



58. Issue / December 2007

Dear Sir or Madam,

for a lot of people the 24th December comes all of a sudden – every year. For Digital Radio in Bavaria Christmas time has already started. As you can read in our news this month, the authorisation for enhancing the transmission power for DAB has been given. You might ask yourself why we are so thrilled about it? Because, as soon as the technical implementation will have been completed, Digital Radio can be listened to in your private homes – even under the Christmas tree. The BDR team wishes you a wonderful and `crystalclear` Christmas time!

Best regards

Wolfgang Paulus

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## SPECIAL

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### Improved in-house-reception for Digital Radio in Bavaria

26.11.2007 [Bonn] In laying the foundation for optimizing the in-house reception for DAB in Bavaria the Bundesnetzagentur (Federal Network Agency) paved the way for major progress. The improvement will be realized by enhancing the transmission power of 19 T-DAB transmitters from 1 kW to 10 kW and furthermore of 23 T-DAB transmitters from 1 kW to 4 kW. The enhancement has finally been agreed upon by the members of a target group headed by the Bundesnetzagentur with representatives from the Federal Ministry of Defence, Federal Ministry of Economics and Technology, Bayern Digital Radio GmbH and Bayerischer Rundfunk (the public broadcaster in Bavaria).

[more](#)

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## Beckstein pushes DAB

30.10.2007 [München] In his interview to the magazine 'Meinungsbarometer Digitaler Rundfunk' Günther Beckstein, the new Bavarian Prime Minister, advocates a new impetus for the digitalisation of audio broadcasting. He called on all the stakeholders, to urgently forge an agreement for an overall utilization concept. Moreover, he sharply criticized plans of KEF (Commission for the identification of the financial requirements of the broadcasting stations) to cut funds for digitization.

[more](#)

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## RECEIVER

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### COWON D2 launches new Digital Radio

22.11.07 [Eschborn] COWON launches with 'D2 DAB' a new DAB Digital Radio receiver (Band III). Text display (song title, name of the artist, news etc.) and pictures of the radio stations can be displayed on the 2,5" TFT touchscreen with 16 mio colours. Moreover, the mobile multipurpose device offers an option for audio recording. D2 DAB provides up to 9 hours of portable DAB listening time.

[more](#)

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### iRiver offers DAB+ Upgrade

22.11.07 [Paris] iRiver, in collaboration with the French digital radio association DR France, is offering a DAB + software update for its B20 DMB multimedia receiver. In comparative DAB+/DMB trials carried out in Nantes and Paris by DR France members and other digital radio supporters, the B20 was able to pick up all the services transmitted from the Tour Pleyel tower in Paris. Those interested in obtaining the upgrade can do so by contacting the DR France association.

[more](#)

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### A good bargain: Nevada for 55 Euro

22.11.07 [Rheinbreitbach] trinloc has added DAB receivers from Nevada and Roberts to its product range in their online-shop. ND-210E (Band III/FM) is available at an introductory price of 55 euros, ND-01 is priced around 109 Euro (both from Nevada). Roberts comes with design radios and a digital sound system.

[more](#)

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## PURE's guide to the 'Highway'

20.11.2007 [London] At the beginning of November PURE Digital launched `Highway`, its first in-car DAB Digital Radio (see our Newsletter of November 2, 2007). Now PURE Digital has produced a short animated film, which explains the basic functions of the device.

[more](#)

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## PURE launches first car radio

02.11.2007 [London] PURE has launched its first car radio: Highway is a unique, easy to fit in-car DAB Digital Radio. It is powered from the in-car power socket and, easily attached to your windscreen with a removable flexible mount, Highway receives DAB stations and transmits them to the car radio on a free FM frequency. The receiver is expected to be available in the German market by late January 2008 at 129,99 euros. Highway will then also be equipped with DAB+ upgradeable.

[more](#)

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## New DAB figures from the UK

26.10.2007 [London] The new figures released by RAJAR in the UK show digital radio continuing to grow in terms of reach, hours and platform share with DAB Digital Radio winning the majority of the consumer's digital listening habits.

The lion's share of 28% of adults listening to Digital Radio each week is DAB listening with 15%. 22% of all adults now live in a DAB household. RAJAR is the official body in charge of measuring radio audiences in the UK.

[more](#)

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## PROGRAMM

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## Digital Radio programmes for Ingolstadt

27.11.07 [München] BLM, the State Media Authority of Bavaria, has called for tenders for two DAB licences in Ingolstadt. The capacities will be available at the end of this year, when Radio Melodie and Radio Riverside give back their licences. The closing date for applications is the 21st December 2007.

