

PRESS RELEASE

Medienboard Berlin-Brandenburg

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Kick off for Mobile TV in Europe at the UEFA EURO 2008?

European Forum for Mobile TV 2007 as part of the international media conference Medienwoche Berlin-Brandenburg, 30 August in Berlin

Berlin/Potsdam – Worldwide there is great consumer interest in Mobile TV. This is shown by the existing mobile broadcasting services in Southkorea, Japan and Italy as well as by numerous Mobile TV trials all over the world. Mobile TV's revenue potential is even greater than that of other mobile content offerings like music or games. Mobile TV is set to become an important part of media industries with high revenues in the future.

Nevertheless, there are a number of hurdles to clear before a wide-scale rollout can take place. The *European Forum for Mobile TV 2007* addresses the international development of Mobile TV today and in the future. Because of a very successful start last year the conference will be held for the second time in the German capital, on 30 August. The forum is one part of the conference week Medienwoche Berlin-Brandenburg, including ten days of top-class media conferences, such as the IFA 2007 - the world's largest consumer electronics trade fair. The Medienwoche is one of the leading media industry events in Germany and Europe.

Europe's top opinion-makers and CEOs of regulatory authorities, of the telecommunications industry as well as content producers from ten European countries will participate at the first *European forum for Mobile TV* and discuss today's developments and the strategies for the future. The schedule for the one-day conference in Berlin will include speeches and round-table discussions in three main sections: on regulative and legal aspects, on chances for different business models and the specific requirements of mobile content.

At present in Germany, France, Austria, Switzerland and other European countries all necessary basic legal conditions for the launch of Mobile TV via DVB-H are being created. Due to this good conditions exist for making Mobile TV available in many western European countries for the UEFA EURO 2008.

In the first conference panel, *Legislation & Regulation for Mobile TV in Europe*, the regulation processes for Mobile TV in individual European countries will be discussed by delegates of the regulatory authority of Austria, France, Spain and Switzerland. The panel discussion will be about the specific situation in Germany and the challenge of guaranteeing variety and open access on the one hand while allowing a target group-specific and attractive programme choice on the other. Representatives from Germany's Media Broadcasting Authorities, from the Federal Network Agency and from the federal authority for the protection of competition, the *Bundeskartellamt*, have already confirmed.

The second part of the conference is focussed on the question of what the most promising Mobile TV business models are. Various technical standards and business models are coming into operation worldwide. With views into business models of *Qualcomm* in the US, Pay-Mobile-TV services in South Korea and business strategies of Nokia, new perspectives and interesting discussions are opening up.

Apart from well-known and broad-ranging content brands, new programme formats are needed for Mobile TV to succeed. These formats need to meet the very specific demands of television on mobile phones. Therefore *the European Forum for Mobile TV* stresses, in particular, the presentation of concrete examples and shows how appropriate the production of adequate formats and content is for Mobile TV.

Conference concept:

The concept of the European Forum for Mobile TV is designed by the Berlin based company Goldmedia GmbH Media Consulting & Research on behalf of the Berlin Senate Administration of Economic Affairs, Technology and Women and the Berlin-Brandenburg Media Broadcasting Authority (MABB).

The conference location is the *bcc Berliner Congress Center*.

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Further information and accreditation:

www.medienwoche.de