



News



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An info service of Bayern Digital Radio GmbH

Sehr geehrter Herr Nandzik,

This year`s meeting point IFA in Berlin once again offered an ideal platform for announcements, theses, memorandums of understanding, podium discussions and some heated arguments. The good thing about it is, that it is becoming more and more clear to all the participants: If they want to survive in the market in the future, they will have to become a part of the digitalization process. The fact that the tone occassionally is a little tough, is just an indication for the seriousness of the situation.

Autumn doesn`t seem to become boring anyway.

Best regards

Wolfgang Paulus

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Special

Joint initiative for Digital Radio

[Köln – 04.09.07] On the occasion of IFA a memorandum of understanding has been signed by public broadcaster ARD, Deutschlandradio and network providers such as T-Systems Media&Broadcast, Bayern Digital Radio as well as the manufacturers trinloc, Restek, PURE Digital, and iriver. In this document they commit to a coherent strategy which is to guarantee a smooth transition from the current DAB standard to more efficient digital broadcasting standards like e.g. DAB+ and DMB. For more information please click [here](#).





PURE optimizes CHRONOS

[London – 24.09.07] With Chronos II PURE Digital presents an enhanced version of Chronos I. The new model features FM with RDS, an improved display, an automatic light sensor and it is available in two colours. Features also include a USB port to add new features e.g. DAB+ later on. For more information please click [here](#).



DAB in UK in 2011

[London – 24.09.07] A study of DRDB (Digital Radio Development Bureau) reveals that household penetration of DAB digital Radio in the UK is set to reach almost 60% by the end of 2011. For further information about changing consumer habits as well as market penetration and sales figures and a five-year-forecast please click [here](#).



EtherWaves with DAB+ Multi standard receiver

[Tel-Aviv – 24.09.07] EtherWaves has teamed up with Factum Electronics AB to demonstrate multi-standard Digital Radio (DAB / DAB+ / T-DMB) live at IBC Amsterdam. The receiver is based on Sonata's Consumer Electronics module. EtherWaves is one of the first companies to offer solutions for DAB+ receivers. For the whole press release please click [here](#).



PURE's green credentials

PURE's green credentials [London – 04.09.07] EcoPlus is a statement of PURE's commitment to environmental protection. With EcoPlus PURE Digital sets environmental standards in the design, manufacture and transport of their products. The main points are a reduction of power consumption, of packaging size, the use of materials from recycled and sustainable sources and of components with minimised environmental impact. For more information please click [here](#).



A good match: PURE Chronos iDOCK

[London – 04.09.07] With Chronos iDock the market leader for Digital Radio receivers combines two top-selling technologies. Based on the best-selling Chronos CD, Chronos iDock combines the merits of Chronos CD with the convenience of iPOD docking. The user can choose whether to wake to DAB Digital Radio, or FM, or a simple tone alarm with tracks from his/her iPOD. The device was showcased at the IFA Internationale Funkausstellung. It is expected to be in the market by late October at a retail price of 99,99 GB pounds. For the product specification please click [here](#).



B20 from iriver with DAB/DMB/FM and more...

[Rheinbreitenbach – 03.09.07] With the B20 receiver manufacturer iriver is setting new standards in the digital multimedia broadcasting domain. Measuring a tiny 5 x 8 x 1,5 cm, the device receives DAB, DMB and FM broadcasts and enables recording and playing of these programmes via a 2.4" colour TFT LCD. Features also include MP3, Movie Player, Photo Album. The B20 is priced around 199 euros. You can enter the shop [here](#).



badira jackets from trinloc at 199 euros

[Rheinbreitenbach/München – 03.09.07] Following its premiere at IFA Internationale Funkausstellung in Berlin the multimedia jacket label badira is now part of the product line-up offered in the trinloc online shop. The price is around 199 euros. The jackets can be ordered now and are expected to be deliverable as of December. For more information please access [my-ambient.de](#).



IFA 2007: trinloc with the first multi-standard receiver

[Rheinbreitenbach/Berlin – 03.09.07] At the IFA trinloc gmbh showcased a multi-standard receiver which allows analogue FM and DAB Digital Radio reception plus wireless LAN web radio. The appropriate technology was integrated into the 'Sinfonie' receiver without modifying the design. Moreover, it can be easily upgraded to support new standards (e.g. DAB+). For further information click [here](#).



Fraunhofer DAB/DMB ContentServer R4

[Erlangen – 03.09.07] At IFA Internationale Funkausstellung, the Fraunhofer IIS demonstrated their DAB/DMB Content Server R4. The professional encoder and broadcast solution DAB/DMB ContentServer R4 airs DAB and DMB programmes consisting of high-quality audio, video, and multimedia services. The latest release R4 offers a new user interface and all the encoding and automation features required by DAB/DMB broadcasters. For more information please click [here](#).



Programme

Hessischer Rundfunk via Digital Radio

[Frankfurt am Main – 24.09.07] On the occasion of the 62nd IAA Internationale Automobilausstellung in Frankfurt - and for the first time since the termination of the pilot project and the start of the regular service - Hessischer Rundfunk has broadcast a service on DAB. The service hr-DIGI-VERKEHR was aired with 64 kbit/s in Channel 12 C and provided traffic information around the clock. For more information about IAA please click [here](#).



Radio broadcasters withdraw from DVB-T

[Berlin – 05.09.07] GARV (Gesellschaft zur Förderung der Rundfunkversorgung mbH) has informed that as per September 1st several audio broadcasters decided to withdraw from the DVB-T multiplex. The respective spectrum in channel 59 will be released. The current station allocation can be found [here](#). Berlin-Brandenburg is the first regional state so far to air the broadcasts of Digital Radio programmes also over DVB-T.



