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DER  
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### German regulators pave the way for mobile TV

The applicant consortium, Mobile 3.0, is to be awarded the operation of the trial for mobile TV transmission in the DVB-H standard to be conducted in Germany. A recommendation to this effect was agreed by the General Conference of the German regulatory authorities on 15 January 2008 in Düsseldorf. In line with its business schedule, Mobile TV will now finalise the necessary negotiations with the technical platform operator and the marketing industry over the next few weeks. The 14 regulators can thus grant the necessary licences in good time before the start of the European Football Championship. With the procedural decision of 15 January 2008, the regulators are breaking new ground and jointly establishing a balanced regulatory concept. "We all joined forces to enable mobile TV via DVB-H to get going in Germany within a very short time", Thomas Langheinrich, the new Chairman of the Directors' Conference, points out. "Now it is up to the market to turn it into a success".

Among the services to be distributed via mobile TV from the start will be ARD and ZDF, the two public-service broadcasters, together with the four national commercial channels RTL, Vox, Sat.1 and ProSieben, and the two private information services, n-24 and n-tv, plus the radio services Digital 5, bigBuddy and KickFM. A core concept for the inclusion of regional commercial TV services in the package is to be finalised over the coming weeks.

The General Conference of the regulators expects new innovative formats to be realised during the DVB-H trial. Thomas Langheinrich on the decision: "The minimum requirements of the regulators have been met overall. We do, however, expect Mobile 3.0 to foster the start-up of contents tailor-made specifically for mobile use during the project. It can certainly be rated positively that the public-service broadcasters have at least refrained from maximum demands."

#### Mitglieder:

Landesanstalt für Kommunikation Baden-Württemberg (LFK) – Bayerische Landeszentrale für neue Medien (BLM) – Medienanstalt Berlin-Brandenburg (mabb) – Bremische Landesmedienanstalt (brema) – Medienanstalt Hamburg / Schleswig-Holstein (MA HSH) – Hessische Landesanstalt für privaten Rundfunk (LPR Hessen) – Landesrundfunkzentrale Mecklenburg-Vorpommern (LRZ) – Niedersächsische Landesmedienanstalt (NLM) – Landesanstalt für Medien Nordrhein-Westfalen (LfM) – Landeszentrale für Medien und Kommunikation Rheinland-Pfalz (LMK) – Landesmedienanstalt Saarland (LMS) – Sächsische Landesanstalt für privaten Rundfunk und neue Medien (SLM) – Medienanstalt Sachsen-Anhalt (MSA) – Thüringer Landesmedienanstalt (TLM)

In the next stage, the decision-taking bodies of the 14 regulators will have to decide on the allocation of the trial to Mobile 3.0 under the respective state media laws. Following the set-up of a transmitter network, Mobile 3.0 is to take up operation of its service by 1 June 2008 at the latest. "It is now up to the participants in the market to make the project a success with good marketing and attractive contents", says Thomas Langheinrich.

Mobile 3.0 consists of MFD Mobiles Fernsehen Deutschland GmbH and NEVA Media GmbH. The joint venture is supported by media companies Hubert Burda Media and Georg von Holtzbrinck which are shareholders of NEVA Media, as well as the international media and technology company Naspers, the largest shareholder of MFD Mobiles Fernsehen Deutschland.

The DVB-H trial for mobile TV is devised for a minimum period of three years. The introduction in the coming weeks places Germany among the first countries in Europe to put mobile television on air.

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