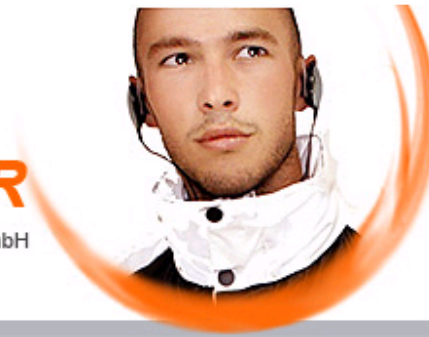




NEWSLETTER

An info service of Bayern Digital Radio GmbH



73rd Issue / March 2009

Dear Sir or Madam,

good news from Peter Boudgoust, the current chairman of the public broadcaster ARD stations: The directors of the ARD stations have agreed on a relaunch of digital terrestrial radio in Germany. This apparently unanimous decision comes just in time before, by the end of March, the prime ministers of the regional states have to make their commitment. So, maybe it is a happy omen that - against great odds and in the midst of a financial crisis - the digitization of radio pushes forward.

Wolfgang Paulus

Special



24.02.09 ARD directors agree on the relaunch of Digital Radio [Halle] According to a report from magazine 'Meinungsbarometer Digitaler Rundfunk' the directors of the various ARD stations have agreed on a relaunch for digital terrestrial radio in Germany. The directors are now going to persuade KEK to release the residual purpose-related funding for the DAB...

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RECEIVER



24.02.09 Success story Switzerland [Bern] The latest sales figures for digital radio receivers in Switzerland show a significant growth. The total sales figure for 2008 (120.000) was six times as high compared to 2007. All retailers and specialist retail warehouses offer a wide range of various digital radio receivers at a price of...

[more](#)



24.02.09 PURE Highway takes car audio market by storm
[London] PURE announces that Highway, PURE's in-car DAB adaptor, was the second best selling car audio product overall in 2008. Sales of Highway transformed the 2008 in-car DAB market by increasing it by over 300% in comparison to 2007. Paul Smith, general manager of PURE says: "We are delighted..."

[more](#)



03.02.09 Frontier Silicon initiates \$10m investment in DAB
[London] Frontier Silicon announces the initiation of a \$10m investment in a new advanced chip for digital radios. The technology, known as Chorus 3, delivers an ultra low-cost and lower-power device that will help drive the successful migration to DAB digital radio over the course of the next ten...

[more](#)

PROGRAMM



24.02.09 Swedish DAB Eurovision Music Channel
[Stockholm] It's been 35 years since Sweden won the Eurovision Song Contest with ABBA, and it's still extremely popular. For the past couple of years, Swedish Radio has produced a 24 hour/day Eurovision music channel. This year you can hear it in DAB as well! The channel will be up and running...

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MISCELLANEOUS



26.02.09 Meinungsbarometer Digitaler Rundfunk 02/2009 (I+II)
[Halle/Saale] A survey of the topics: ARD directors agree on a common trial project – broadcasters are willing to give DVB-H a second chance – an interview with former DLR director Mr. Elitz – Government and broadcasting industry in Australia to invest 400 Mio dollars in DAB+.

[more](#)



24.02.09 IMDR pleads for digitization schedule on a national level
[Halle/Saale] The chairman of the IMDR association (Initiative Marketing Digital Radio), Michael Richter, spoke out in favour of a national roadmap for the digitization of radio broadcast. In his appeal he emphasized the vital importance of both, an official timetable and financial agenda with an...

[more](#)



24.02.09 VBL emphasis on Digital Radio

[München] VBL, the association of the local radio broadcasters in Bavaria, supports the DAB+ transmission technology. VBL chairman, Willi Schreiner, takes a clear stance: "The radio broadcasting industry needs a standardized and economically solid digital transmission technology", which needs to be...

[▶ more](#)



24.02.09 Saxonia heading for Digital Radio

[Dresden] "By late 2014 the analogue spectrum will be turned off", a speaker for the media sector of the State chancellery of Saxony announced recently during a panel discussion in Leipzig. Referring to the successfully completed switch from analog terrestrial broadcasting to digital television in...

[▶ more](#)



24.02.09 First National Digital Traffic Broadcast Service

[London/Munich] Trafficmaster, UK's leading provider of real-time traffic information, has launched the first nationwide Digital Traffic Broadcast service in Great Britain. By providing its "TPEG on air" playout system, bmt has decisively supported Trafficmaster with the implementation of the...

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Events

21.05.09-24.05.09

High End 2009

München

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