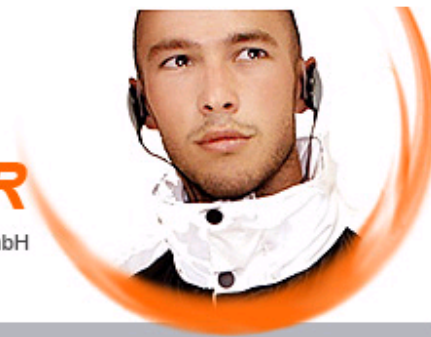




NEWSLETTER

An info service of Bayern Digital Radio GmbH



77th Issue / July 2009

Dear Sir or Madam,

the digitization of radio broadcast is the adaptation of the media to consumers' habits in the 21st century. Only the media industries which adapt to the consumers' needs will survive in the future marketplace. This is a challenge which also the traditional medium radio has to face. A glorious past is no guarantee for survival in the digital area. The survival of radio should have priority over the interest in the short-lived shareholder value (Bernhard Hermann, ARD).

With best regards

Wolfgang Paulus

Special



23.06.09 The future of radio is digital!

[Frankfurt am Main/Stuttgart] Before KEF (the commission which distributes the proceeds of licence fee money) decide on the release of the residual funding for DAB+, ADAC (the biggest automobile club in Germany), public broadcaster ARD, APR (a consortium of private radio broadcasters),...

[more](#)

RECEIVER



30.06.09 Albrecht receiver with DAB+

[Dreieich] The company Albrecht has upgraded their DR 315 with DAB+ and a remote control. The radio is now able to receive programmes via FM, DAB, via the internet and DAB+, the enhanced standard for Digital Radio. The recommended retail price for the device is € 179,90.

[more](#)



17.06.09 New DAB report for Bavaria

[München] According to the latest findings of TNS Infratest Media Research, 3% of homes in Bavaria have a digital radio set with 2,2% radio listening via DAB. Thus, within the last six months, the number of homes in possession of one or more digital radio sets has doubled. The overall number of DAB...

[▶ more](#)



17.06.09 Frontier Silicon welcomes recommendations

[London] Frontier Silicon welcomed the Government's proposal for the completion of digital migration of radio by 2015. The company, which supplies the technology for the majority of digital radios sold in Britain, anticipates a three-fold business increase in annual shipments or sales over the next...

[▶ more](#)



17.06.09 Leading car manufacturers support digital switchover for radio

[London] With the publication of the Government's Digital Britain Final Report the UK moves closer to a digital upgrade for radio which should happen by the end of 2015. Recognising the popularity of radio listening in cars, Lord Carter's report includes a recommendation that all new car radios...

[▶ more](#)



16.06.09 Imagination Technologies pro switchover by 2015

[London] Imagination Technologies - a leader in technology for digital broadcast silicon devices - today announced its full support for the Government's outline of a complete action plan for the digital migration of radio by 2015 in the UK. Today's recommendations coincide with the continued...

[▶ more](#)



17.06.09 Electronic Partners support 'Digital Radio Offensive Bayern'

[Mering] The 'ElectronicPartner' - a group of specialized dealers - will be supporting the 'Digital Radio Offensive Bayern 2009'. In an interview with insiders' magazine CE, the Electronic Partners Sales Director Europe announced that EP stores will significantly scale up their range of top tier...

[▶ more](#)



29.05.09 Sony want switchover by 2015

[London] Steve Dowdle, MD of Sony UK, has said that the "company expects to see the digital radio switchover in Britain by 2015, with the FM signal being switched off for good soon after that date". The comments came as Sony confirmed they will continue to sponsor the Sony Radio Academy Awards next...

[▶ more](#)

PROGRAMM



04.06.09 Start of Audio licence bidding process in France
[Paris] CSA (Conseil supérieur de l'audiovisuel) has published a survey of the DMB audio licence applicants for major cities such as Paris (55), Marseille (41) and Nice (49). The CSA is the third audiovisual regulatory authority to have been created in France.

[more](#)



02.06.09 Launch of new national station
[London] A digital innovation in radio launches today: the world's first interactive radio station. Since it's also the world's first station playing 100% new music and the first whose presenters are new to radio, it's no wonder it's called amazing. Amazing Radio starts a 6-month pilot on Digital...

[more](#)



29.05.09 MDR to launch radio station for children
[Berlin] According to information from the weekly 'Der Spiegel' the media policy makers of Thuringia are planning to grant a licence bid for a digital station for children in 2010. The programme – the first nationwide audio service dedicated to children - shall be produced at the main seat in...

[more](#)



29.05.09 WDR launches DAB station for children only
[Köln] Westdeutscher Rundfunk has launched a station for children only: 'Kiraka' is being broadcast daily from 6 a.m. till 22 p.m. as a digital only service. The programme mixes news for children, stories, reports and lots of music. Within the DAB bouquet Kiraka takes the place of WDR 2 Klassik...

[more](#)



03.06.09 Supplementary budget for national public radio
Deutschlandradio
[Berlin] The administrative body of Deutschlandradio has approved of a supplementary budget for 2009. The increase had become necessary after a mandate had been assigned for a third station in the latest amendment to the Interstate Treaty on Broadcasting as per June 1, 2009. The new station named...

[more](#)

COVERAGE



30.06.09 Italy: Relaunch of DAB Digital Radio
[Bozen] After a difficult phase of negotiations with the defense ministry, channel 13 was ceded to DAB Digital Radio. In the words of Paolo Romani (Secretary of State) this decision marks the turning point in the DAB development in Italy. The consortium DAB Media, based in southern Tyrol, was...

