



News



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An info service of Bayern Digital Radio GmbH

Dear Sir or Madam,

three days of infotainment with the Bayern Digital Radio crew – that’s what the visitor can expect at the Bayern Digital Radio booth during the Medientage München 2007. Experts from each department are keen to answer your questions at the ICM Munich from 7 – 9 November. Every hour you can win a DAB receiver in our show and, of course, the latest trends in DAB/DMB will be presented to you. Last but not least: Take the chance to test `badira` - the first multimedia-jacket with an integrated TV-receiver. We are looking forward to welcoming you at our booth.

Best regards
Wolfgang Paulus

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Receiver

ONE topselling radio in the UK

[London – 22.10.07] PURE Digital has sold more than 1/4 million units of the ONE radio – in just 18 months. That makes One the fastest selling DAB portable radio ever. In the UK where it is regarded as "the radio for everyone" ONE is retailed at 49,99 GBP (in Germany at 112 euros). For more information please click [here](#).



VW Tiguan with DAB

[Wolfsburg – 19.10.07] The VW Tiguan which premiered at this year’s IAA can now also be ordered with extra DAB fitting. The list price is 205 euros. The new Tiguan is a compact SUV (Sports Utility Vehicle) with the design of a sports car. It is available in three versions. For more information please click [here](#).



Social Commitment from PURE Digital

[London – 04.10.07] New receiver SONUS-1XT is the only DAB Digital Radio specially designed for blind and visually impaired listeners. The unique iVOX voice feedback technology increases the accessibility in that iVOX speaks with a real human voice, e.g. users are able to hear the available DAB stations as they scroll through them. PURE Digital is donating 1 GBP from the sale of its SONUS-1XT to the charity The Guide Dogs for the Blind Association. So far, PURE Digital has raised over 6.000 GBP. For more information please click [here](#).



A Lightweight: USB Stick for DAB/DMB & Co.

[Dreieich - 04.10.07] DR 403 from Albrecht is a portable USB receiver for DAB/DMB as well as internet radio reception from any PC. The USB interface enables reception of video and audio on your home PC or on your notebook while on the move. The device weighs just 25g and can be ordered from the Albrecht Online Shop at 79,90 euros. For more information please click [here](#).



Digital Radio to host charity auction

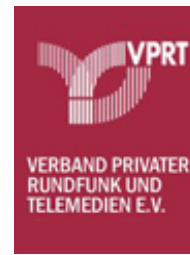
[London – 01.10.07] With the slogan "RockStarRadios" PURE has started a charity action in the UK. The profits will be donated to Nordoff-Robbins Music Therapy, the UK's leading independent music therapy charity. Rock and music legends from around the world have been getting involved, e.g. Eric Clapton, Annie Lennox, Mike Rutherford, Mark Knopfler, and Mika to make their mark on the PURE EVOKE –1XT Marshall Edition radios. They will be auctioned off via rockstarradios.com throughout October. For more information and to participate in the online charity auction please click [here](#).



Programme

VPRT for a Digital Radio offensive

[Berlin/Bad Vilbel – 09.10.07] „The private radio broadcasters are ready for a digital offensive. VPRT endorses the outcome of a discussion, according to which in 2009 three national Digital Radio multiplexes, i.e. a total of about 45 programmes with cutting-edge technology standard will be launched, declared Hans-Dieter Hillmoth, Vice President of VPRT (an association of the private broadcasting industry). For the complete VPRT press release please click [here](#).



Here we are – at last!

[München – 08.10.07] With ‚Bavarian Open Radio‘ Bayerischer Rundfunk has launched the first phase of what is to become a compelling multimedia service platform dedicated to the younger audience. The editorial staff lobbies for ‚home-grown‘ music bands: 20 percent of the programme is reserved for Bavarian musicians. The programme is broadcast via Digital Radio throughout Bavaria. For more information please click [here](#).



Events

Experts discuss future outlook

[Saarland – 16.10.07] Dr. Gerd Bauer, Director of LMS (Landesmedienanstalt Saarland) as well as radio coordinator of the Direktorenkonferenz der Landesmedienanstalten (DLM) had invited international professionals to participate in a symposium dealing with the ‚Digitalization of terrestrial audio broadcasting‘. Representatives of regulating authorities and radio broadcasters coming from 5 countries set the focus on the future of terrestrial radio broadcasting in Europe, particularly in Germany. For more information please click [here](#).