MFD starts mobile video data service with Fraunhofer IIS

[Köln/Erlangen – 03.09.07] MFD Mobiles Fernsehen Deutschland and Fraunhofer IIS have partnered to broadcast the NewsService Journaline. It provides the user with an intuitive and selective access to thematically sorted textual information. MFD has started the service in 16 urban centers. The aim is to make this news service available to users of mobile TV and DAB receivers. For the complete press release please click [here](#).



Coverage

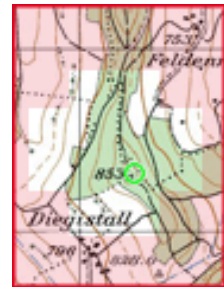
A great leap forward: DAB in the area of Lugano

[Bern – 24.09.07] A new DAB-Sender has been launched on Monte Bre. The new transmitter further improves reception and coverage in the surrounding small towns and villages. For more information please click [here](#).



New transmitter in Switzerland

[Bern – 03.09.07] A new DAB transmitter is on-air in Geuensee-Höchweidwald thus expanding coverage of a further 45.000 inhabitants living in that area. Moreover, the number of DAB Digital Radio stations has now increased from five to eleven. For further information please click [here](#).



Events

Digital Radio Symposium in Saarland

[Saarbrücken – 24.09.07] "Digitalization of terrestrial audio broadcasting" is the theme of a symposium the LMS Landesmedienanstalt Saarland (LMS) will be hosting on October 11th 2007 in the ‚Saarbrücker Schloss‘ in the city center. Radio broadcasters and representatives from regulating authorities from Germany and other European countries are invited to discuss the switch from analogue to digital and new business strategies. The symposium offers an opportunity to explore experiences and views. The eventual aim is to strengthen the position of digital audio broadcasting. For more information please click [here](#).



IFA 2007 - A success for Digital Radio

[Berlin - 06.09.07] This year's IFA review is positive. Transmission network operators, the members of the organisational committee and co-exhibitors consider the Digital Radio presentation and performance a big success. To the co-exhibitors IMDR (Initiative Marketing Digital Radio), PURE, trinloc, and Albrecht the booth offered a perfect location for their business talks with private consumers as well as representatives from industry, media politics and public and private broadcasters. An IFA summary from IMDR can be found [here](#).



IFA 2007: Digital Radio Family has become bigger

[Bonn/Berlin – 03.09.07] IMDR (Initiative Marketing Digital Radio) presented themselves also at this year's IFA. From August 31 until September 5, the IMDR demonstrated at the Digital Radio booth (Hall 2.2, Booth no. 107) – a common stand with transmission network operators as well as the receiver manufacturers Albrecht, Pure and trinloc – the current devices and developments in the Digital Radio sector. For the complete IMDR press release from IMDR please click [here](#).



Miscellaneous

APR demands clarification from ARD

[München – 24.09.07] "ARD and Deutschlandradio have to declare, whether they hold on to the digitization of audio broadcasting, even if KEF decides to cut resources", demands APR (Arbeitsgemeinschaft Privater Rundfunk), an association of private broadcasters. Thus they responded to reports suggesting that KEF (a commission for the evaluation of the financial requirements of the radio stations) in their annual assessment of financial requirements was to slash the amount of resources allocated to Digital Radio from 140 to 15 mio euros. The complete report can be found [here](#).



DAB Digital Radio Statement from T-Systems

[Bonn – 06.09.07] T-Systems Media&Broadcast GmbH has published a paper entitled "12 theses for the successful introduction of Digital Radio". In this document 'the receiver issue' (quantity of devices in the market, the marketing strategy and price) is identified as the main obstacle so far. Furthermore, they call for an expansion of national programme offerings, and also suggest a marketing role to be taken over by the platform operator. For the whole statement please click [here](#).



IFA 2007: IMDR 'Fact Sheets'

[Berlin – 04.09.07] IMDR, the association Initiative Marketing Digital Radio, has presented so-called 'Fact Sheets' during the IFA Internationale Funkausstellung. These 'Fact Sheets' deal with DAB Digital Radio in general, as well as the current status of Digital Multimedia Broadcasting DMB and Digital Audio Broadcasting (DAB+). For a download of this document and first impression from the Digital Radio booth please enter [here](#).



IMDR with revamped website

[Berlin - 03.09.07] Coinciding with the opening of IFA 2007, IMDR Initiative Marketing Digital Radio have relaunched their website. Please access their revamped website digitalradio.de [here](#). It offers relevant information concerning receivers, programming distribution and the topics of IFA 2007.



ARD to stick by their digital roadmap

[Saarbrücken – 03.09.07] Fritz Raff, ARD Director, has rejected the criticism of the digital roadmap of ARD and ZDF which was expressed by the President of VPRT, Jürgen Doetz. With regard to the new ways of distribution and reception and changing consumer habits the digital development is imperative, according to Fritz Raff. For the complete press release click [here](#).



IFA: Special issue of 'Meinungsbarometer'

[Halle/Saale – 03.09.07] On the occasion of IFA Meinungsbarometer Digitaler Rundfunk has come out with a special issue. Highlights of this issue are topics like the increase of transmitter power in Bavaria (interview with state minister Eberhard Sinner, head of the Bavarian State Chancellery), a readers' poll regarding DAB+, mobile TV in daily testing and the fashion label badira. For more information please enter [here](#).



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