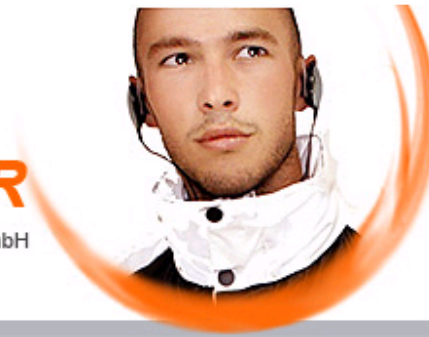




NEWSLETTER

An info service of Bayern Digital Radio GmbH



75th Issue / May 2009

Dear Sir or Madam,

‚Everything is new in May‘ - that’s how an ancient German folk song begins. This year the wording is very up to date with respect to our colleagues in Australia. The 1st of May is the official kick-off date for Digital Radio in Australia. The DAB technology will sustainably enrich the radio landscape from Sydney to Melbourne and from Brisbane to Perth. We send our best wishes to the continent and welcome the new member to the large DAB family.

Best wishes from Munich

Wolfgang Paulus

RECEIVER



03.04.09 Digital Radio premieres at PENNY Market

[Frankfurt] With the Muvid IR 715, a radio tuner for the home equipment, wholesaler PENNY Markt offers the first device which allows the reception of FM, internetradio and DAB. The tuner is available at 119 euros. In a quality test of the magazine ‚digital home‘ IR 715 has come out on top.

[more](#)

PROGRAMM



03.04.09 BLM renews DAB licence bid to Cool Radio

[München] The Bavarian media authority (BLM) has approved the prolongation of the licence bid until April 30, 2011 for Cool Radio for the local DAB supply in and around Ingolstadt. The licence will be extended for another four years, provided the station broadcasts in the MPEG 4-standard (DAB+)...

[more](#)



02.04.09 New director of Deutschlandradio

[Köln] Willi Steul has succeeded Ernst Elitz as the director of the nation-wide radio broadcaster Deutschlandradio. In an interview with 'Digitalmagazin' Mr. Steul takes a clear stance with regard to the importance of digital terrestrial radio broadcasting.

[more](#)



02.04.09 Spring 2.0 at Bayerischer Rundfunk

[München] The new brand on3 has revamped its website and the radio station presents some new shows. A multimedia studio has been specifically conceived and designed for the relaunch of the website and the digital radio programme on3radio. Thomas Gruber, the director of Bayerischer Rundfunk, vaunts...

[more](#)

Events



23.04.09 WorldDMB Car Manufacturers Workshop

[Hildesheim] In cooperation with the German Association of the Automotive Industry (VDA), WorldDMB will be holding an one-day interactive workshop on the 27th May 2009 in Hildesheim. This event will bring together WorldDMB members including broadcasters, manufacturers, government bodies and...

[more](#)

MISCELLANEOUS



24.04.09 Radio in Indonesia to go Digital

[Jakarta] On 15th April 2009, a Ministerial Decree was released, confirming that the DAB family, will be the official standard for digital radio broadcasting in Indonesia in Band III. The Government provided three main points on the regulation and the technical conditions that must be met in order...

[more](#)



15.04.09 DAB part of local public transport (MVV) quality standards

[München] It was in 2002 that the Munich public transport services MVV began setting up quality standards for the regional regular bus service. These standards are continually being adapted to the user requirements. Now, as a technological novelty TFT screens are being installed in the busses. A...

[more](#)



14.04.09 Meinungsbarometer Digitaler Rundfunk April I /2009
[Halle/Saale] Some of the highlights of the April issue: The European Community aims at harmonising standards for digital radio/The way Switzerland drives audio digital broadcasting/Fraunhofer IIS and TU Ilmenau working on the future of digital radio.

[more](#)



14.04.09 Digital Radio ads go to air
[Melbourne] The Australian radio industry today announced that the first advertisements in the digital radio multi-million dollar awareness campaign will go to air on the 13 April 2009 across all commercial radio stations and in 65 languages on SBS radio in Sydney, Melbourne, Brisbane, Perth and...

[more](#)



03.04.09 NZZ: Digital Radio - a chance for anybody
[Zürich] In its online edition the Neue Zürcher Zeitung reported that 230.000 DAB devices have been sold in Switzerland so far. The number is expected to continue to rise to 300.000 by the end of the year. The sweeping success which has been spurred by the conversion of the DRS station Musikkwelle...

[more](#)



02.04.09 Frontier Silicon welcomes decision
[London] Frontier Silicon has welcomed the decision by authorities in Germany to launch a new national multiplex for DAB+ radio in Europe's largest economy. Anthony Sethill, Chief Executive of Frontier Silicon, said: "The international growth of DAB digital radio services is accelerating. These new..."

[more](#)



02.04.09 Meinungsbarometer Digitaler Rundfunk März II /2009
[Halle/Saale] The highlights are as follows: Bavaria starts marketing offensive for the new digital radio, BR radio director reveals BR digitization strategy, podcast service for radio broadcasters.

[more](#)

Events

27.05.09-27.05.09 WorldDMB Car Manufacturers Workshop Hildesheim [more](#)

21.05.09-24.05.09 High End 2009 München [more](#)

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