



# News



50th Issue / April 2007

An info service of Bayern Digital Radio GmbH

Dear Sir or Madam,

In March 2003 the BDR Digital Radio newsletter was published for the first time. Since then, our newsletter has regularly informed you about the latest receiver models, programme highlights, current political developments, modifications and reorganizations of the transmission networks, special events and more. Since the German market is of importance also abroad, an English version of our newsletter is provided as well. Now this is our 50th Newsletter and we would like to take the occasion to express our thanks to our loyal readers. We will continue also in future to provide you with a comprehensive survey of the Digital radio world. Anyhow, the best news are yet to come.

Sincerely,  
your BDR team

## Content

- ▼ Receiver
- ▼ Programme
- ▼ Coverage
- ▼ Events
- ▼ Miscellaneous

## Receiver

### BMW 5 series with DAB option

[München – 23.03.07] Munich-based car manufacturer BMW has now started offering a factory-fitted DAB option in Germany, too. With immediate effect the customers who want to listen to Digital Radio in their car can order their vehicle with the DAB factory fitted option ex works. The price including aerial is around 410 euros (incl. VAT). So far, the option is offered for the 5 series exclusively. Depending on the take-up of the clientele, the offer will be gradually extended to other series. For more information please click [here](#).



### Audi A5 with DAB

[Ingolstadt – 07.03.07] Audi has started the launch of A5, a new series in their product range. Audi has extended the DAB factory fitted option – so far available on the A6 and A8 - to the new line. The surcharge for the extra fitting amounts to 281,51 euros plus VAT. For more information please click [here](#).



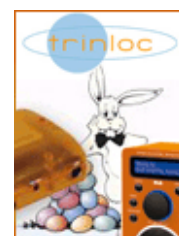
### PURE takes no.1 position

[London – 05.03.07] PURE Digital has become the number one supplier of radios (analogue and DAB combined) in the UK. PURE has strengthened its position year by year and now leads in portable and personal radio by both volume and value, as well as the DAB clock radio category by value. Paul Smith, General Manager, PURE Digital says: " We use UK engineering and design, as opposed to many companies who only use resources from the Far East, and we are particularly pleased to see the recognition of this fact in consumer preference at the till." The whole press release can be found [here](#).



### Easter Special from trinloc

[Rheinbreitbach – 02.03.07] trinloc continue their promotion campaign for Digital Radio. With the slogan "Easter Special 2 for 1" the prospective buyer is invited to acquire the small portable waterproof 'Sinfonie' with MP3 player at a compact price of 186 (instead of 238) euros incl. 19 % VAT and domestic forwarding charges. Delivery within 3 - 4 working days. Enter the shop [here](#)!



### Adapter for the car from Acoustic Solutions

[Northampton – 01.03.07] The ICS100 from Acoustic Solutions converts most existing FM car radios to Digital Radio receivers. The adapter just has to be connected via the existing aerial socket or AUX input. The package includes a DAB antenna, and the price of GBP 139,98 includes professional fitting at your home or workplace. Please find out more [here](#).



### Reciva launches Stingray

[Cambridge – 01.03.07] Reciva Limited, one of the global leaders in Internet radio and Digital Media Player technology, has announced the launch of Stingray, its integrated hardware and software module solution for interactive DAB, Internet radio, Digital Media Player and FM-RDS products. The Stingray module supports both existing and planned new DAB standards. For more information please click [here](#).



### Singaporean DMB contract to Factum Electronics

[Linköping – 01.03.07] Factum Electronics has won a contract from Singapore based MediaCorp Radio. The equipment supplied by Factum Electronics will include audio encoders, IP inserter, data broadcasting server, ensemble multiplexers, management systems, redundancy switch, and a comprehensive training program. The delivery is based on the latest version of Factums' DMB system providing the possibility of broadcasting both radio and mobile TV using DMB technology. For the complete press release please click [here](#).



### Legato II – a luxury micro system with EPG

[London – 27.02.07] PURE Digital has launched Legato II, a micro system which combines style and function and is available in classic cherry veneer, cool, modern maple veneer or stunning high-lacquer piano black. Legato II's classic looks hide advanced functions like the Electronic Programme Guide, SD memory card for playback on Legato II, CD player, Revu technology. The receiver enables both, DAB (Band III and L-Band) and FM reception. The recommended retail price is 649,99 euros (incl. VAT). For more information please click [here](#).



### Move™ has arrived in Germany

[London – 27.02.07] Palm-sized DAB and FM radio receiver Move™ from PURE is now also available in Germany. As was already reported (see our January Newsletter) Move™ is the perfect radio companion for your outdoor activities. Move™ provides over 40 hours of portable DAB listening. The built-in ChargePAK rechargeable battery pack charges from the mains. Move™ is available at 149,99 euros (incl. VAT). For more information please click [here](#).