[more](#)



17.06.09 Denmark opts for DAB radio
[Copenhagen] The much talked-about FM re-planning in Denmark has been dropped and instead there will be a full focus on DAB. The government and the other parties agreed on a supplementary agreement to the media political agreement for 2007-2010 - this agreement states that the future of radio is...

[➤ more](#)

Events



03.06.09 Digital Radio for all European motorists
[London] At an international workshop organised by WorldDMB, European broadcasters met with major car industry companies last week to discuss the future of digital radios for the automotive market. This positive move signals a closer cooperation between the two sectors in the future development of...

[➤ more](#)

MISCELLANEOUS



30.06.09 Digital Radio deserves support
[Saarbrücken] The director of the Saarland Media Authority, Gerd Bauer, who is also the radio broadcast representative in DLM (i.e. the national assembly of the directors of the regional Media authorities), has criticized yesterday's decision by the VPRT as being in stark contrast to the commitment...

[➤ more](#)



25.06.09 VPRT drops out
[Berlin] In a public statement the broadcasters associated with VPRT declare that they don't see an economic basis for the future of DAB+. Therefore they are against the plans to introduce DAB+ in fall 2009. Anyhow, the VPRT members are planning to maintain the band III spectrum for future...

[➤ more](#)



25.06.09 Eureka! 9 – The WorldDMB Newsletter March 2009
[London] The new edition of the WorldDMB Newsletter is out now and includes following the topics: The road to DMB and MiniTV in Norway, Amazing Radio launches in the UK, Sweden Tests the Water in DAB+, Car industry comes out in Force to learn about Digital Radio, Indonesia plans for Digital Future,...

[➤ more](#)



25.06.09 Meinungsbarometer Digitaler Rundfunk June/2009
[Halle/Saale] A brief survey of the June issue: Interview with the WDR director focussing on the future of Digital Radio, the planned children's station as well as a comment on the controversy about the relaunch of digital radio.

[more](#)



23.06.09 Clear signal required from the government
[Halle] The director of the 'Digital Radio Mitteldeutschland' consortium has called on the politicians to speak out clearly in favour of the digitization of radio broadcast. Furthermore, he suggested the supply of converged consumer hardware should become binding for the manufacturing industry by...

[more](#)



18.06.09 No alternative to the digitization
[Berlin] The director of Deutschlandradio, Willi Steul, a senior industry figure, has called on VPRT not to block the evolution of the DAB into DABplus. DAB funding, Herr Steul said, would have to be regarded as an investment in the future of radio which in the long term would lead to lower...

[more](#)



18.06.09 Backing for DAB
[Frankfurt am Main] In an interview with the magazine HORIZONT, Mr. Linnenbach, the managing director of REGIOCAST – a holding company consisting of analogue radio stations – confirms that REGIOCAST backs the plans for DABplus. He calls on the government to embark on a clear path to DAB+ and start...

[more](#)



18.06.09 News of the DAB family
[Halle/Saale] IMDR has issued a list of priorities containing a set of criteria for each of the relevant parties to meet. This is to ease the successful implementation of the digital strategy for the planned relaunch.

[more](#)



17.06.09 The future of radio is digital
[München] Referring to the controversy between ARD and VPRT, Felix Kovac who heads APR (a consortium representing the local and regional commercial broadcasters), emphasizes the importance of focussing the debate strictly on the facts. Moreover, he concludes taking up a clear stance on digital...

[more](#)



18.06.09 IMDR urges Digital Radio relaunch
[Halle/Saale] In their latest press release IMDR (a consortium marketing digital radio) urges the industry partners to follow the relaunch script and create facts to get the relaunch started now. „Time had run out for never-ending discussions“ Michael Richter, the deputy chairman, said.

[more](#)



17.06.09 VPRT / ARD: controversy over Digital Radio goes on
[Berlin] VPRT in their reply to ARD, defend their position and invite ARD to meet for a discussion of the issue. VPRT however insist that ARD take into account the current developments in the German market and in the neighbouring countries.

[more](#)



17.06.09 WorldDMB comment on report
[London/Geneva] The UK Government published its final Digital Britain report with a number of actions to secure DAB digital radio as the primary radio broadcast platform in the UK. Quentin Howard, President of WorldDMB, said: "We welcome this positive report and the action points to secure the..."

[more](#)



17.06.09 Digital Britain: The Final Report
[London] The Digital Britain Report is the Government's strategic vision for ensuring that the UK is at the leading edge of the global digital economy. It is an example of industrial activism in a crucial growth sector. The report contains actions and recommendations to ensure first rate digital...

[more](#)



16.06.09 ARD versus VPRT
[Bremen] ARD has countered the arguments of VPRT (association of the commercial radio and tv broadcasters) president against the DAB+ relaunch. Bernhard Hermann, head of the ARD radio commission, replied that pulling out of digital radio would jeopardize the future of radio altogether. The (VPRT)...

[more](#)



16.06.09 ARD chairman reconfirmed in office until 2010
[Bremen] The current head of the ARD public broadcasting stations, SWR director Peter Boudgast, will probably not be replaced (as provided for in the standard procedure) by the end of 2009. However, this recommendation is still subject to official consent during the general assembly of the...

[more](#)



16.06.09 Factum Electronics delivers solution to Malaysia
[Linköping] Factum Electronics announced it has won a contract for the supply of DAB+ (digital radio) and T-DMB (mobile TV) to a state-owned broadcaster in Malaysia. Factum will provide the complete head-end solution, including system installation and customer training. The order includes solutions...

[more](#)



16.06.09 DMB countries join forces for mobile TV push
[London] Five countries engaged with Digital Multimedia Broadcasting have established an organization that will support mobile TV services via DMB and related services. International DMB Advancement Group (IDAG) does currently have members from Netherlands, Norway, Great Britain, Malta and Italy....

[▶ 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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