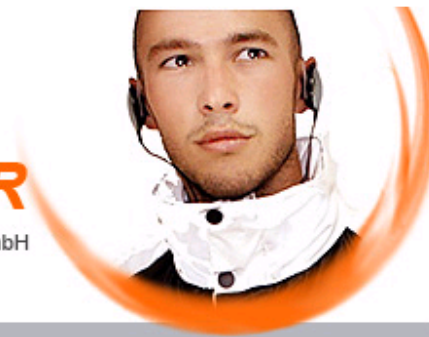




NEWSLETTER

An info service of Bayern Digital Radio GmbH



78th Issue / August 2009

Dear Sir or Madam,

Bayerischer Rundfunk embarks on a long journey. The bicycle tour 'BR Radltour' takes place for the 20th time now, and it will go across the whole of Bavaria for nine days, with more than 1,000 cyclists, starting on 31 July. Every evening, there will be 10,000 people celebrating together with the participants at the destination and enjoy the concerts given by Steve Winwood, Bonnie Tyler, Roger Chapman, Eric Burdon, Manfred Mann's Earth Band or Roger Hodgson from Supertramp free of charge. The Bayern Digital Radio Team will also be on tour with the Red Dome and support the Digital Radio Offensive Bayern 2009. Come and see us, get informed and win a Digital Radio receiver every day. We are looking forward to your visit.

With best regards

Wolfgang Paulus

Special



29.07.09 Eberhard Sinner: There will be no turning back for radio [München] "Radio's future is digital", emphasises Eberhard Sinner, media spokesman of the CSU (Christian Social Union) parliamentary group in the Bavarian Landtag (Parliament). Even if there was a good FM radio landscape in Germany, digital radio would still offer a decisive added value for the...

[more](#)



29.07.09 BR: We believe in the future of Digital Radio [München] In an interview with "Digitalmagazin", Johannes Grotzky, Bayerischer Rundfunk's Managing Director for Radio expressed himself positively about the future of Digital Radio: "For ARD as well as for BR it is quite clear that we continue pursuing our objective to secure digital broadcasting..."

[more](#)



07.07.09 Bayerischer Rundfunk launches DAB/DAB+ campaign [München] Throughout the month of July 2009, Bayerischer Rundfunk will be running a large information campaign to promote their new digital channels, moreover, to enhance public awareness of the relevance of DAB digital radio. The campaign has been coordinated with the BR...

[more](#)

RECEIVER



24.07.09 COWON D2+ DAB goes on sale in Germany (Seoul/Eschborn) From August, the COWON D2+ will also be available as a version with Digital Radio (DAB) in Germany and Austria. At a later date, this player will also be capable of receiving DAB+ by means of a firmware upgrade. Broadcast texts (songs, performers, news, etc.) and images from the...

[more](#)



14.07.09 BR shop offers DAB/DAB+ receiver [München] Alongside their digital information campaign Bayerischer Rundfunk has upgraded their online shop offering with a new DAB/DAB+ receiver. The ONE Elite from PURE offers DAB+, DAB and FM (RDS) standard reception. The ONE Elite is available for 129,95 euros plus forwarding charges.

[more](#)



03.07.09 Blaupunkt launches Allrounder [Hildesheim] With 'Shark Line A-RPND T 01-M' manufacturer Blaupunkt offers a new antenna for the motor industry compatible with any of the current technologies: AM, FM, DAB (Band III, L-Band), GPS, GSM, UMTS. The retail price is 205,00 euros incl. VAT and forwarding charges.

[more](#)

PROGRAMM



30.07.09 BR Radio spots for Digital Radio [München] Bayerischer Rundfunk takes the term cross promotion literally. On each of their five FM stations they advertise for one of the five new Digital Radio programmes. For example, on Bayern 1 there are radio commercials for Bayern plus, on Bayern 2 for Bayern 2 plus, and on Bayern 3 for...

[more](#)



26.07.09 Radio Broadcasting Council is looking for experts for its internet presence [Köln] By virtue of the 12th Broadcasting Treaty Amendment, Deutschlandradio is entrusted with the digital transmission of the third full programme channel "DRadio Wissen". As this will necessarily result in the extension of its website, a change of the websites of Deutschlandfunk and...

[more](#)



26.07.09 BR Broadcasting Council confirms Herbert Tillmann's reappointment

[München] The Broadcasting Council of Bayerischer Rundfunk has granted its consent to Herbert Tillmann's reappointment as Director of the Production and Engineering Directorate. The establishment of BDR as a transmitter network operator for DAB in Bavaria, as well as the promotion of digitisation...