[more](#)

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## 24 hours Jingle Bells

21.11.07 [London] For the Xmas period `Real Radio Digital` (owned by the Guardian Media Group) offers a special christmas format, i.e. 24 hours non stop festive music. John Simons, director of programming: "This is a landmark move for Real Radio Digital as we break the mould by being the first ever UK radio station to set programming to 100% Christmas music. This is an innovation which will, in time, see our competitors follow where Real Radio Digital leads."

[more](#)

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## German Football League live via DMB/DVB-H

06.11.2007 [Leipzig] REGIOCAST DIGITAL GmbH has concluded a contract with the German Football League (DFL) for the live transmission of all matches over the second half of the season 2007–2008 and for live transmission of the total season 2008–2009. DFL has awarded REGIOCAST DIGITAL GmbH the exclusive rights for live audio coverage in the DMB and DVB-H standards of entire matches for the German 1st and 2nd Football Leagues.

[more](#)

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## World Radio Switzerland via DAB

02.11.2007 [Bern] For the first time a Swiss radio station is to address the international English-speaking audience in Switzerland. "World Radio Switzerland" has been transmitted on Digital Radio since early November in the western and southern parts of Switzerland. The new World Radio Switzerland has emerged from the former World Radio Geneva (WRG), which had been founded in 1996 as a common project of SRG SSR idée suisse and the BBC.

[more](#)

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### Three... two... one... DRS 4 News

29.10.2007 [Bern] "DRS 4 News" is the name of the 24-hour-news programme of the Swiss station Schweizer Radio DRS, that has been broadcast since November exclusively on DAB Digital Radio in the German-speaking part of Switzerland. The number of DAB stations in Switzerland amounts now to 12. Since the launch of a new transmitter in the region of Willisau in October a further 20.000 Swiss radio listeners can tune in to DAB Digital Radio.

[more](#)

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## PRESENTATION

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### DRWest sponsors VFL Gummersbach

27.11.07 [Köln] During the handball match between Vfl Gummersbach and HSG Wetzlar Digital Radio West raffled five receivers B20 from iriver and distributed thousands of Christmas calendars. DRW also sponsors the newsticker at [www.vfl-gummersbach.de](http://www.vfl-gummersbach.de). These activities are part of a promotion campaign for which Digital Radio West has selected this famous sports team as target group.

[more](#)

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### DAB at 'Medientage München 2007' Symposium

07.11.2007 [München] At the Bayern Digital Radio booth (Y1) visitors informed themselves about the latest news and the most recent developments around DAB. DAB was also highlighted at various other booths. Thus, e.g. the BMW Group showcased DAB Surround Sound offering test rides in a BMW X5. At their booth AUDI presented "Journaline", a data service developed by the Fraunhofer Institute. Bayerischer Rundfunk, the European project MI FRIENDS, Bayerische Medien Technik and Deutschlandfunk also featured DAB.



### MVV to start a Digital Radio trial

26.10.2007 [München] At the Medientage München 2007 IRT (Institut für Rundfunktechnik) showcased a pilot project to be launched in partnership with MVV (the Munich transport system) and Bayerischer Rundfunk. A special passenger information service via DAB Digital Radio will be provided in regional busses in the Munich area.

[more](#)

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## IMDR comments enhancement of transmission power in Bavaria

29.11.07 [Bonn] IMDR (an association called 'Initiative Marketing for Digital Radio') expressed their satisfaction at the agreement reached concerning the enhancement of transmission power for DAB. They also confirm the assessment of the president of the Bundesnetzagentur regarding the impact of this agreement – though it has been forged for Bavaria as a spearhead - for the penetration of DAB Digital Radio across Germany. Helmut Egenbauer, IMDR Managing Director, is confident that „ the enhancement now finally achieved by this agreement will give the DAB family the chance to prove that the poor inhouse reception was not a problem of the technology as such. In fact, there is no alternative to Eureka 147/DAB as a basis for the digitization of broadcasting. That is a clear message to the radio broadcasters and the manufacturing industry.“ The IMDR expressed specific thanks to the Bavarian Minister of State, Mr Eberhard Sinner.

[more](#)

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## Agreement on a test in three steps

28.11.07 [Saarbrücken] The directors and the chairmen of the boards of the ARD agreed on a common procedure regarding new digital content. In the future new or fundamentally revised digital content from the ARD will be supervised by the responsible broadcasting commission on the base of a test in three steps.

