

DB – Wireless Festival

DB, the "Wireless Festival" project, studies, prototypes and evaluates mobile solutions for large-scale public events. The project focuses on music and sports events, assessing business, user, service, and communication provider aspects.

Music and sports events are very different kinds of events. Wireless Festival uses these differences to arrive at more unique but still widely applicable solutions.

Visitors inform themselves via many channels, for example web, TV, radio, newspapers, and information booklets. Wireless Festival looks into the integration of mobile information services into an overall, common media strategy.

Main focus

The consortium is a unique combination of competences of content providers, event organizers, operators, software designers, manufacturers, and technology/business/user research institutes.

Communities and small groups are essential for enjoying events. Wireless Festival studies interactions within and between groups at music events (e.g. Hultsfred Festival in Sweden) and sports events (e.g. World Rally Championship in Finland). Outdoor music and sports events play an important role in people's life. However, mobile services in events are under-explored.



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Partners

BTH - Blekinge Tekniska Hoegskolan, Sweden

Ericsson AB, Sweden

HHS - Stockholm School of Economics, Sweden

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Celtic DB Project "Wireless festival"

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Approach

The project combines parallel efforts from business, technology, and user research to arrive at more stable and exploitable results. Each team pursues a number of key questions needed as essential contributions for common conclusions:

• What are the markets? Understanding the business opportunities for large scale, public events (more than 10,000 visitors).

• Where is the revenue and profit? Understanding and creating new business models. Focusing on the customer needs instead of supply chains.

• Which models apply? Current diffusion and innovation models are American based, product based, and supply based. They need to be augmented for the European market, for niche markets, for service-based markets.

• What are the business strategies of different parties involved in an event?

• What is the perception of visitors of current events and the parties involved in them?

What cultures, common believes, and experiences characterize different events?

• What needs do visitors and organizers have?

• How and when do groups of people share experiences?

• Which terminals are visitors using?

• What are the strength and weaknesses of infrastructures currently in use?

• What is the role of future technologies, such as push-to-talk, WLAN in phones, peer-to-peer, and multicast?

• Are there specific legal aspects, which we do need to take into account?

In an early field study at the Hultsfred Festival 2004 and the Finish World Rally Championship 2004, we used different ethnographic methods in parallel to observe visitors and organizers in order to arrive at a first understanding of the underlying conditions for developing solutions.

The main part of the project is now focusing on prototyping a range of new services for trials at different events during 2005 and 2006. These and more results from business studies shall lead to service and business packages suitable for large-scale public events.

Main results

The project follows an iterative approach to continuously improve the target business and service concepts. Initially we create a

first set of services for groups of event visitors to support and enhance their experiences along two main tracks: sharing experience and creating stories using various ways of multi-media interaction within a group, and involving visitors more deeply in the event by providing basic event information combined with instant announcements and hints coming from various sources.



A major challenge is to create concepts for realizing visible and invisible end-user support for easy installation and maintenance of services across different terminal and service platforms.

The project focuses on delivering a concept for a converged service package for wireless services across different operator domains. The solution is targeted at event organizers and their sponsors to allow them to increase their revenues and improve customer relations.

Impact

The project will outline and demonstrate the business and service opportunities at the intersection of two large and growing markets, the mobile service industry and the event industry.

The project has identified a number of critical business hurdles for the success of mobile services at large-scale public events, and therefore was able to initiate a discussion across different business players early enough to develop options to overcome them.

In small and large-scale field trials we will measure the feasibility of the developed concepts not only from a technical and user perspective, but also from a business point of view. The resulting facts are an important part of the overall value argumentation to attract investments in this area.

About CELTIC

CELTIC is a European research and development programme designed to strengthen Europe's competitiveness in telecommunications through short and medium term collaborative R&D projects. CELTIC is the only European R&D programme fully dedicated to end-to-end telecommunication solutions.

Timeframe: 5 years, from 2004 to 2008

Cluster budget: in the range of 1 billion euro, shared between governments and private participants

Participants: small, medium and large companies from the telecommunications industry, universities, research institutes, and local authorities from 33 countries

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