



NEWSLETTER

An info service of Bayern Digital Radio GmbH



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Dear Sir or Madam,

select a cutting-edge receiver, engage a dedicated department head of car hi-fi, a major Digital Radio station as well as the appropriate network operator. That is all you need for a solid promotion package and that is what happened around Easter in the small town of Ingolstadt, 80 kilometers north of Munich. PURE Digital, Media Markt, ROCK ANTENNE, and BDR had teamed up to arrange for a succesful DAB promotion during which consumers were informed and receivers sold. Imitators are welcome!

We wish you a good start into the spring season.

Wolfgang Paulus

RECEIVER



12.03.08 Blaupunkt with new DAB receiver

[Hildesheim] With the Nashville DAB47 Blaupunkt presents successor of DAB. Among the main features are recording, storage, and SD-card functions, two independent recorder timers, TMC data output for FM/DAB for dynamic navigation and optional interface for iPods. The recommended retail price is ...

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10.03.08 Duel Cowon against Iriver

[Bonn] The current edition of the online magazine reinHÖREN offers a review of two multimedia players, comparing the D2 DAB from Cowon and the B20 from iriver.

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04.03.08 News from Albrecht

[Dreieich / Lütjensee] The DR 315 from Alan Electronics allows the listeners to tune in to all stations being broadcast via the internet, DAB and FM. The recommended retail price is around 179 euros. The Albrecht 201 from Alan Electronics is sold out.

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29.02.08 PURE endorsed by EST

[London] Manufacturer PURE is the first to have a radio endorsed by the Energy Saving Trust (EST). The PURE Move has been recognised by the EST's Energy Saving Endorsement Scheme and will feature a special Energy Saving 'Recommended' logo on its packaging and promotional material. Frances ...

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PROGRAMM



25.03.08 Ad for DAB in Saxony-Anhalt

[Halle] The 89,0 RTL Sachsen-Anhalt radio has launched a DAB ad with the slogan 'Also 89,0 RTL is at home in the digital world'. Thereby the station supports the efforts of the regional state regulator Saxony-Anhalt and of the local transmission network operator Verein Digital Radio ...

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17.03.08 DIGITAL 5 radio to be broadcast all-over Germany

[Bad Vilbel] MyFun Radio – the newest radio station for comedy and karaoke in Germany – plans to broadcast its programme via DVB-H by this summer. The preliminary steps for a trial broadcast are being taken (see news from March, 13). MyFun Radio offers a programme mix of comedy shows of the five ...

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13.03.08 Licence for DAB programmes renewed

[München] In view of the planned national re-launch in 2009 the licences for the broadcast of the Digital Radio programmes Radio Galaxy and Rock Antenne across Bavaria have not been renewed beyond December 31st 2009.

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07.03.08 CH: Licence for Digital Radio

[Biel-Bienne] BAKOM, the Federal Office for Communications, has awarded SwissMediaCast AG the broadcasting licence for digital radio programmes in the DAB+ standard in the German-speaking part of Switzerland. The regulatory requirements having been fulfilled, the digital radio platform with 18 ...

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05.03.08 Radio audience figures in Germany

[Berlin] The listening figures released by 'Media Analyse 2008 Radio I' show that radio listening remains stable despite the diversification of media consumption. More than 51 mio Germans listen to the radio four hours per day. Radio consumption in the target group of the 14- to 29-year-old ...

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05.03.08 Audience figures relating to local radio stations in Bavaria [München] The results of the ,Media Analyse 2008 Radio I' poll show a daily reach of 26,9% for the local radio stations in Bavaria (FM), i.e. this equates 2.572 mio listeners per day (except weekends). Antenne Bayern has the lion's share with 30,3% (2.901 mio listeners). Bayern 1, the BR station ...

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05.03.08 Media Analysis with new radio audience figures [Saarbrücken] ARD celebrates the new radio listening figures after achieving the leading position in the radio market: According to the results of the Media Analyse 2008 Radio I, every day 51,9% of the radio listeners tune in to at least one of the 54 ARD public broadcasting radio stations. The ...

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COVERAGE



26.03.08 NCAH announces invitation to bids for digital broadcasting [Budapest] The National Communications Authority of Hungary (NCAH) announced an international tender for the operation rights of five terrestrial digital television broadcasting networks and a digital radio broadcasting network in the VHF range. At the press conference discussing the details of the ...

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Events



25.03.08 ,sehen + hören' fair in Nuremberg [Nürnberg] The fantastic world of sound+vision opens up to the visitors during the sehen + hören Fair at the CongressCenter in Nuremberg Fairground from 29 – 30 March. The video and audio broadcasting fair hosted by the major retailers of the hi fi industry takes place for the third time. PURE ...

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18.03.08 Easter Promotion at 'Media Markt' [Ingolstadt] Coinciding with the busy Easter weekend, PURE will launch its Digital Radio receiver ,Highway' in Germany. Together with other industry partners Bayern Digital Radio will be combining the launch with a DAB Digital Radio promotion campaign in the Media Markt chain store in Ingolstadt. ...