[more](#)



14.07.09 Deutschlandradio: Excellent Performance

[Köln] According to the latest Media-Analyse II/2009 survey, public broadcaster Deutschlandfunk has achieved its best results ever. Chairman Dr. Willi Steul sees this as a proof of the high performance level of both stations, Deutschlandradio and Deutschlandradio Kultur. He also called on KEF to...

[more](#)



26.07.09 Best Result for ROCK ANTENNE in its history

[Ismaning] In the media analysis published today, the Digital Radio broadcaster ROCK ANTENNE scored the best results since its existence: 77,000 listeners tune in to Bavaria's rock radio on average per hour (06.00 a.m. - 06.00 p.m., Monday to Saturday). Director of Programmes, Guy Fränkl: "Exactly..."

[more](#)



01.07.09 Learning about binary codes

[Bern] With digital receiver sales figures at a peak of 300.000 Digital radio is already a major success. Public broadcaster SRG SSR has now put forward an idea of how to further strengthen the popularity of digital and DAB, i.e. the binary code-calculator. It enables the users to communicate with...

[more](#)

COVERAGE



01.07.09 Bidding for the national digital multiplex

[Bonn] The BnetzA, the frequency authority of Germany, has now advertised the invitation to tender for the national terrestrial digital audio broadcasting multiplex. Network operators can send in their application by July 29, 2009 latest.

[more](#)



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](#)

Events



01.07.09 Rock Antenne: Big party to celebrate 10-year-anniversary [Ismaning/Augsburg] On October 3rd the biggest live event will take place in Augsburg to mark the 10th anniversary of the digital radio pioneers in Bavaria: ROCK ANTENNE. The concert MASTERS OF ROCK ANTENNE will line-up Gotthard, Doro, Ohrenfeindt, Aloha from Hell and Livingston. Tickets are...

[➤ more](#)

MISCELLANEOUS



20.07.09 ADAC: Support for Digital Radio [Halle/Saale] In the latest edition of the "Meinungsbarometer Digitaler Rundfunk, the representatives of the terminal equipment as well as the automotive industry expressed themselves optimistically about the future of DAB+. Johann Nowicki, subject specialist on information and communication...

[➤ more](#)



20.07.09 Criticism of the role played by KEF [Saarbrücken] Also, Dr. Gerd Bauer, the official representative for radio of the Association of State Media Authorities in the Federal Republic of Germany, who is also the Director of the State Media Authority of the Saarland, reacted with deep regret to KEF's decision (cf. release of 16 July)....

[➤ more](#)



20.07.09 D-radio reacts with an absolute lack of understanding [Cologne] Deutschlandradio Director Dr. Willi Steul took note of yesterday's decision of KEF (Commission for Determining the Financial Requirements of the Broadcasting Stations) to continue blocking the funds generated from public fees which had been promised to Digital Radio "with an absolute lack...

[➤ more](#)



16.07.09 KEF decision ambivalent [Mainz] In their decisive meeting on July 15, 2009 KEF, the German organisation which distributes the proceeds of licence fee money, came to the following conclusion: "The funds requested for the digital radio development projects outlined by public broadcasters ARD and Deutschlandradio will not be...

[➤ more](#)



14.07.09 Open letter of IMDR to KEF

[Bonn] Only a few days before KEF decides on the allocation of funds needed to support the relaunch of Digital Radio, the IMDR has addressed an open letter to KEF. This letter signed by the head of the association, Michael Richter, underlines the urgency of a positive decision in view of the...

[more](#)



14.07.09 BR radio council: VPRT jeopardizes the future of radio

[München] In their session of July 9, the BR radio council disapproved of the VPRT refusal to embrace the DABplus technology. VPRT is being accused of ignoring the requirements of young listeners and of jeopardizing the future of radio and of weakening the industry as such. They expressed their...

[more](#)



07.07.09 Clear stance in favour of DAB/DAB+

[Nürnberg] In his opening speech on the occasion of the local radio event ‚Lokalrundfunktage‘ in Nuremberg, Prof. Dr. Wolf-Dieter Ring said that the VPRT objection to DABplus was not comprehensible. He added, a recent survey among commercial radio broadcasters in Germany showed that more than a...

[more](#)



01.07.09 No reason to change the DAB strategy

[Bern] From the point of view of public broadcaster SRG SSR idée suisse, the VSP (the Swiss commercial broadcasters' association) suggestion to support the introduction of the HD radio technology does not seem coherent. Mr. Ernst S. Werder (SRG SSR project manager digital marketing) points out...

[more](#)

Events

31.07.09-08.08.09

BR-Radltour 2009

Donauwörth -
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