

DB – Wireless Festival

The "Wireless Festival" project studied, prototyped and evaluated mobile solutions for large-scale public events, focusing on music and sports events for which the projects assesses the business, user, service, and communication provider views.

Main focus

The consortium was 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 studied interactions within and between groups at

music (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 and under-researched.

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, e.g., web, TV, radio, newspapers, and information booklets. Wireless Festival looks into integration of mobile information services into an overall, common media strategy.



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Partners

BTH - Blekinge Tekniska Hoegskolan, Sweden

Ericsson AB, Sweden

HHS - Stockholm School of Economics, Sweden

HIIT - Helsinki Institute for Information Technology, Finland

Musiclink AB, Sweden

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Co-ordinator

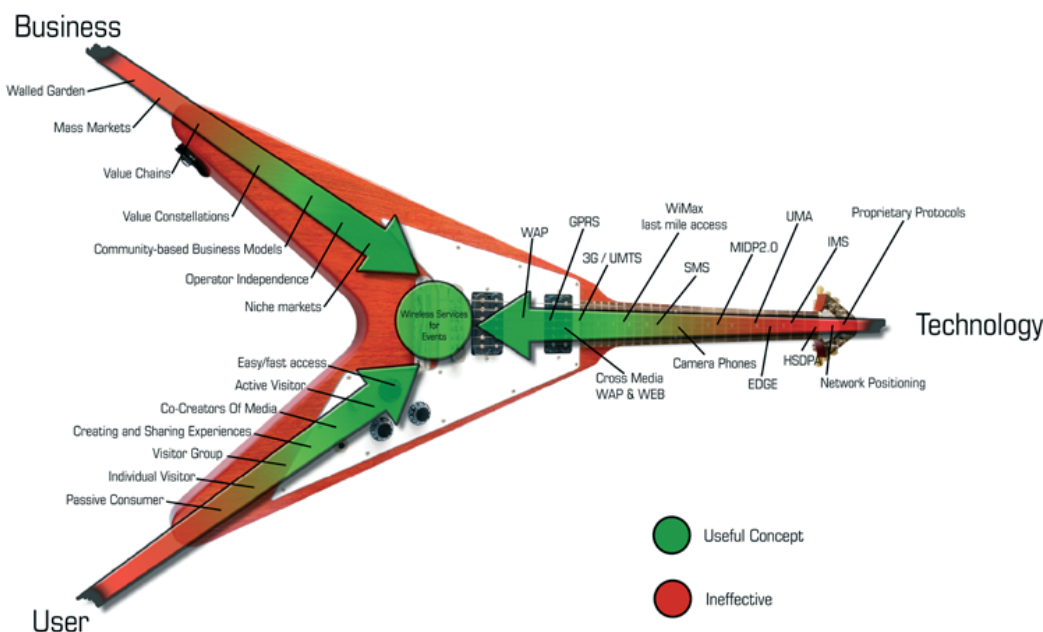
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Project web site

www.celtic-initiative.org/projects/db



Approach

The project combines paralleled efforts from business, technology, and user research arrived at interesting 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 (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 it?
- What cultures, common believes, and experiences characterize different events?
- What needs do visitors and organizers have?
- How and when do groups of people share experience?
- What terminals are visitors using?

About CELTIC

Celtic is a European research and development programme, established as Eureka cluster, to strengthen Europe's competitiveness in telecommunications through short and medium term collaborative R&D projects. Celtic is currently the only European R&D programme fully dedicated to end-to-end telecommunication solutions. Launched in November 2003, Celtic (Cooperation for a sustained European Leadership in Telecommunications) was founded and has been supported by major European telecommunication players, both vendors and operators. Celtic fills the gap between public R&D programmes not specifically focused on telecoms and short-term R&D efforts by the telecoms industry

Timeframe: 8 years, from 2004 to 2011

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

• What is the role of future technologies, such as Push-2-Talk, WLAN in phones, peer-2-peer(s), 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 to arrive at a first understanding of the underlying conditions for developing solutions. These approaches, combined with traditional surveys and more untraditional group interviews in the field, continued in 2005 and in 2006.

The main part of the project was to focus on from a deep understanding of who the customer is and what the customer wants to prototype and test new mobile services. These and results from business studies has lead to the development of a viable business model, and service and business packages suitable for large-scale public events.

Achieved results

The project followed 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

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

Participants: companies from the telecommunications industry (small, medium and large), universities, research institutes, and local authorities from all 35 Eureka countries may participate in Celtic projects.

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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. These service concepts later crystallized into two concepts – the Dynamic Booklet, providing information from the event organizer to the event visitors, and CoMedia, providing support for visitor group communication.

A major challenge is to create concepts to realize visible and invisible end-user support for easy installation and maintenance of services across different terminal and service platforms. Two applications were developed and tested in “live” environments – Dynamic Booklet and Co-Media.

The project focused on delivering a concept for a converged service package for wireless services across different operator domains. These applications are targeting the customers' customers at event organizers and their sponsors to allow them to increase their revenues and improve customer relations.

Impact

The project has developed a deep understanding in the events, and has demonstrated 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. The project sees clear business opportunities for new or established actors in the exploitation of event markets. These niche markets grow faster than GNP, and encompasses on the one hand sports events and music events, which are heavily commercialized, and business events and religious events, which are less commercialized.

The results of the small and large-scale field trials have demonstrated the feasibility of the developed concepts not only from a technical and user view, but also from business point of view. The resulting facts are an important part of the overall value argumentation to attract investment in the area.

Lastly but perhaps most importantly, the project has in two cases shown the potential of a niche business model for telecom actors.