



News



January 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

Mitsubishi Pick-Up with Digital Radio

[London - 10.12.04] Mitsubishi Motors will be the second automobile manufacturer in the UK to integrate a Digital Radio receiver as standard equipment into its model range. The Mitsubishi L200 Animal Double Cab, which will be revamped completely next year, will come with a JVC digital radio, which will include a playback function for MP3 and WMA files. The price of the pick-up will be around GBP 19.999.



Programme

New programme structure for Hessen

[Frankfurt a.M. - 08.12.04] The Digital Radio programme in Hessen was restructured in parts. The programme "harmony.fm" which has so far been on air locally in the Frankfurt area can now be received all over Hessen with its classic hits of the 70s, 80s and 90s. Besides, the youth channel "planet radio" has taken over from Hit Radio FFH and now broadcasts its music mix of Hip Hop, R'n'B, Soul, Black Music, House and Dance all across the Land of Hessen. Please click [here](#) for the press release.



Miscellaneous

ZVEI demands to advance Digital Radio

[Frankfurt a.M. - 15.12.04] ZVEI (the German Electrical and Electronic Manufacturers' Association) considers the DAB system a core technology and backs the digitisation of radio and television across all related branches. The changeover from analogue to digital radio is a national infrastructure task to be solved jointly by politics and the economy, according to the point of view held by ZVEI. What is necessary are clear political guidelines as to which offers and services have to be made available by the broadcasting organisations. Please click [here](#) for the complete press report.



DLM is still committing itself for Digital Radio

[Erfurt - 15.12.04] The Directors' Conference (Direktorenkonferenz - DLM) of the State Regulatory Authorities for Broadcasting (LMA) has professed its commitment to the digitisation of the radio transmission channels and by a

large majority confirmed its position regarding the DAB system on a Federal German level. Furthermore, the German Public Broadcasting Act (Rundfunkstaatsvertrag) shall also provide a Federal radio frequency allocation procedure. In order to advance Digital Radio, the State Regulatory Authorities will commit themselves to a joint initiative of public and private providers, the receiver industry and themselves. Please click [here](#) for the complete press release.



Stoiber demands and renews commitment

[Halle - 15.12.04] The Minister President of Bavaria Edmund Stoiber demands a coordinated approach towards the digitisation of radio from the Directors' Conference of the State Regulatory Authorities for Broadcasting. The criticism of the ongoing development of DAB expressed by the State Regulatory Authority of Berlin-Brandenburg gave rise to "unnecessary irritation". Stoiber renewed his announcement of a DAB campaign starting from Bavaria. At the same time, he invited all market participants in Germany to take part in it. You will find the complete interview with the Minister President on the Internet at [dr-m.info](#).



Comment of T-Systems on MABB

[Frankfurt - 07.12.04] T-Systems does not see any reason to question the DAB technology. T-Systems does consider the discussion set off by MABB (State Regulatory Authority of Berlin-Brandenburg) necessary, however, it should be aimed at helping the newly launched technology to achieve its breakthrough. If Germany wants to present itself as a technology location at the World Football Cup 2006, the only way this can be realistically achieved in the radio sector will be on the basis of Digital Radio. T-Systems will make the necessary contribution to this. For the complete comment, click [here](#).



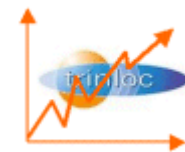
Berlin remains in the focus of criticism

[Northants - 07.12.04] In view of the statements on Digital Radio made by the State Regulatory Institution of Berlin-Brandenburg, the Consulting Institute SBD warned of damaging consequences for the European automotive industry. Such statements could impede progress which industry needs to build a European platform for economically viable digital systems. You will find the complete press text [here](#). SBD is one of the leading independent consulting institutes for the automotive and telematics industry in the UK.



Study on Digital Radio in Germany

[Königswinter - 07.12.04] To receive a representative basis for the Digital Radio market in Germany, Trinloc GmbH commissioned a market study from the Friedrich-Wilhelms University in Bonn. The results, which are based on a representative survey of 2012 households in Germany, are available now. Thus, approximately one third of the German households have at least heard of Digital Radio before. You will find all further results in the [press report](#). Trinloc GmbH develops, produces and distributes receivers for digital radio.



WorldDAB criticises MABB

[London - 02.12.04] The organisation WorldDAB has referred to the [press release](#) of the State Regulatory Authority of Berlin Brandenburg (MABB) on the withdrawal from DAB as short-sighted and economically dangerous. WorldDAB considers MABB increasingly isolated with its opinion due to the reality which has meanwhile taken place both internationally and in Germany. You will find the complete press text [here](#). The experts of the Technical Commission of the State Regulatory Authorities for Broadcasting (TKLM) have also given their [view](#) on the current discussion.



BR takes over ARD management in 2005

[München - 01.12.04] In the coming year, the Bayerische Rundfunk will manage the ARD business under the chairmanship of its Director-General Dr. Thomas Gruber, who will succeed Prof. Jobst Plog (NDR). This was decided by the ARD General Meeting. According to the ARD statutes, the managing State Regulatory Authority for Broadcasting as well as the ARD Chairman are appointed for one year, while, as a rule, the management is extended for another year. In addition, the Chairman of the BR Broadcasting Council, will be the new Chairman of the Committee Chairpersons' Conference.



BBC lets the bells chime for Digital Radio

[London - 01.12.04] In December the BBC launched a major campaign for its Digital Radio Programmes. Thus the BBC underlines its commitment to Digital Radio and the independent portfolio of Digital Radio Programmes like 1Xtra, 6 Music, BBC 7, Five Live Sports Extra and the Asian Network. The campaign includes [TV-Spots](#) and poster advertising. Emma Thomas, BBC Marketing Manager for Digital Radio: "The aim of this campaign is to inspire people that Digital Radio can offer something for them, whatever they want to listen to."



BLM informs Media Council about Digital Radio

[Munich - 01.12.04] On the occasion of an [information meeting](#) of the Media Council on Digital Radio, Prof. Dr. Wolf-Dieter Ring, President of the Bavarian State Regulatory Authority for New Media that the most important target of the marketing campaign (cf. report dated 15 October, 2004) was to inform consumers about Digital Radio "DAB is the ideal system both for the digitisation of radio as well as for the mobile reception of the most varied systems.... Deficits do not lie in the DAB standard but in the information about the system and the way it has been marketed so far." Please click [here](#) for the press report.



Download the current newsletter as a pdf-document

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