

Press release of 28.09.2006

Start of the DMB Pilot Project MI FRIENDS in Regensburg

The second part of the sub-project of the European DMB project MI FRIENDS will start on 28. September 2006 in Regensburg. Digital Multimedia Broadcasting (DMB) is a special kind of technology based on the digital radio standard DAB, which enables the broadcasting of radio, TV as well as of mixtures for mobile devices, above all for mobile phones. In Regensburg initially two video channels and two video radio channels will be available for the pilot project which has been scheduled for a period of two years. It has been planned that the number of video channels will be increased during the run of the project. The DMB programs will be broadcast in the Regensburg conurbation in frequency III on the channel 12 A. The devices for the Regensburg project will be made available by the Korean project partner LG Electronics.

Amongst the programme providers of the starting phase are ANTENNE BAYERN, the Bayerische Rundfunk (BR), the Dienstleistungsgesellschaft der Bayerischen Lokalradioprogramme (BLR), Fantasy Bayern and from Regensburg Radio Charivari and Gong fm. Furthermore the teleZeitung, the local radio channel TVA Regensburg as well as the national organizer Focus TV, 13th Street and Das Vierte are going to participate. The BR, for example, provides panorama weather outlooks for the DMB-channel 1, the Rundschau and das Tagesgespräch. Focus TV is involved with health subjects and future trends. Das Vierte broadcasts, amongst others, „CUT! Das Kinomagazin“. 13th Street contributes „Shocking Shorts“ and „Böse Nacht Geschichten“. TVA delivers its current journal and special interest offers. On the DMB-channel 2 the news of BLR, the Rock Antenne, Charivari, gong fm and „Best of Fantasy“ can be listened to. New formats are also being tested. The BR is also planning to integrate user generated content. Citizens of Regensburg can record short video clips concerning a spirit of the times-subject, which will then be integrated in the news clips. The program scheme as well as the broadcasting times can be found under www.mi-friends.org.

The first sub-project started at the beginning of the Soccer World Cup in Munich in early June and it has been finalized as scheduled at the end of August. Whereas in Munich primarily already existing programs were broadcast simulcast via DMB, the

initial phase in Regensburg is dealing with the development and testing of new contents and formats for mobile broadcasting. In a second project phase it is intended that interactive content will be added to linear broadcast contents. In a third step it is possible that multi-standard devices will be implemented by means of which not only DMB-offers but also DVB-H-programs (Digital Video Broadcasting for handhelds) can be received.

In the user research relating to the Regensburg DMB-project 200 test persons will be involved as from the first half-year 2007. Adequate business models for mobile broadcasting can be derived from the results. Regensburg has also been chosen as a project location because of the medium size of the city with around 130.000 citizens and 170.000 people living in the suburbs as well as for its demographic and socioeconomic set-up which make it statistically very suitable for project knowledge transfer to other European cities and regions.

The president of the Bayerische Landeszentrale für neue Medien, Prof. Dr. Wolf-Dieter Ring, gives the following reasons for the engagement of the BLM in the DMB-project in Regensburg: „It is a learning as well as research project. Especially local and regional providers can get prepared for new content, new types of offers as well as new business models within the framework of this project. As we are aware of the fact that these companies generally do not have the financial scope to exclusively get involved in new fields of business on their own risk, the BLM supports the content which is produced for the pilot project.“ Subject to the agreement of its committees, the BLM is planning to support the development of program content and supplementary services with more than 500.000 euros.

The European DMB-project MI FRIENDS has been initiated by the BLM in the spring of 2005. Seventy project partners from nine countries are involved in the overall project. The cooperation with the Korean Ministry for Information and Communication (MIC) and the research institute ETRI, affiliated to the Ministry, is of special significance for the project.

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