[more](#)

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## New issue of 'Meinungsbarometer'

28.11.07 [Halle/Saale – 03.09.07] In the new issue of `Meinungsbarometer Digitaler Rundfunk` you will find an interview with Helmut Egenbauer (chairman of the executive board T-Systems Media&Broadcast GmbH), a column by Mario A. Liese (CEO radio SAW and Rockland Sachsen-Anhalt) as well as a report on the ‚Medientage München 2007‘ Symposium and more about the topic `Informationssource tram` .

[more](#)

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## Change at GCap Media

27.11.07 [London] GCap Media plc announced that on the 25th anniversary of his appointment as Chief Executive of GWR and subsequently GCap Media, Ralph Bernard, CBE has signalled his intention to step down from his position. Recently he has spoken about his disappointment in the lack of commitment from Ofcom about the switch-off date for analogue radio. He has urged the Government to set a date to enable broadcasters to "make a business plan that makes sense".

[more](#)

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## Guidelines for the future audio broadcasting landscape

22.11.2007 [Hannover] The regulating authorities of the regional states have set up guidelines for the future usage of terrestrial audio broadcasting in Germany. These directives are intended to help drive a sustainable expansion of digitization in Germany. „With simulcast of analogue and digital programmes we won't be able to manage the switch-over“, said Thomas Koch, Chairman of the Convention of the regulating authorities.

[more](#)

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## LFK to preside ALM

22.11.07 [Stuttgart] From 2008 onward the working committee of the regulating authorities of the Länder will be presided by LFK (Landesanstalt für Kommunikation Baden-Württemberg). LFK succeeds NLM (their peer from Lower Saxony), having presided the committee since the beginning of 2006. This was decided by the regulating bodies at their convention in Stuttgart.

[more](#)

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## Goodbye Ian Dickens

13.11.07 [London] The Chief Executive of the Digital Radio Development Bureau (DRDB) Ian Dickens stepped down from his post early November. At a luncheon to mark the occasion, his colleagues congratulated Ian for creating and running such a successful marketing and promotional body. The work of Ian Dickens and his team has largely contributed to the boost of DAB in the UK. Paul Brown will manage his change for an interim period over the next few months.

[more](#)

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## Radio on all channels

13.11.07 [Stuttgart] Although classical radio listening has been in decline for a couple of years now, audio broadcasting on the whole - according the latest JIM study of 2007 - has in fact not lost much ground.

While the television viewers stick to their conventional TV set, the young radio community switches between various radio platforms: stationary radio set (82 %), car radio (74 %), MP3 player (19%), webradio (17%) and mobile devices (15%).

[more](#)

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## TDF to purchase T-Systems Media&Broadcast

09.11.2007 [Bonn] Deutsche Telekom AG has concluded an agreement with TDF on the sale of T-Systems Media&Broadcast GmbH. Both partners intend to complete the transaction in the first quarter of 2008. The transaction has an enterprise value of EUR 0,85 billion. T-Systems Media&Broadcast GmbH is a 100% subsidiary of T-Systems Business Services GmbH and partner of DAB network operators in Germany.

[more](#)

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## New Look Website from Digital Radio Nord

07.11.2007 [Hamburg] DRN Digital Radio Nord GmbH comes with a revamped website with a modern design, 'easy to use' navigation and significantly increased reporting. "When re-developing our website we had two main objectives," says Alexandra Gerke, in charge of marketing at Digital Radio Nord GmbH. "First of all, user access to the various information sections had to be improved, moreover, continual news updating guaranteed."

[more](#)

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## Campaign for audio broadcasting and new media

06.11.2007 [Berlin] Within the context of the "Forum Digitale Medien", Mr. Dauke, heading the technology section of the BMWi (the Ministry of Economics and Finance) emphasized the importance of "the digitization of broadcasting and the media to safeguard employment and creation of new jobs in the industry. At the same time he stressed the necessity to speed up digitization in market segments (audio broadcasting and the classical cable TV) which so far had been included reluctantly.

[more](#)

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## Welcome to the new Bayern Digital Radio Website

05.11.2007 [München] Over the recent months the Bayern Digital Radio website has been re-developed and with its new overall look and navigation adapted to the national Digital Radio website digitalradio.de.

Navigation has been significantly improved with multiple selections like latest news, monthly newsletter and maps.

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## Events

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24.04.08-27.04.08

**High End 2008**

München

[mehr](#)

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07.12.07-07.12.07

**Dynamische Verkehrsinformationen in Bayern** München

[mehr](#)

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[Newsletter abmelden](#)

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