering the small mobile screen. Almost 60 percent of the interviewees valued the TV-enjoyment with mobile devices as being good, only ten percent feel that watching soccer on mobile phones is not so good. The research is carried out by the Soziologische Forschungsinstitut Göttingen (SOFI) as a project partner of the DMB project.

The research results received until now from Munich increase the expectations about the second phase of the DMB project MI FRIENDS, which will start in Regensburg at the end of September. Here new kinds of formats for mobile media usage are to be developed which involve the user research results. The second part of the subproject is especially focusing on national and regional contents as well as relevant business models. The medium size of the city of Regensburg with around 130.000 inhabitants living in the city and 170.000 living on the outskirts as well as its demographic and socioeconomic composition are statistically ideal. In this way, the accompanying market research can be transferred to other European cities. In the Regensburg project it is intended that besides TV and radio also print content is transferred to test-mobile phones. The Mittelbayerische Zeitung, for example, is a project partner of the DMB project in Regensburg.

Continued Research Results about the DMB usage in Munich

are introduced
by Heidemarie Hanekop,
Project Manager for the accompanying research of MI FRIENDS
at SOFI,
on Wednesday, 12. July 2006,
in a panel within the framework of the
BLM- National Broadcasting Days in Nuremberg.

Project partners and programme providers of the subproject in Munich:

Among the programme providers of the Munich subproject 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 offers are broadcast in total on six TV channels and two audio channels in the conurbation Munich. In addition, the DAB programmes aired in Munich can be received. Besides the programme providers 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 are involved.

Background:

The European DMB project MI FRIENDS especially serves the testing of the DAB-based DMB-standards (Digital Multimedia Broadcasting). The expression MI FRIENDS stands for Mobiles Interaktives Fernsehen, Radio, Information, Entertainment and Neue Digitale Services. The coordination of the project is handled by the Bayerische Landeszentrale für neue Medien (BLM) in coordination with the project partners as well as in cooperation with the Ministry of Information and Communication (MIC) of the Republic of Korea. The start of MI FRIENDS was implemented parallel to the commercial launch of DMB in Germany. Being a European project, MI FRIENDS is an alliance of 75 project partners from nine countries with emphasis on German companies and research institutes. In the year 2007 subprojects will start at Lake Constance and in South Tyrol.

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

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