### PURE Chronos CD wakes up digital listeners

[London – 27.02.07] Chronos CD from PURE – a stereo clock radio with DAB (Band III) / FM/RDS, CD and MP3 - all in one. The receiver boasts easy-to-use bedside features including four completely independent alarms that can be set for weekdays, weekends, daily or as one-offs. Chronos CD is available at a recommended retail price of 153,99 euros incl.VAT. For more information please click [here](#).



### DMX-25: Micro system from PURE DIGITAL

[London – 27.02.07] PURE introduces the DMX-25 as a DAB micro system including support for USB flash devices and SD memory cards, multiple auxiliary inputs, and playback of MP3 & WMA files. In Germany the DMX-25 will be available in the shops by April 2007 for 249,99 euros incl. VAT. For more information please click [here](#).





**Local DAB licences in Bavaria**

[München – 23.03.07] BLM, the State Media Authority of Bavaria, has renewed the licence contracts for the local DAB radio broadcasters in Bavaria for another period of 4 years, with the exception of a contractual term of one year only for Cool Radio (a broadcaster based in Ingolstadt). The broadcasters are free to choose their preferred coding standard technology. The complete press release can be read [here](#).



**Bavaria: Renewal of DAB licence contracts**

[München – 23.03.07] BLM, the State Media Authority of Bavaria, has renewed the licence contract with Radio Galaxy and Rock Antenne until 30 April 2008. In accordance with the results of the RRC 06 new capacities will be available from 2008 onward also for DAB radio broadcasting throughout Bavaria. Since proportioning of the newly assigned capacities between the public and private broadcasters has not yet been agreed upon, for the time being the licence contracts have been renewed for one year only. For the whole press release please click [here](#).



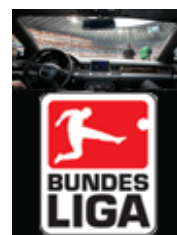
**MFD widen programme choice**

[Köln/Hannover - 23.03.07] During the CeBIT fair (in Hannover from 15 – 21 March ) MFD Mobiles Fernsehen Deutschland extended their programme line-up for mobile TV (DMB). In addition to the 4 channels included in the national mobile TV multiplex – which is being broadcast in the big cities - the offering was extended by channels like National Geographic, COMEDY CENTRAL as well as watcha TV and a made-for-mobile TV channel from ProSieben. For the complete press release please click [here](#).



**Inside the Premier Football League via DAB**

[Ingolstadt – 07.03.07] AUDI has expanded its Digital Radio service: The most recent service is a football score ticker that provides AUDI drivers with the latest news about Premier League scoring, points etc. The data transmission is implemented in the DAB platform, which can be seen on a display in the vehicle. The news service is also presented online via a [simulator](#).



**Enhanced transmission capacity - more stations - more Digital Radio**

[Bern – 01.03.07] With the launch of two new DAB transmitters in Ticino and an enhancement of transmission capacity in Bern, Switzerland maintains the high speed in the DAB Digital Radio expansion. The new transmitters improve DAB reception in the area of Centovalli as far as Intragna, from Arosio to Sessa as well as in and around Ponte Tresa. Moreover, the transmission capacity of the transmitter on the Bantiger mountain (in the neighbourhood of Bern) has been enhanced so that listeners in the area around Bern and in Seeland, Aare Valley and the west of Emmental can now enjoy the benefits of DAB Digital Radio. For more information please click [here](#).



**Digital Radio conquers French-speaking part of Switzerland**

[Bern – 28.02.07] The simultaneous launch of 6 new transmitters has considerably expanded the Digital Radio landscape almost overnight. Around 1.3 million listeners in the western part of Switzerland can now access the 'Suisse Romande DAB services', including mobile reception of a host of compelling programmes which so far had been reserved to cable and satellite customers. Meanwhile overall DAB coverage has risen to 80% in Switzerland, with the western part of Switzerland coming out on top with 85%. For more information please click [here](#).



### Channel shift in the French-speaking part of Switzerland

Bern – 26.02.07] The complete DAB transmission network in the French-speaking part of Switzerland was restructured from 27 – 28 February 2007: New transmitters were put in operation, and the DAB ensemble was shifted from channel 12B to 12A. DAB listeners affected by this reshuffle can access a help desk [here](#).



### Events

#### EU at CeBIT

[Berlin/Hannover – 23.03.07] The EU telecom ministers seized the opportunity at the CeBIT IT Fair to learn more about how viewers will consume digital audio and video content on mobile handsets. The German Minister for Economics, Trade and Technology, Michael Glos, said: "This dynamic development offers a unique chance for the European telecommunications industry. It is another building block that fits in the 'Lisbon Strategy', and with its innovative potential it will contribute to sustained growth and employment". For the whole press release please click [here](#).