BLM Forum: `Quo Vadis Digital Radio?`

[München/Ingolstadt – 16.10.07] Almost 40 speakers and more than 200 attendees took part in the conference 'Quo vadis Digital Radio?' hosted by BLM in the Audi Forum in Ingolstadt. The majority of the audience were unanimous in evaluating the conditions for a successful introduction of Digital Radio in Germany in a second attempt. Further details in the press release [here](#).



Miscellaneous

Platform operator for DVB-H in sight

[Hannover – 17.10.07] The General Assembly of the regulating authorities of the Länder Landesmedienanstalten is set to award the platform operator license for mobile TV in the DVB-H technology to Mobile 3.0 (a MFD / NEVA Media). Mobile 3.0 has been invited to submit a proposal latest by November 9th, 2007 for the usage of the capacities for video and audio broadcasting on mobile devices. For more information please click [here](#).



REGIOCAST schedule for the introduction of Digital Radio in Germany

[Berlin/Saarbrücken – 16.10.07] REGIOCAST GmbH & Co. KG has submitted a schedule for the introduction of digital terrestrial audio broadcasting in Germany. The position paper entitled "radio³ - the path toward a new dimension of audio broadcasting" describes the steps to be taken now by the various stakeholders from politics, radio broadcasters, manufacturers and others. The document can be downloaded [here](#).



Platform operator for DVB-H-Standard

[Bonn – 16.10.07] The Board of Directors of the Bundesnetzagentur (the national German telecommunications regulator) have taken a decision regarding the allotment of frequencies for the national audio broadcasting multicast in the mobile TV DVB-H standard. T-Systems Media&Broadcast GmbH (TSMB) will be awarded the spectrum required for the operation of the broadcast technology. The expansion of the transmission network infrastructure for portable and mobile audio broadcasting is due to start in early 2008 (alongside with CeBIT). For the complete press release please click [here](#).



IMDR welcomes Statement

[Bonn – 16.10.07] The common statement on the allotment of new spectrum for Digital Radio in the frequency band III which the German commercial and public broadcasters issued after their talks is seen by IMDR as a major step towards the implementation of the RRC 06 results. For more information please click [here](#).



New DAB / DAB+ and DMB Status Report

[London – 01.10.07] On 40 pages WorldDMB Forum has summarized the current status of DAB, DAB+ and DMB: Information from various countries from all over the globe, e.g. Australia, South Korea and Switzerland including distribution charts and a summary of DAB receivers available to date as well as the appropriate manufacturer survey. For the complete data set (approx. 6 MB) please click [here](#).



Mobile TV Licence awarded to Swisscom Broadcast

[Bern – 01.10.07] The Eidgenössische Kommunikationskommission (the Federal Communications Commission, an independent regulatory authority nominated by the Federal Council) has awarded Swisscom Broadcast AG the national licence for DVB-H in Switzerland. The licence expires after 10 years and the licensee is bound by contract to guarantee coverage of 44% of the population by end of May 2008. In view of the 2008 European Football Championship venues such as Basel, Bern, Zurich and Geneva are considered an excellent launching pad for mobile TV. For more information please click [here](#).



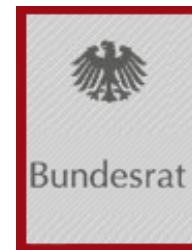
New analysis of distribution costs

[Stuttgart – 28.09.07] At a symposium in Stuttgart, hosted by LfK, a study on DAB+ broadcasting costs was presented. According to this analysis the costs per inhabitant and per station in a national DAB multiplex amounts to 7 cents whereas current FM broadcast costs 14 cents. For the complete press release please click [here](#).



Critical Statement of Bundesrat

[Berlin – 25.09.07] In response to the directive of the EU Commission "Strengthening of the domestic market for mobile TV" the Swiss Bundesrat reminds the Government to support their stance. The Bundesrat is against E.U. regulation in the mobile TV sector and insists that each country should be free to act according to its own unique requirements and telecommunication regulation. For the complete press release please click [here](#).



Download the current newsletter as a pdf-document

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