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Note: this is not an official translation of the document.

„Handy-TV“: Much interest in the project in Hamburg

There has been an excellent response to the announcement by the Hamburg Institute for New Media (HAM) of a pilot project „Handy-TV“. On 30 December 2005 HAM sent out a call for interest in the use of frequencies for both the DVB-H and DMB standards for mobile television. The term for responding to the call ended on 3 February 2006. On that day more than 40 applications and statements of interest were received.

Most of the the responses relate to the DVB-H standard. Using this innovative system it is possible to receive some 20 TV programs and various radio programs on small mobile terminals. By taking advantage of co-operation between the broadcast component and the mobile telephony component of the mobile telephone, DVB-H enables an interactive use.

In Germany DVB-H will initially be introduced via the pilot projects in Hamburg, Berlin and Hannover. HAM director Dr. Lothar Jene comments: „ *The pilot projects will function as door openers. The interest of important players in the call for interest is an indication of the chances that DVB-H has. We hope for a start in the three metropolitan areas within the next months.*”

DMB stands for Digital Multimedia Broadcasting and is a variant of the standard DAB for digital radio. Using this system 3 to 4 TV programs can be transmitted to the mobile phone. An introduction in some of the German states this year is imminent.

For the operation of the platform in the DVB-H project the following companies have applied at HAM:

- E-Plus Mobilfunk
- MFD Mobiles Fernsehen Deutschland
- NEVA Media
- O2 Germany
- T-Mobile Deutschland
- T-Systems Business Services
- Vodafone D2

The following broadcasters and companies want to be present as content providers on the DVB-H platform:

- Hamburg 1
- HSE 24
- Mobile Media on Air
- Norddeutscher Rundfunk
- Oldie 95
- Premiere Fernsehen
- ProSiebenSat.1-group with programs Sat.1, ProSieben, Kabel 1, N24, 9Live, Deutsches Wetter Fernsehen, Seven Senses
- Radio Business to Consumer
- Radio Hamburg
- RTL-group with programs RTL, Super RTL, VOX, RTL Interactive, n-tv, RTL II
- RTL Radio
- TIDE
- ZDF
- Truck Radio

The following companies have applied for the operation of a DMB platform:

- anixe TV
- MFD Mobiles Fernsehen Deutschland
- Walk'n Watch Gesellschaft für mobiles Fernsehen
- Western Star

The following organisations have made known their interest in the distribution of their programs via DMB:

- „big 4“-Konsortium (Antenne Bayern, radio ffn, Hit Radio Antenne, Radio/Tele FFH)
- Norddeutscher Rundfunk
- Truck Radio
- Zweites Deutsches Fernsehen