



Press release/event report Hessen Digital Radio GmbH

24 hours after mobile TV goes live in Germany: Discussion panel on DMB at the Hessentag

“Video killed the radio star”? – Platform operators, TV/radio stations and device manufacturers discuss the recent launch of mobile TV

(Frankfurt am Main/Hessisch Lichtenau, June 02, 2006) “Mobile TV really is ‘TV in your pocket’. Virtually everyone that’s seen it wants one. Even the skeptics are surprised at the pin-sharp picture and the superb broadcast technology the first time they see the handset display.” That is how **Martin Liss, Director of Content at Mobiles Fernsehen Deutschland (MFD)** sums up people’s reaction to mobile TV (DMB) launched this week. Liss is a guest at the Hessentag in Hessisch Lichtenau where Hessen Digital Radio GmbH has been treating visitors to “a hands-on mobile TV experience” this year. “As the transmitter network operator for DAB and DMB in Hesse we already trialed mobile TV during the Hessentag fair – from May 26 to June 04. On May 31, mobile TV was launched officially in Frankfurt am Main. Going live with DMB at the Hessentag was a kind of dress rehearsal for the official launch of DMB a few days later in Frankfurt am Main. Our initiative in Hessisch Lichtenau enabled 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”, says **the Managing Director of Hessen Digital Radio GmbH, Dirk Risse**.

The transmitter network operator also managed to attract some of the prominent figures involved in mobile TV to the State show. These leading figures took part in a discussion forum on mobile television on the “Landesausstellung (Hesse exhibition)” stage. Numerous Hessentag visitors, Hesse politicians and journalists gathered, not least because mobile TV via DMB (Digital Multimedia Broadcasting) had only been launched the day before in the initial five German cities.

“We started developing DMB early on and have been continually fine-tuning the broadcast technology”, says **Dr. Anthony Park, Director Business Development at Samsung Telecommunications Europe**. “We did so at a time when other manufacturers were reluctant to take the plunge and, as a result, gained a major technological lead”.

In Germany Samsung is marketing its most successful DMB handset in South Korea, the SGH-P900. The postpay handset from cross-network mobile operator debitel will retail at EUR 199; the monthly charge for using mobile TV will be between EUR 9 and 15. “But the price will come down as more and more users sign up”, says Park. The SGH-P900 is a multimedia handset, which offers TV as well as other features such as an MP3 player and recorder function. Another selling point: since DMB is based on the DAB digital radio standard, the DMB handsets can also receive all digital radio programs.

“For us the audio broadcasting capability was also essential”, explains **Joachim Becker, Deputy Managing Director of the Hesse regional office for private broadcasting (LPR Hessen)**. “Mobile TV will open up digital radio to wider audiences.” **Karsten**

Kröger, Editor-in-Chief and Head of Programming at radio station bigFM also shares this view. "Thanks to DMB we have become a nationwide broadcaster in Germany and have gained many new listeners. We are equally convinced that radio cannot stand still and must develop – particularly at a time when radio faces stiff competition from the likes of MP3 and iPod."

BigFM is currently the only radio station included in the mobile TV bouquet with its program bigFM2see. Along with its radio programming, bigFM2see offers visual content via mobile TV and intends to interact further with its listeners and viewers via the DMB platform in future.

Anthony Park can confirm the positive synergies generated for digital radio through the experience of South Korea: "In South Korea the launch of DMB, where over 40 digital radio stations were suddenly available, triggered a distinct trend away from what had been very solid MP3 usage before". A similar situation has also been seen in the UK, reports Martin Liss. "During a field trial in England users watched around 66 minutes of television a day on their handset but listened to over 90 minutes of digital radio. So 'video killed the radio star' isn't the case at all, quite the contrary in fact."

75 percent of the German population should have DMB coverage by 2008. MFD aims to offer 10 TV stations and 10 digital radio stations for under EUR 7 a month by then, says Liss. "Mobile TV is set to become a fully-fledged mass medium."

About Digital Multimedia Broadcasting:

Digital Multimedia Broadcasting (DMB) is an enhancement to the DAB standard. The technology enables audio and video to be broadcast in the same datastream.

DMB is ideal for mobile devices (e.g. DMB-compliant cell phones or PDAs).

DMB has been available in Germany in the five World Cup venues Berlin, Munich, Cologne, Stuttgart and Frankfurt am Main since May 31, 2006.

The current DMB program bouquet includes TV stations ZDF, N24, MTV as well as EntertainmentTV produced by ProSieben/ SAT1, and radio station bigFM2see.

Further information can be found at: www.HessenDigitalRadio.de

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