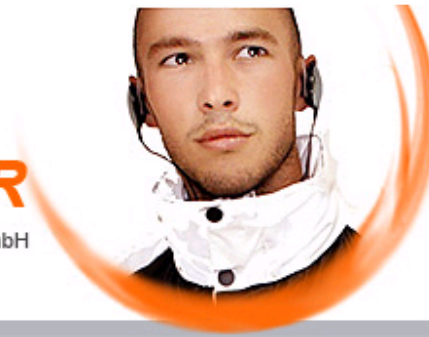




NEWSLETTER

An info service of Bayern Digital Radio GmbH



76th Issue / June 2009

Dear Sir or Madam,

when a poker player holds four aces in his or her hand, it is called a 'four of a kind' and the chances of winning the pot are good. In Bavaria 'four of a kind', i.e. four strong partners have teamed up for the 'Digital Radio Offensive Bayern 2009', in an effort to raise radio listeners awareness for DAB digital radio. The team consists of the broadcasters Bayerischer Rundfunk and ROCK ANTENNE, set manufacturer PURE and the retailers' association EP (ElectronicPartner). The line-up is completed by Bayern Digital Radio. The campaign spans across the range starting with promotion for the digital stations and programmes and ending up with the broad availability of the appropriate radio receivers in the high street. Hopefully, the success of this campaign inspires imitators in all German federal states!

Wolfgang Paulus

Special



19.05.09 PURE offers Special Edition for BR Promotion

[London] DAB receiver manufacturer PURE will be delivering 3.000 sets of their 'ONE Elite BR Edition' in support of the DAB promotion launched by Bayerischer Rundfunk. The promotion campaign aims at drawing attention to and driving adoption of digital radio, in Bavaria, and across the whole...

[more](#)



19.05.09 Start of HIGH END fair: Digital Radio Promotion

[München] At the Munich HIGH END audio fair, Bayerischer Rundfunk exhibited at their own stand (Hhall 3, Stand E05) with a focus on their new unique digital programmes. In a special sound booth the visitors were invited to savour the new dimensions of 5.1 multitrack recording of 'Bayern 4 Klassik'....

[more](#)

RECEIVER



28.05.09 Yamaha launches its first iPod products

[Tokio] Yamaha has announced the worldwide launch of four iPod and iPhone-compatible products. Two are traditional docks, and two are clock-radios. The TSX-120 (£300) contains a DAB and FM radio, along with an iPod dock. There's a mini-jack slot to plug in other audio sources, too. The TSX-130...

[▶ more](#)



22.05.09 Wake up to Digital Radio with the PURE Milano

[London] PURE presents Milano, a premium, stylish DAB+ and FM clock radio that looks good, sounds great and has significantly reduced environmental impact. Despite costing just 109,99€ Milano is fully-featured and has excellent sound quality for its compact size. It boasts an integrated light...

[▶ more](#)



22.05.09 PURE presents Verona

[London] PURE presents Verona, a stylish, stereo digital radio with both DAB+ and FM reception and Clearsound™, a complete digital audio solution which delivers incredible sound quality and control. Verona delivers real luxury with a choice of two premium finishes designed to complement any...

[▶ more](#)



19.05.09 The new VW Polo with DAB

[Wolfsburg] The new Volkswagen Polo offers state-of-the-arte stereo sound. That means, in addition to FM reception, factory-fitting of DAB reception equipment can now for the new Polo be ordered as an option. In order to integrate DAB the radio systems RCD 310 or RCD 510 is required.

[▶ more](#)



19.05.09 PURE launches world's first "Works with iPhone"

[London] PURE presents the world's first "Works with iPhone" DAB micro system - the Sirocco 150 - a fully featured DAB/FM digital sound system with CD, SD, USB and iPod dock. Part of Apple's "Made for iPod" and "Works with iPhone" programmes, the Sirocco 150 unlike many of its rivals has been...

[▶ more](#)



15.05.09 DAB invades the hearts and homes of the Danes

[Copenhagen] Digital Radio (DAB) in Denmark increases again. The latest figures from Danmarks Statistik (Danmarks Statistik produces and communicates official statistics) show that almost every third Danish home now have a DAB radio. "It is a very positive development. We have always known that the..."

[▶ more](#)



07.05.09 CE-Cashman with DAB guide

[Mering] The current issue 05/2009 of trade magazine CE-Markt brings into focus the digital radio retail business. For an optimized customer advisory service CE Cashman has assembled the FAQs emerging in the course of sales talks. The receivers foremost recommended are those of market leader PURE.

[➤ more](#)



07.05.09 [Digital listening and ownership continue to grow](#)
[London] Figures released today by Rajar show DAB digital radio ownership is up 19% year on year, with 32% of adults - more than 16 million people - now living in a DAB household. That's nearly one third of the UK's adult population.

[➤ more](#)



05.05.09 [PURE and Pioneer Electronics partner for Australia](#)
[London] PURE is partnering exclusively with Australia's leading home entertainment and number one car audio brand, Pioneer Electronics to bring PURE DAB+ digital radio products to the retail channel in Australia. Pioneer Australia will supply PURE's growing range of DAB+ digital radio products...

