



# News



February 2005

An info service of Bayern Digital Radio GmbH

Dear Sir or Madam,  
at the beginning of this month, we would like to keep you updated with Digital Radio news: recent types of receivers, current programmes, expansion of coverage, events and much more. Hopefully some news are of interest to you.

With kind regards  
Wolfgang Paulus

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## Receiver

### PURE Digital enables Electronic Programme Guide on Bug DAB Radio

[London - 24.01.05] PURE Digital - a division of Imagination Technologies - has released Electronic Programme Guide (EPG) support for the Bug DAB digital radio. [The Bug](#) is the first DAB radio to be enabled with an EPG. The trial software upgrade can be installed on all current Bug radios and enables users to browse programmes for a single station or all programmes at a particular time, see a short description of each programme, and select them for scheduled listening or recording to SD memory card. More details [here](#).



### One Million plus Digital Radios in UK homes

[London - 21.01.05] Sales of DAB digital radios in December exceeded expectations and pushed the cumulative total of products in UK homes past the one million mark, the DRDB (Digital Radio Development Bureau) published. The forecast calls for a further 1.2 million DAB digital radios to be sold in 2005. The complete press release you find [here](#).



## Programme

### Bidding for Digital Radio in Saarland

[Saarbrücken - 12.01.05] The Media Authority for Saarland (LMS) invited to bid for a Digital Radio tender regarding the VHF band (block 8B) and the L-band (Block LG). Closing date for the bids was end of January. The complete text of the invitation for bidding is available [here](#).



### Bayern2Radio now on Digital Radio

[München - 10.01.05] Since January 2005 Bayern2Radio, a programme of Bayerischer Rundfunk, can also be received on Digital Radio. Bayern2Radio focusses on art features, documentaries, radio plays, lifestyle topics, a variety

of current music-oriented and educational programmes. For detailed information please click [here](#).



### Reallocation in Baden-Württemberg

[Stuttgart - 10.01.05] Digital Radio Baden-Württemberg started the new year with a restructured programme bouquet. Public broadcaster SWR has given up the digital broadcasting of its programme SWR4 in five local areas (L-band) as well as a quarter of its capacity units in the VHF band. The vacant capacity in Baden-Württemberg has been taken over by DeutschlandRadio Berlin. For the complete press please click [here](#).



### SKY RADIO joins Digital Radio

[Frankfurt am Main - 10.01.05] In 2005 Hessen launched a new Digital Radio programme. Since 31 December 2004, SKY RADIO is broadcast in the local area in Frankfurt am Main (L-band). "This is a further step towards offering a larger programme variety on Digital Radio in Hessen," said Dirk Risse, General Manager of Hessen Digital Radio GmbH. For the complete press please click [here](#).



## Events

### ROCK ANTENNE at the IMOT

[Ismaning - 21.01.05] From 21 – 23 January, the Bavarian station [ROCK ANTENNE](#) - in cooperation with Bayern Digital Radio GmbH - staged the Internationale Motorbike Show IMOT 2005. Visitors were informed about the benefits of Digital Radio, e.g. special data services with traffic news, programme guide and rock news. In addition, people had the chance to win prizes totalling EUR 30.000. For detailed information please click [here](#).



### RoadRunner

[Ismaning - 20.01.05] End of January, ROCK ANTENNE, the 'rock radio pioneer' on Digital Radio in Bavaria, launched a promotional campaign dubbed "RoadRunner". At four fixed dates car owners interested were invited in Munich, Nuremberg and Augsburg to participate, i.e. have a ROCK ANTENNE Road Runner sticker attached to their car. The driver with the highest mileage by 24th March, will be awarded the prize, i.e. a travel voucher worth EUR 5.000. For detailed information regarding this promotional tour which please click [here](#).



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