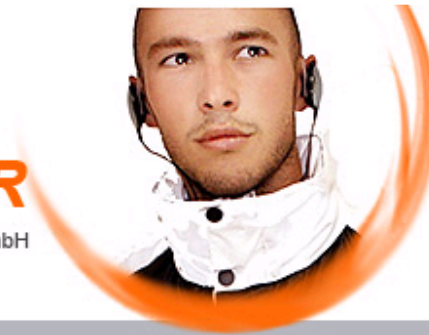




NEWSLETTER

An info service of Bayern Digital Radio GmbH



88th Issue / June 2010

Dear Sir or Madam,

new program offerings are deemed by many experts the key to success for Digital Radio. Already in March, Bayerischer Rundfunk launched additional digital programs. Moreover, recently four commercial stations have been awarded a licence for the local networks. Good signals for Digital Radio to get a real boost.

With best regards

Wolfgang Paulus

RECEIVER



20.05.10 Scrappage' scheme launched to boost digital radio

[London] A "radio amnesty" is being launched in Great Britain to encourage listeners to switch from analogue to digital radios. Participating UK retailers will offer discounts of 10%-20% when people trade in their old analogue sets. The move, modelled on the government's vehicle scrappage scheme,...

[more](#)



19.05.10 Factum introduce PushRadio

[Linköping] Factum Electronics today announced a contract for the provisioning of digital multimedia multiplexing equipment to Foshan in the Guangdong province of China. The system will, in addition to other services, be used to provide "PushRadio". PushRadio is a new technology developed in China...

[more](#)



11.05.10 Neckermann offers Digital Radio

[Frankfurt] Neckermann has now listed the full range of PURE Digital Radio sets in their online shop. The neckermann.de Group, headquartered in Frankfurt am Main, is one of the leading multi-channel-traders in Europe.

[more](#)



06.05.10 Scrappage scheme successfully tested

[Halle / Leipzig] The very first test run for a scrappage scheme for FM radios in Germany has been successful. Within three days, more than 100 attendees of a media congress in Leipzig have returned their old FM radio and received a bonus in return. This bonus was invested directly in a...

[more](#)



05.05.10 Clever shopping with PLUS

[Mülheim an der Ruhr] Food discounter Plus now offers also Digital Radio receivers in its online store. For a start, six different PURE receiver models can be ordered. Since May 2008, the Plus Online GmbH is part of the Tengelmann Group.

[more](#)



05.05.10 PURE supports Digital Radio Mitteldeutschland

[Leipzig] Manufacturer PURE supports the association Digital Radio Mitteldeutschland to enhance awareness of Digital Radio among media industry experts (see news of 29 April). Ralf Reynolds, Sales and Marketing Manager Germany: "The German radio broadcasting industry needs a digital future,..."

[more](#)

PROGRAM



25.05.10 New DAB programs in Munich, Nuremberg and Ingolstadt

[München] BLM (the state media authority for Bavaria) has approved new DAB services in Bavaria. A licence for a new station with the focus on jazz in Ingolstadt (channel 11A) was awarded to Bäumlner Studioteknik, and the media Rt.1 Group GmbH won the licence to broadcast their program hitradio.rt1...

[more](#)



18.05.10 Rocket.FM a new channel in the digital radio network

[Stockholm] The rock music channel, Rocket.FM, is now also broadcasting in the digital radio network, which strengthens the offering in the sector's joint digital radio pilot project that is being implemented. Rocket.FM is a channel offering pure rock. It has been in existence since the mid 1990s....

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14.05.10 Three tenders in Sachsen-Anhalt

[Halle] The two radio broadcasters of Sachsen-Anhalt – Funkhaus Halle and VMG Mediengruppe – as well as Media Broadcast have applied for Digital radio transmission capacities. Funkhaus Halle and VMG Mediengruppe have submitted a bid for four programmes, whereas Media Broadcast aims at providing...

[more](#)



14.05.10 Further steps towards German-wide digital radio
[Saarbrücken] At their first meeting - headed by the director of the national media authority (DLM) - the six bidders for radio broadcast on the German-wide multiplex have met and agreed to jointly negotiate and conclude a contract with network operator Media Broadcast. They also agreed on setting...

[more](#)



11.05.10 BR votes for new director
[München] Public broadcaster in Bavaria (BR) elected Ulrich Wilhelm as their new director (40 of 44 votes). Mr. Wilhelm, who has been the official speaker of the Federal Government since November 2005, will take office on 1 February 2011.

