



News



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An info service of Bayern Digital Radio GmbH

Dear Mrs. and Mr.,

it happens that queuing in traffic jams brings about also positive side-effects, even creative ideas. This is how badira was born – badira, the first outdoor jacket with an integrated DMB/DAB receiver worldwide. The partnership between innovation-oriented and trend-setting companies has spurred the creation of a brand within a very short time and which, moreover, achieved the association of the term 'digitalisation' with lifestyle and design.

A striking example for successful marketing spurred by a sudden inspiration – and not a big budget.

Hopefully, the next traffic jam will boost your creative vein, too.

Wolfgang Paulus

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Special

All about Digital Radio in an instant

[London – 09.08.07] To provide DAB retail traders in the UK with a special incentive the Digital Radio Development Bureau (DRDB) has launched a short video clip, which demonstrates the benefits of DAB Digital Radio. Within only 150 seconds the key characteristics are being showcased to the customers in the shops in an appealing and concise manner and – on recommendation of the retailers – mute. The campaign is being started at John Lewis, to be followed by Cornet and thereafter probably by Dixons. The video can be seen [here](#).



Receiver

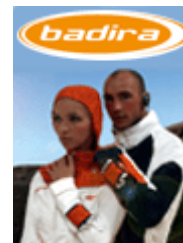
Preview: badira online now

[München – 24.08.07] The first multimedia jacket with TV and audio receiver integrated will have its premiere at IFA. You can take a first glance at the jacket in advance when you open the website www.badira.de. In addition, you find more information as regards the design, the technology and the companies which have teamed up for this project.



World premiere: badira at IFA 2007

[Berlin – 20.08.07] At the forthcoming IFA Internationale Funkausstellung in Berlin (31st August to 5th September) badira has announced to unveil the first multimedia jacket with an integrated TV receiver. Apart from DMB (Digital Multimedia Broadcasting) mobile TV the device allows also analogue FM radio as well as digital DAB audio reception and recording. You find badira in Hall 2.2, no. 107 (Digital Radio) and Hall 12, no. 125 (Smart Textiles). The complete press release can be found [here](#).



Programme

D-Plus pilot project concluded

[Köln – 31.07.07] D-Plus, a secondary service Deutschlandradio introduced exclusively for Digital Radio, was turned off on July 31. D-Plus had been launched as a pilot for Digital Radio (news and information only, i.e. talk radio) in view of the forthcoming reorganization of digital broadcasting and it has served its purpose, according to a comment from Deutschlandradio. The (former) listeners are invited to send in their comments based on their individual experience and demands on future programmes. For more information please click [here](#).



LFK licences nation-wide radio broadcast programmes

[Stuttgart - 26.07.07] The Board of Directors of the Landesanstalt für Kommunikation Baden-Württemberg (LFK) has licensed the national full-service audio broadcasting stations 'bigBuddy' and 'Regenbogen GOLD'. Both broadcasters are planning to leverage their content on Digital Radio, on the DVB-H platform or via digital cable networks. For the whole press release please click [here](#).



Events

BLM Forum: 'Quo Vadis Digital Radio'

[München – 23.08.07] The success of Digital Radio in the neighbouring countries and 'the German path' are the topics of the international meeting "Quo Vadis Digital Radio" due to take place from 9th to 10th October, 2007 in Munich. The forum is hosted by BLM, the Bavarian regulatory authority for commercial radio (Bayerische Landeszentrale für neue Medien). The speakers come from Switzerland, the Netherlands, France, Britain, Luxemburg, and Germany. For more information please click [here](#).



Miscellaneous

MFD and NEVA Media: New allies for Mobile TV

[Köln/Berlin - 10.08.07] MFD, the licensee of the national DMB platform in Germany, and NEVA Media GmbH have agreed to set up a joint venture with regard to the introduction of DVB-H in Germany. Formerly competitors, they have joined to stake their claims in the bidding phase for DVB-H licences. Both companies are backed by corporate groups such as Hubert Burda Media, Holtzbrinck, and Naspers. For the whole press release please click [here](#).



EtherWaves arrives in Australia

[Tel-Aviv – 06.08.07] EtherWaves has launched its Digital Radio ClearSignal™ product for the Australian market. This technology supports DAB+, DMB audio and DAB data services. Radios empowered with the ClearSignal™ technology can simultaneously decode DAB data services (slideshows and EPG) while listening to DAB or DAB+ . For the complete press release please click [here](#).



Summit Meeting with Media Minister

[München – 31.07.07] In his comment to the '2nd Munich Declaration' - issued following the meeting of all Digital Radio stakeholders in the Bavarian Chancellery - BLM President Wolf-Dieter Ring said: "I am pleased that we have come to a mutual consent concerning the main issues and that all participants have committed to tackle the core issues to contribute to the success of Digital Radio. As soon as the discussions with the Ministry of Defence come to a conclusion, the current problems due to inadequate indoor reception of Digital Radio will be forgotten. And even if analogue FM reception is not switched off in the near future, Digital Radio is the future, because - there is no doubt -, Digital Radio is the better radio." The complete press release can be found [here](#).



Titel

[Biel-Bienne – 31.07.07] Two applications have been filed for the national mobile TV licence in Switzerland. ComCom, the Federal communications commission, the independent regulatory authority for the telecommunications market, will be awarding the licence in autumn. The aim is to use the 2008 European Football Championship as a launching pad for Mobile TV in the cities of Basel, Bern, Zurich, Geneva. The call for tenders does not define a specific standard to be adopted. For more information please click [here](#).



Strong signal from Munich

[München – 30.07.07] An official meeting in the State Chancellery with representatives from politics, the manufacturing industry, broadcasters, network providers and relevant associations - chaired by the Bavarian State Minister Eberhard Sinner - has resulted in a common agreement, the so-called "Münchner Erklärung zur Digitalisierung des Hörfunks – II. Stufe". The 'Munich Declaration' defines the main requirements on the way to establish DAB as a radio standard: the enhancement of transmission power and an increase of programme variety, the migration to advanced audio coding standards and the manufacturing of new receivers. The complete text can be found [here](#).



DMB for the Pope

[Rom – 26.07.07] The South Korean Vice Media Minister has consigned a DMB module 'Made in Korea' in the Vatican State Secretary's Office. This device enables Vatican radio and TV to broadcast via T-DMB. The visitor also handed over 100 DMB receivers. South Korea actively promotes the new digital transmission technology, the standard which the public Italian broadcaster has opted for. More information [here](#).