[➤ more](#)

PROGRAMM



05.05.09 [SLM/MDR has launched DAB+ trial in Leipzig](#)
[Leipzig] Public broadcaster MDR and SLM (the Saxonia commercial media authority) have launched a DAB+ trial service, i.e. a football radio station named '90elf' and 'Rockland+'. SLM hopes above all to gain experience with regard to different operational handling and the building of multiplexes....

[➤ more](#)



30.04.09 [Analogue Switch-off](#)
[Köln/Berlin] Digitization in progress: Deutschlandfunk and Deutschlandradio Kultur is to quit analogue broadcasting via Astra by the end of April. The analogue switch-off will be setting free financial resources for the expansion of state-of-the-art digital means of transmission.

[➤ more](#)



29.04.09 [Austereo's Pink Radio demonstrates digital innovation](#)
[Sydney] Austereo has announced Pink Radio, an all-new digital station dedicated to playing Pink songs and all her favourite artists 24 hours a day. The station has been launched to celebrate Pink's Funhouse Tour – the largest music tour ever in Australia. Pink Radio will only exist for three...

[➤ more](#)

COVERAGE



19.05.09 DAB+ trial launches in Poland

[London] Radio Wrocław, the Polish public radio broadcaster, took its first steps towards securing its digital radio broadcasting future with the launch of a DAB+ trial across the city of Wrocław. The DAB+ trial covers Poland's fourth largest city and capital of Lower Silesia with a population of...

[more](#)



15.05.09 Free to Air DMB Mobile TV Launches in Norway

[London] Norway's broadcasters will launch six live TV channels enabling viewers to watch programmes ranging from children's content to sports and even live news highlights. MiniTV is aimed at providing mobile TV on all personal handheld devices, not only mobile phones, which receive both...

[more](#)



15.05.09 Melbourne first on the east coast to switch on DAB+

[Melbourne] Commercial radio stations in Melbourne create radio history on Monday, 11 May 2009 when they begin broadcasting the first permanent DAB+ digital radio services on the east coast of Australia. Joan Warner, chief executive officer of Commercial Radio Australia the industry body that has...

[more](#)



08.05.09 Digital Radio on-air in Australia

[London] Australian consumers can now enjoy digital radio after nine stations began broadcasting the first permanent DAB+ services in the country's history. The digital radio switch-on in Perth is a milestone for digital broadcasting in the Southern Hemisphere where Australia is pioneering DAB+...

[more](#)

Events



22.05.09 PURE showcases world's largest range of Digital Radios in Munich

[London] PURE is showcasing the world's largest range of globally compatible digital radios at the High End Exhibition in Munich (21st-24th May 2009). Fifteen PURE radios will be on display that can meet the recently announced Digital Radio Receiver Profiles defined by WorldDMB and the EBU. Digital...

[more](#)



15.05.09 Digital Radio at High End 2009

[München] The High End 2009 fair – showcasing premium consumer entertainment electronics – is due to take place in Munich from 21 – 24 May. This year's motto is 'Bayern hört digital' (Bavaria tunes in to digital radio). Bayerischer Rundfunk, PURE Digital and Bayern Digital Radio have teamed up to...

[more](#)



12.05.09 Getting in touch with TPEG
[München] In cooperation with TISA, Bayerische Medien Technik (bmt) will offer a one-day TPEG-Workshop "Getting in touch with TPEG" on the 23rd of June 2009 in Munich/Germany. TPEG is a protocol developed by EBU in cooperation with the European Union which was designed to broadcast digital travel-...

[more](#)



05.05.09 Meinungsbarometer Digitaler Rundfunk Mitteldeutschland Spezial/2009
[Halle/Saale] Ahead of the annual media conference 'Medientreffpunkt Mitteldeutschland' the magazine Meinungsbarometer Digitaler Rundfunk comes with a special issue with the focus on: MDR (Mitteldeutscher Rundfunk) director Udo Reiter comments on the digitization of radio broadcasting in...

[more](#)

MISCELLANEOUS



19.05.09 Meinungsbarometer Digitaler Rundfunk Mai/2009
[Halle/Saale] A survey of the May highlights: Willi Steul, the new director of Deutschlandradio, being interviewed on the digital plans of Deutschlandradio in all capitals of the Länder as well as a roundup of the conference 'Medientreffpunkt Mitteldeutschland'.

[more](#)



07.05.09 Law amendment in favour of digital radio
[Düsseldorf] The regional state government of North Rhine-Westphalia is planning to adapt the media law to the requirements of the digital radio transmission technology. The purpose is to provide for a total regional and local digital radio coverage in the future. Therefore, the amendment is also...

[more](#)



30.04.09 Meinungsbarometer Digitaler Rundfunk April II/2009
[Halle/Saale] The current issue highlights the controversial responses to a discussion about a fixed date for FM switch-off triggered recently by public broadcaster ARD.

[more](#)



30.04.09 DAB shares recommended
[Amberg] In its April issue the financial journal 'Geldanlagen-Report' indicates Digital Radio as a future mega trend and namely recommends the shares from Imagination Technologies. Among the partners of the group is PURE Digital – the market leader among the manufacturers of DAB/DAB+...

[more](#)

Events

31.07.09-08.08.09 BR-Radltour 2009

Donauwörth -
Dingolfing

[▶ more](#)

07.07.09-08.07.09 Lokalrundfunktage 2009

Nürnberg

[▶ more](#)

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