[more](#)



05.05.10 Classical music to be broadcast via DAB+
[Leipzig] On the occasion of the congress 'Medientreffpunkt Mitteldeutschland', the director of public broadcaster Deutschlandradio, Willi Steul, has spoken out in favour of a classical music station via DAB+. Music from the classical library of Deutschlandradio and historical masterpieces of ARD...

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05.05.10 Digital Radio: Bavaria at the forefront
[München] A study of the economic situation of broadcasting in Germany (commissioned by the media authorities) confirms the Bavarian commercial radio stations support the digital restart with DAB+. According to the study, 55% of the content providers in Bavaria are planning to participate in a...

[more](#)

COVERAGE



06.05.10 Bidders for network operation are missing
[Leipzig] Apart from Media Broadcast there have been no other bidders for the operation of the Germany-wide network. That was among the issues discussed at the congress Medientreffpunkt Mitteldeutschland in Leipzig. However, the opinions regarding the causes and solutions differed. Media Broadcast...

[more](#)



05.05.10 Criticism of monopolistic advantage
[Leipzig] Representatives of the commercial radio stations in Germany have criticized the exclusive rights position of network system provider Media Broadcast. They also called for government intervention to stimulate the supply of the population with digital devices. A fixed switch-off date for FM...

[more](#)

Events



25.05.10 WorldDMB announces car manufacturers workshop
[London] The WorldDMB Forum announces it will hold a Car Manufacturers Workshop in Munich, Germany on July 7th, 2010. Last year's event attracted leading broadcasters and car manufacturers from around Europe and included such topics as services on air, multimedia, coverage, regulation, analogue...

[more](#)

MISCELLANEOUS



25.05.10 Meinungsbarometer Digitaler Rundfunk May/2010
[Halle/Saale] The current issue of Meinungsbarometer Digitaler Rundfunk published by Verein Digital Radio Mitteldeutschland includes a report on the first test of a scrappage bonus für FM radios, and offers a survey about the chances of the applicants for the national multiplex.

[more](#)



25.05.10 Bavaria to test new options
[München] Accurate and instant traffic data information is of major importance for road safety and, in general, sophisticated traffic navigation. It's quite some time since Bavaria started to focus on the enhancement of traffic information services. Under the auspices of the EU-funded research...

[more](#)



14.05.10 WorldDMB secures future of key international resource
[London] The WorldDMB Forum announces it will sponsor Wohnort.org, a website providing independent information on the DAB family of services on-air around the world. wohnort.org has become a vital source of information for broadcasters, journalists, analysts and manufacturers of DAB sets,...

[more](#)



11.05.10 RadioScape DAB+ equipment chosen for Australia
[London] RadioScape, the world's leading provider of DAB/DAB+/DMB infrastructure has been selected to supply the audio encoding, multiplexing and monitoring equipment for the first regional Australian DAB+ digital radio trial which will start in Canberra mid year. "This trial is particularly..."

[more](#)



05.05.10 Meinungsbarometer Digitaler Rundfunk special edition 2010
[Halle / Saale] On the occasion of a media congress in Leipzig, Meinungsbarometer Digitaler Rundfunk comes with a special issue. The topics: The Digital Radio Platform Association (formerly: Initiative Marketing Digital Radio / IMDR) suggests a scrapping scheme for analogue radio sets /...

[➤ more](#)



30.04.10 WorldDMB expands first international online ETI Library
[London] The WorldDMB Forum – coordinator of the DAB family of standards, including DAB, DAB+ and DMB digital radio – has expanded the world's first online ETI (Ensemble Transport Interface) Library. The library is a centralised database that provides country snapshots of DAB, DAB+ and DMB files,...

[➤ more](#)



05.05.10 Digital Radio Platform for all of Germany
[Halle / Saale] A new centre was created, intended to become a hub for all and everything concerned with the digitization of radio. The association Digital Radio Platform - formerly known as Initiative Marketing Digital Radio – is to serve as a platform for discussion and exchange of information,...

[➤ more](#)

Events

31.07.10-07.08.10	BR-Radltour 2010	Bayern	➤ more
07.07.10-07.07.10	WorldDMB Car Manufacturer Workshop	München	➤ more
06.07.10-07.07.10	Lokalrundfunktage Nürnberg 2010	Nürnberg	➤ more

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