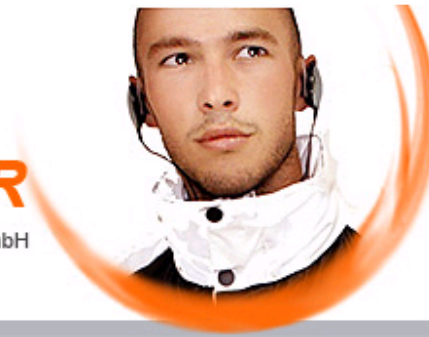




NEWSLETTER

An info service of Bayern Digital Radio GmbH



74th Issue / April 2009

Dear Sir or Madam,

last week a decision was reached that will change the radio landscape in Germany fundamentally and will make it fit for the future. The premiers of all the Federal States have paved the way for nationwide programs via Digital Radio. From Garmisch-Partenkirchen to Flensburg it will then be possible, to listen to Digital Radio across regional borders. That wasn't the case with FM – with the DAB-system family though, it is now becoming reality. Now it is up to the radio industry to create compelling content for a keen audience. The target group has never been bigger.

Best wishes from Munich

Wolfgang Paulus

Special



27.03.09 BLM President welcomes decision

[München] The President of the Media Authority in Bavaria (BLM), Prof. Dr. Wolf-Dieter Ring, explicitly welcomes the decision for a national multiplex for Digital Radio (DAB+) by the Federal States. As the relevant parties in Bavaria (BLM, Bayerischer Rundfunk, Deutschlandradio) already agreed on...

[▶ more](#)



26.03.09 Kickstart for nationwide Digital Radio multiplex

[Mainz] The Federal States in Germany have unanimously signed an agreement in which they commit themselves to apply for a national multiplex for Digital Radio (DAB+) with the Federal Network Agency. The procedure for further regional and local multiplexes are expected start soon in each state. They...

[▶ more](#)

RECEIVER



24.03.09 New report by Eureca Research

[Bangor] A new study by Eureca Research forecasts a global market of 70 million DAB radio receivers by 2015. The UK will account for 34 million units or 49% of total global market. The "Digital Radio 2009 – A Global Review" is a 600+ page, non-commissioned, independent report which provides an...

[more](#)



13.03.09 Toyota Prius 2009 dashboard with DAB

[Dublin] The Digital Radio Ltd. from Ireland announced that Toyota will include a DAB/FM radio in the standard spec of it's new Prius. This follows Ford's announcement last year that DAB will be a standard in their Kuga Titanium range.

[more](#)



12.03.09 2010 Mercedes-Benz E-Class with DAB

[Stuttgart] "Welcome home. The new E-Class." That is the marketing campaign that has been chosen to represent the launch of the 2010 Mercedes-Benz E-Class. As a part of the optional equipment a DAB tuner will be offered. The tuner runs in combination with Audio 50 APS or COMAND APS.

[more](#)



11.03.09 DAB as standard in the VW Golf

[Oslo] Volkswagen are the first to offer integrated DAB in-car in Norway. The first two models with DAB as a standard are the new Golf and the Passat CC. Golf is one of Norway's best selling car models. Coverage of DAB in Norway is now up to 80% with plans for further upgrades in 2009.

[more](#)



27.02.09 At the top with DAB

[London] The top London hotel, The Soho, described by Tatler as "the most glamorous hotel in the world" has chosen Vita Audio's R1 DAB/FM radios for all its bedrooms and hotel suites.

[more](#)

PROGRAMM



26.03.09 DAB programmes for Czech Republic

[Prague] TELEKO, s.r.o. has acquired registration of T-DAB broadcasting in Czech Republic in bands III and L-band. The Czech Council for Radio and TV Broadcasting registered following programs: Dance Radio, Radio Proglas, CRo 1 - Radiozurnal, CRo 2 - Praha, CRo 3 - Vltava, CRo - Region, CRo - Radio...

[more](#)



24.03.09 SRG opts for DAB+

[Bern] According to what SRG announced on their website, not only commercial radio, but public Swiss radio as well will be broadcasting in the new digital DAB+ standard by the end of this year. The radio upgrade from DAB to DAB+ is expected to be completed by 2015.

[more](#)



03.03.09 Saxony: Football on Digital Radio

[Leipzig] REGIOCAST DIGITAL GmbH has been awarded the license for a football radio station dubbed '90elf' – Deutschlands erstes Fußballradio', which will be broadcast in the DAB+ transmission mode. The broadcasting license encompasses Leipzig city and suburban areas and the license ends December...

[more](#)



27.02.09 Sout al Khaleej on air in London

[London] On the 1st February 2009 the radio station Sout al Khaleej started to broadcast its programm on DAB in Greater London. The programm can be heard from 8am – 12noon and 7pm - 4am. The station has been operational in Qatar and pan regionally in the Arabic Gulf since 2002. The mission of Sout...

[more](#)

MISCELLANEOUS



27.03.09 Great news from Germany

[London] WorldDMB appreciate the commitment that was signed by the German Commission of broadcasting policies (see news 26.03). Quentin Howard, President of WorldDMB, said, "This decision is great news for digital radio in Germany and for the whole of Europe. The largest countries in Europe - ...

[more](#)



25.03.09 Call for Government commitment in Australia

[Sydney] Regional commercial radio broadcasters from around Australia met in Sydney and agreed unanimously that digital radio services must be made available to all Australians, not just those in metropolitan areas. The broadcasters called on the Federal Government to make an immediate public...

[more](#)



20.03.09 Eureka! 8 – The WorldDMB Newsletter March 2009

[London] The new edition of the WorldDMB Newsletter is out now and includes following the topics: Digital Radio at the heart of the Government plan for developing the digital economy in France by 2012, next generation digital radio will add multimedia touch to DAB, good news for Digital Radio in...

[more](#)



18.03.09 ARD to push DAB breakthrough

[Daun] Peter Boudgoust, as the current head of public broadcaster ARD stations, reconfirmed the ARD commitment to DAB emphasizing the determination to push a breakthrough: "The listening habits have changed in a way that we can't do without DAB." As soon as the network system is completed, the...

[more](#)



17.03.09 French Digital Radio migration plans announced

[London/Paris] The French government has passed into law its support for digital radio migration in France. By 2013 every radio in France will be capable of receiving digital radio services. The government has given a clear message to the industry that digital migration will happen and the process...

[more](#)



18.03.09 Meinungsbarometer Digitaler Rundfunk 03/2009

[Halle/Saale] The highlights of the March issue are: Interview with Kurt Beck, head of the broadcasting commission of the regional states, on the relaunch of digital radio / reactions to the ARD commitment to digital radio / broadcast digitization in Austria.

[more](#)



10.03.09 And the winner is.... radio!

[München] Media Analyse (ag.ma) has released a survey of coverage data for the radio broadcasting stations in Germany. MA 2009 RADIO I shows that listening hours have remained stable and daily reach has increased. This is seen as a clear sign that radio is far from disappearing in the internet. In...

[more](#)

Events

21.05.09-24.05.09

High End 2009

München

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