### Miscellaneous

#### reinHÖREN in 2007

[Bonn - 23.03.07] This year there will be only two editions of the magazine reinHÖREN, one before the CeBIT fair (Hannover) and the second on the occasion of the IFA (Berlin) Show. The issues are available at the booths of the network operators and partners. So the next opportunity to get a copy of latest issue will be at the BDR stand during the High End 2007 Show from 17 – 20 May in Munich. The newsstand distribution will be suspended for 2007. For further information on this magazine please click [here](#).



#### EU commissioner defies telecoms and broadcast industry recommendation

[Hannover/London – 23.03.07] With her support of the DVB-H technology as a common EU standard EU Commissioner Viviane Reding has caused an uproar. She ignored the advice of the European Mobile Broadcasting Council (EMBC) and the majority of Europe's broadcasters and Telecoms operators, to maintain platform neutrality. For the complete WorldDMB press release please click [here](#).



#### News from MI FRIENDS Munich

[München – 23.03.07] The results of the user poll conducted in the wake of the Munich subproject of the European DMB pilot project MI FRIENDS have been summarised in a booklet, (no. 86 of the BLM journal), edited by Verlag Reinhard Fischer. The poll has been conducted over a period of 8 weeks during and after the Football Worldcup 2006. For the press release please click [here](#).



#### New DAB study from trinloc

[Bonn/Rheinbreitbach – 06.03.07] According to a new analysis 546.000 Digital Radio receivers have been sold in Germany so far. DAB awareness has risen to 34% (female) and 49% (male); about 9% of those participating in the poll plan to buy a DAB radio. This was the second analysis commissioned by trinloc gmbh with the University of Bonn, and it was based upon random questioning of 2000 persons, using the bottom-up method. For the complete press release and analysis please click [here](#).



### Telekom plans to sell Network Operating Division

[Saarbrücken - 02.03.07] The announcement of Deutsche Telekom to be searching for investors with the aim to sell of their network operating division, T-Systems Media & Broadcast, has created overall concern. There are fears takeover by a new investor might entail increased prices and a setback, especially for medium and small private radio and TV broadcasters. So far, Media & Broadcast has been the sole operator in Germany of the FM network and some DAB transmission networks. Public broadcaster ARD operate their radio and TV network themselves. The complete press release can be read [here](#).



### Merger of two federal state media regulators

[Hamburg/Kiel – 02.03.07] HAM (Hamburgische Anstalt für neue Medien) and the ULR (Unabhängige Landesanstalt für Rundfunk und neue Medien Schleswig-Holstein) have completed their merger. The newly-created [MA HSH](#) (Medienanstalt Hamburg Schleswig-Holstein) understands itself as the relevant authority in the sector of private broadcasting and telemedia concerning the area of Hamburg / Schleswig-Holstein. The MA HSH registered office is at Norderstedt. Both their former offices continue to be used as operating bases for a transitory period. For more information please click [here](#).



### New issue of ‚Meinungsbarometer Digitaler Rundfunk‘

[Halle/Saale – 28.02.07] The latest issue of ‚Meinungsbarometer Digitaler Rundfunk‘ is available at the newsstand. Special highlights of this issue: Friedhelm Christ, Executive Director of Alan Electronics, Germany, is being interviewed on DAB and the current discussion concerning AAC+, an article by Erwin Linnenbach entitled "Finally nationwide private radio", REGIOCAST, an article on the strong bidder response to Digital Radio in Switzerland. For the complete issue please click [here](#).



### The Future Course of DAB Digital Radio

[Halle - 26.02.07] The association ‚[Digitales Radio Mitteldeutschland](#)‘ expressed that the DAB transmission technology will persist as the main distribution channel for DAB Digital Radio. Further distribution channels such as the internet are supposed to play an important, though secondary role in the future for mass radio consumption. In their commentary ‚Digitales Radio Mitteldeutschland‘ refers to the DLM draft (the Director’s Conference of the State Media Authorities) "The future course of terrestrial radio broadcast in Germany". For the complete text please click [here](#).



### New issue of ‚Meinungsbarometer Digitaler Rundfunk‘

[London – 26.02.07] Alongside the standardisation process of the additional new DAB audio codec WorldDMB has issued an appropriate brochure. It is an introduction into the new technology drafted by Markus Prosch, Fraunhofer Institut für Integrierte Schaltungen in Erlangen. The English version can be downloaded [here](#) (444KB).



Download the current newsletter as a pdf-document

V.i.S.d.P Wolfgang Paulus · publisher:

Bayern Digital Radio GmbH · Pfälzer-Wald-Str. 32 · D-81539 München · Tel. 49 89 45115-131 · Fax -199

[www.bayerndigitalradio.de](http://www.bayerndigitalradio.de)

Recommend

Unsubscribe

Contact