

**Venue:**

Heinrich-Hertz-Institut  
Einsteinufer 37  
10587 Berlin  
Germany



**MMC 2005**



**Registration:** <http://MMC05.hhi.de>

**Further Information and Contact:** The Multiradio Multimedia Communications Workshop is jointly organised by the IST Projects MOCCA ([www.ist-mocca.org](http://www.ist-mocca.org)) and INSTINCT ([www.ist-instinct.org](http://www.ist-instinct.org)) and the European Commission.

**Conference Fee:** 180 € (including Social Event)

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**INSTINCT and MOCCA Partners:**



Berlin, 13<sup>th</sup> – 14<sup>th</sup> January, 2005

13 – 14 January, 2005 - Heinrich-Hertz-Institut Berlin

2006 is supposed to become the year when converged mobile and broadcast services will be available on a first generation of digital TV enabled handheld devices. The DVB-H specification was accepted by DVB in January 2004 and the validation of the system will be completed soon. In parallel, WorldDAB TC specified an IP Datacast system over DAB networks. 3GPP will have specified MBMS (Multimedia Broadcast Multicast Services) for Release 6 of UMTS and GPRS in 2004. Moreover, the Open Mobile Alliance (OMA) defines currently the mobile broadcast service enablers, which realize a service platform that can be build on top of broadcast systems, e.g. DVB-H or MBMS. Interactive mobile broadcast services will offer new business opportunities.

The objective of the workshop is to discuss innovative techniques to broadcast IP based multimedia services including TV like services to handheld devices with low battery power. The scope of the workshop includes cellular broadcast enhancements like MBMS as well as digital broadcast technologies, such as DVB-H and DAB, and will discuss their potential for the envisioned services.

The workshop on Multiradio Multimedia Communications will provide an international forum to discuss and give guidance to future research, standardization and business activities in the emerging area of mobile broadcast. It will bring together telecommunication and broadcast manufacturers, broadcast operators, cellular network operators, regulators, multimedia content providers, and R&D organizations.

The workshop will be cross-disciplinary, well focused, consisting of sessions for invited speakers and panel discussions with an amount of time devoted to discussions.

Welcome to Berlin!

Peter Christ

Ralf Schäfer

Ralf Tönjes

## Agenda

### 13<sup>th</sup> January, 2005

- 9:30 Registration
- 10:00 Welcome
- 10:10 Key Note:  
Prof. U. Reimers,  
TU Braunschweig
- 10:40 Mobile Broadcast –  
just TV or new  
services?
- 12:00 Lunch
- 13:30 Technologies I:  
Broadcast goes  
Mobile
- 15:30 Coffee Break
- 16:00 Technologies II:  
Mobile goes  
Broadcast
- 17:20 Goals of the EU
- 17:40 End of 1<sup>st</sup> day
- 19:00 Social Event

### 14<sup>th</sup> January, 2005

- 9:00 Key Note: C. Plenk,  
Ericsson
- 9:30 Service Platforms
- 11:10 Coffee Break
- 11:30 Business  
Opportunities
- 13:10 Lunch
- 14:30 Panel Discussion:  
Is the user prepared  
to pay : User needs  
vs. business case
- 15:50 Conclusion
- 16:00 End of Workshop