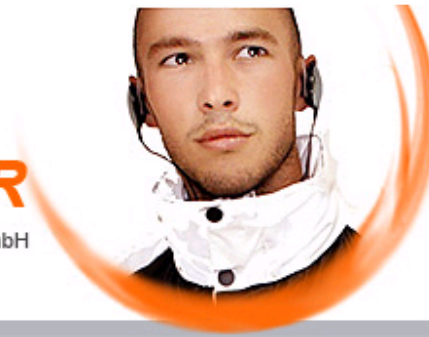




# NEWSLETTER

An info service of Bayern Digital Radio GmbH



86th Issue / April 2010

Dear Sir or Madam,

Sueddeutsche Zeitung (SZ), the market leader among the national quality newspapers in Germany (SZ), the biggest radio brand in Europe (ENERGY) and the world's best-known entertainment company (Disney) – just to mention only three of the most prestigious contenders that have participated in the run for a license on the national Digital Radio multiplex. The strong response to the invitation for tender is clear proof that critics and scepticals were wrong. So we have good reason to look forward to exciting and innovative programs expected to go on air in early 2011.

With best regards

Wolfgang Paulus

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## Special



19.03.10 Screening of bids

[Stuttgart] ZAK, the commission controlling the regional media authorities, is now about to screen the 14 applications submitted by 9 companies for the national multiplex. The result of this screening procedure will be discussed at the next session by the directors of the regional media authorities...

[more](#)



15.03.10 9 candidates for national Digital Radio

[Stuttgart/Saarbrücken] Nine candidates have applied for the capacities on the first nationwide DAB/DAB+ multiplex in Germany: 1) Entspannungsradio GmbH i. Gr. (Berlin): "LoungeFM" 2) ERF Medien eV (Wetzlar): "ERF Radio" 3) MEDIA BROADCAST GmbH (Bonn): operation of a platform for telemedia services...

[more](#)

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RECEIVER



26.03.10 Sensia wins innovation award  
[London] PURE with its DAB/FM/Internet radio Sensia has won the IT INNOVATION which is awarded annually by the 'Initiative Mittelstand' in the category consumer electronics.

[more](#)



26.03.10 DAB in South Tyrol  
[Bolzano] According to a DAB survey, RAS (the South Tyrol broadcaster) conducted in February 2010, 15% of the households in South Tyrol own a DAB receiver and 14% a DAB car radio. Compared with September 2009, the DAB reception has increased from 10 to 15%. Currently there are 17 Digital...

[more](#)



25.03.10 Australia releases first official digital radio data  
[Sydney] The first official data relating to digital radio broadcasts in Australia was released by Commercial Radio Australia (CRA), showing six months after the consumer launch of digital radio in the five state metropolitan capitals of Sydney, Melbourne, Brisbane, Perth and Adelaide, there are...

[more](#)



10.03.10 IMDR recommends a common European strategy  
[Halle/Saale] IMDR, along with the expert groups of the public broadcasters ARD, ZDF and Deutschlandradio, call for legislative commitments to a set of standard minimum requirements for radio devices. In France such an agreement has been laid down in the 'Plan France numérique 2012' and in...

[more](#)

## PROGRAM



29.03.10 Bayerischer Rundfunk to extend DAB programme listing in Munich and Nuremberg  
[München] Bayerischer Rundfunk has enlarged its DAB programme offering as per 29th March on channel 11 D. In both areas all of the ten BR radio stations will be provided via terrestrial DAB. The listeners have to carry out a channel scan in advance. The BR radio director proudly announced the...

[more](#)



19.03.10 Radio Lidingö broadcasting digital radio  
[Stockholm] By participating in the industry-wide digital radio pilot project, community radio will gain experience of the future radio network. The community radio channels are sharing a program slot in the digital pilot network and Studentradion 98.8 was the first to make its debut. Now it is...

[more](#)



19.03.10 Rebuff to critics

[Saarbrücken] Gerd Bauer, commissioner for radio within the general assembly DLM (representing the directors of the regional media authorities) has expressed his satisfaction with the outcome of the bidding procedure for a nationwide multiplex and that critics' scepticism had been proven wrong. The...

[more](#)

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19.03.10 Bavarian tunes in Berlin

[München] Since the 1st of March 2010 Bayerischer Rundfunk is on air in the DAB multiplex Berlin with their 'Bayern plus' programme. Alongside the three stations of Deutschlandradio and 'oldiestar', the Bavarian folk music service 'Bayern plus' is being broadcast via DAB from the transmitters...

[more](#)

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15.03.10 ROCK ANTENNE on the road to success

[Ismaning] The current 'Media Analyse 2010' shows that ROCK ANTENNE has, in terms of average daily reach, achieved a record audience of 316.000 listeners. That means, ROCK ANTENNE is the strongest performer of the BAYERN FUNKPAKET stations. ROCK ANTENNE is being broadcast in band III,...

[more](#)

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05.03.10 IMDR expects strong response

[Halle/Saale] Various talks with representatives of the commercial radio industry have contributed to an optimistic view of the outcome of the bidding procedure among the members of IMDR (Initiative Marketing Digital Radio). Closure date for the applications is March 12, 2010.

[more](#)

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## COVERAGE



04.03.10 Green light for Digital Radio

[Halle] With the initiation of the licence procedure for a regional DAB multiplex the MSA (Media Authority Sachsen-Anhalt) has sent out a clear signal for the drive of Digital Radio, including DAB, DAB+, and DMB. The DMB technology also allows the broadcast of pictures and video. The regulating...

[more](#)

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## Events



#### 11.03.10 Workshop "Getting in touch with TPEG"

[München] On the 11th of May 2010 bmt will offer a one-day TPEG-Workshop. The workshop is addressed to all engineering staff from the automobile industry, manufacturers of end-user devices, broadcast network providers, multiplexer manufacturers, service and programme providers and representatives...

[▶ more](#)

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## MISCELLANEOUS



#### 25.03.10 Internet not the solution for digital radio

[London] Listening to the radio via mobile networks will result in prohibitively expensive costs for broadcasters and service providers, according to a report released last week by TDF (French broadcast network provider). The study aimed for a realistic projection of the costs involved in a...

[▶ more](#)

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#### 19.03.10 Meinungsbarometer Digitaler Rundfunk März/2010

[Halle/Saale] The current issue of Meinungsbarometer Digitaler Rundfunk published by Verein Digital Radio Mitteldeutschland includes an interview with Frontier Silicon about their plans and partners on the German market as well as a summary of the reactions to the bidding for the national multiplex.

[▶ more](#)

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#### 05.03.10 ADAC advocates TPEG via Digital Radio

[München] A recent survey shows that the various navigation systems in place have meanwhile led to a massive increase in traffic congestions in by-pass routes where traffic is being directed to. According to ADAC it is time now to adopt the follow-up system TPEG i.e. to supersede the TMC...

[▶ more](#)

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## Events

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12.05.10-19.05.10	BR-Donauradltour 2010	Donau	<a href="#">▶ more</a>
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10.05.10-11.05.10	TPEG-Workshop "Getting in touch with TPEG"	München	<a href="#">▶ more</a>
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16.04.10-18.04.10	Die 66	München	<a href="#">▶ more</a>
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