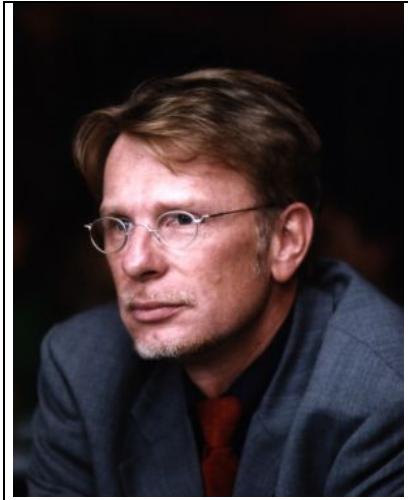




June 1, 2006, 12:30 hrs. to 13:30 hrs. “Mobile TV discussion forum - launch of mobile TV in Germany and Hesse – will the rollout of DMB also promote the uptake of digital radio?”

Discussion forum participants (*last revised: 31.05.06, subject to change)

	<p>Joachim Becker, Deputy Managing Director of the Hesse State Broadcasting Authority for Private Radio and Television (LPR Hessen)</p> <p>At the start of April, the LPR Hessen awarded Düsseldorf-based company "Mobiles Fernsehen Deutschland GmbH" (MFD) digital transmission capacity for mobile TV based on the DMB standard. How does the LPR Hessen see the rollout of DMB (mobile TV) affecting the existing radio and television landscape in Hesse? And how will radio usage change as a result? Questions we will be putting to Joachim Becker.</p>
	<p>Dirk Risse, Managing Director of Hessen Digital Radio GmbH, will provide the transmitter network for DAB/DMB</p> <p>“For us going live with DMB at the Hessentag will be a kind of dress rehearsal for the official launch of DMB a few days later in Frankfurt am Main. Our initiative in Hessisch Lichtenau will enable all visitors to the Hessentag to take a look at the new mobile TV and get an idea of what tomorrow's digital radio will look like. And we also want to make sure people realize DMB is an enhancement of DAB. I am sure the rollout of DMB will provide a push for digital radio.”</p>
	<p>Martin Liss, Content Director, Mobiles Fernsehen Deutschland (MFD)</p> <p>"Fully-fledged digital mobile TV lets a new, exciting medium into our lives, or - depending on your point of view - propels our world into a new media age, with a range of content, creative and economic opportunities difficult to imagine at present. DMB means full-blown television is now on its way and possible today. MFD is not interested in getting caught up in the overhyped battle between rival technologies but in making things happen. DMB is here. We intend to grasp this unique opportunity with both hands to help shape the media future."</p>



Karsten Kröger, Editor-in-Chief and Head of Programming at bigFM

"For bigFM2see, DMB is the engine driving us forward into a new radio age. Radio is now leveraging this opportunity to position itself as an interactive medium in the digital world. Whereas we used to talk about the advent of "moving pictures", we can now talk proudly of "pictures on the move" with bigFM2see. The innovation enables consumers to see what they hear. You will see a topical program schedule where the listener or viewer will continue to retain firm control over content."



Dr. Anthony Park, Director Business Development Samsung Telecommunication Europe

"Was das Endgerät angeht, steht einem Start von mobilem Fernsehen hierzulande nichts mehr im Wege: Mit dem SGHP900 hat Samsung Mitte Februar das europaweit erste Mobiltelefon vorgestellt, das für den Empfang mobiler DMB Rundfunknetze zur Verfügung steht. Damit ist Samsung der erste Mobiltelefon-Hersteller, der den europäischen terrestrischen T-DMB-Standard einhält."



Nikola Marquardt, Moderation