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07.03.08 Easter eggs from trinloc
[Rheinbreitbach] trinloc GmbH offers a special treat for Easter. Participants can win prizes in a lottery, such as Digital Radio receivers, entry tickets for the Horse Show ‚Apassionata‘ as well as for the matches of the national handball team. The campaign is running until March 25th.

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04.03.08 ‚badira‘ at CeBIT 2008
[Hannover] The smartTextiles Community will be presenting their highlights in the so-called ‚Future Parc‘ at CeBIT 2008. Technological innovations from the fashion, sports, workwear and healthcare industries from all over the world will be showcased across a site of 350 square meters. This year ...

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04.03.08 Showtime for Digital Radio
[Düsseldorf/ Köln] Transmission network operator Digital Radio West showcased at the „ElectronicPartner Frühjahr“ Fair at the Messe Düsseldorf. Over the weekend several hundred industry experts – many of whom traders from the Electronic Partners chain – informed themselves ...

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29.02.08 Digital Radio exhibits at ‚ElectronicPartner Frühjahr“
[Düsseldorf/ Köln] Digital Radio West GmbH is among the exhibitors at the ‚Electronic Partner Frühjahr‘ fair which takes place from February 29 – March 2 at the Messe Düsseldorf. Digital Radio West GmbH, the network operator based at Cologne, will be informing about the DAB situation in ...

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MI SCELLANEOUS



25.03.08 Call for Interest
[Stuttgart] With regard to the forthcoming digital radio re-launch the regional state regulators have started to conduct a survey (‚Call for interest‘) to find out the requirements for future digital transmission capacity and to pave the way for the appropriate regulatory procedures.

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25.03.08 WorldDMB and Radio Beijing cooperate on DAB
[Beijing] Commercial DAB services have been on air in four cities throughout China following governmental approval by SARFT, the Chinese regulator. As the host nation of the 2008 Beijing Olympic Games, China is keen to show the world how technologically advanced the country has become. The Beijing ...

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19.03.08 SWR and TTP to revolutionise digital radio in Germany
[Hertfordshire] SWR has selected The Technology Partnership (TTP) to join the 'Future Radio' project which will trial innovative new visual interactive radio services in Germany. The 'Future Radio' project will start its first trial in Stuttgart this summer. TTP's nanoDABTM accessory, the world's ...

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17.03.08 Pressrelease from the Ministry
[Berlin] At the beginning of March the Ministry of Economics, Finance and Technology summoned a meeting with 120 representatives from politics and the media industry. The discussion focused on the capacity of the manufacturing industry to supply receivers compatible with new technology.

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13.03.08 Licence for Mobile 3.0 in Bavaria
[München] Bavarian state regulator BLM (Bayerische Landeszentrale für neue Medien) has awarded Mobile 3.0 the licence for the DVB-H trial in Bavaria.

[more](#)



13.03.08 BR with revamped webpage
[München] Having redesigned its logo last year, Bayerischer Rundfunk has now revamped also its webpage. The new webpage includes also links for the digital radio programmes and further information concerning the DAB technology.

[more](#)



10.03.08 DVB-H licence awarded in Austria
[Bonn] MEDIA BROADCAST, service provider for the broadcasting and telecommunication industries, has been awarded the licence for the installation and operation of a national multiplex platform for the broadcasting of mobile terrestrial radio throughout Austria. The establishment of a DVB-H network ...

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06.03.08 Regulator in North-Rhine-Westphalia comments on DAB future
[Düsseldorf] In a speech held on the occasion of the New Year's Reception, Jürgen Brautmeier, vice-director of the NRW regulator, took a clear stance in favour of DAB: „We aim at a relaunch of digital radio by 2010, provided not only nation-wide stations will be broadcasting DAB, but local stations ...

[more](#)



03.03.08 Another statement for Digital Radio
[Berlin] At the end of February, during a meeting of the ZDF council, the director of Deutschlandradio, Ernst Elitz, spoke out on the future of DAB Digital Radio: „Not only Deutschlandradio, also ARD, the regional state regulators, the Federal Ministry of Economics and Finance as well as the ...

[more](#)



03.03.08 Culture minister receives commercial radio representatives

[Berlin] On the occasion of a meeting with representatives from the commercial broadcasters, culture minister Bernd Neumann took up a stance on the digitization of radio: „For the commercial radio industry the digitization offers great chances, but also big challenges which have to be met. ...

[more](#)



29.02.08 Further licences for platform operator Mobile 3.0

[München] The regulators of the regional states of Berlin-Brandenburg, Bremen and Baden-Wurttemberg have now also awarded Mobile 3.0 the test license for the DVB-H trial.

[more](#)



29.02.08 `Meinungsbarometer Digitaler Rundfunk`

[Halle/Saale] The main focus of the current issue of the magazine ‚Meinungsbarometer Digitaler Rundfunk‘ is still on the the impact and consequences of the ‚KEF report‘. Fritz Raff, the current chairman of the board of directors of the ARD broadcasting stations, has granted Meinungsbarometer ...

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Events

24.04.08-27.04.08	High End 2008	München	more
29.03.08-30.03.08	sehen + hören	Nürnberg	more

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