



News



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An info service of Bayern Digital Radio GmbH

Dear Sir or Madam,

before the start of the annual silly season, we are now going to provide you with another whole lot of information revolving around Digital Radio. While the UK is celebrating the 5 millionth receiver and going deeper and deeper into the marketing offensive, Germany's ARD is implementing a digitisation strategy and getting headwind from VPRT (~ Association of Private Radio and Telemedia), as expected. This is an attractive topic for the time remaining until IFA 2007 at the end of August in Berlin, when all the players from the industry and programme sectors will get together again and hopefully sharpen their looks and wits. We wish you all a wonderful summer – at home or on holiday!

Wolfgang Paulus

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Receiver

Digital Radio now in the BR Shop

[Munich – 20.06.07] Bayerischer Rundfunk is the first broadcaster to offer digital radio receivers in its own shop. It starts with the model „Sinfonie“ from trinloc at the special sales price of only EUR 119 incl. VAT plus shipping costs. The receiver comes with both DAB bands (Band III, L-Band) as well as FM reception. It is on sale in the BR-Shop in the „Funkhaus“ broadcasting centre in Munich and in the BR [online shop](#).



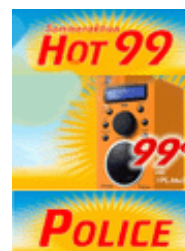
Digital Radio in the UK hits the 5 million mark

[London – 14.06.07] More than 5 million Digital Radio receivers have been sold in the UK so far. This figure was reported to us by the DRDB (Digital Radio Development Bureau) today. The data were gathered in a survey conducted by the market research organisation GfK. If you extrapolate this, it means that approx. 10 million listeners in the UK tune in to DAB. Moreover, these figures correspond with the data collected by RAJAR. More info [here](#).



With „Sinfonie“ to the Police in Munich

[Rheinbreitbach – 11.06.07] With the "Hot 99 – summer campaign" trinloc started their latest promotion campaign for Digital Radio. Everybody who ordered a „Sinfonie“ DAB receiver at the special sales price of EUR 99 (incl. 19 % VAT plus shipping costs) was automatically entered in the special draw of two tickets for the POLICE concert on 22 June, 2007 in Munich. The "Hot 99" campaign ran until the end of June. More info [here](#).



ALBRECHT: DAB with an FM transmitter

[Dreieich – 04.06.07] With their DR 306, Albrecht present the first Digital Radio receiver incl. FM transmitter. It is capable of transmitting Digital Radio programmes and MP3 files wirelessly to the car radio, kitchen radio or to the home stereo system. The manufacturer's suggested retail price is EUR 199. Click [here](#) for all the technical details of the receiver. At the same time, Albrecht are discontinuing the following products: DR 301, DR 402, DR 432 und DR 132.



Roberts Radio now in Germany

[Bad Honnef – 25.05.07] The company Roberts Radio from England, which was already founded in 1932, is now also presenting itself in Germany with a range of Digital Radio receivers. Particularly well known is the Revival Collection – receivers which are designed in the retro style of the 50s and now come with a DAB tuner (Band III). More information on the German [website](#).



Programme

VPRT against additional programme offers from ARD

[Berlin – 25.06.07] VPRT Vice President Hans-Dieter Hillmoth warns against ARD's digital expansion plans in the radio sector (see news item from 19 June), stating that ARD's plans of redesigning existing contents for their new additional offers should be clearly rejected, as they imply the introduction of new programmes in breach of the capping of the number of programmes as provided in the Rundfunkstaatsvertrag (Public Broadcasting Government Act). New programmes may only be introduced in exchange against existing ones, according to Hillmoth. Please click [here](#) for the entire press release.



ARD: Additional digital offers for radio

[Saarbrücken – 19.06.07] ARD wants to continue developing radio as an independent medium in the digital world. To this effect, joint programme concepts for additional digital offers in the programme sectors of children, knowledge and integration are to be prepared. Already existing contributions and programmes are to be compiled into new formats. In addition, a strategy paper is to be developed continuously along these lines by the committees of the Landesrundfunkanstalten (regional broadcasting institutions) as well as on ARD level by the ARD strategy group. More info [here](#).



MI FRIENDS with an expanded programme range

[Munich – 12.06.07] The programme offered by the European DMB partial project MI FRIENDS in Regensburg is being expanded. Since the beginning of June, three video channels (Rmobil, Mobile Media Mix, ROCK ANTENNE 2 go) are broadcast with a new programme structure and a Visual Radio Channel. The related studies are continued with a representative survey of 800 persons and a user survey with 100 test users. More detailed information [here](#).



Coverage



Digital Radio arrives on the scene in Einsiedeln

[Bern – 15.06.07] On lake [Sihlsee](#) (CH) a new DAB transmitter was switched on which now brings Digital Radio all the way to Einsiedeln. As soon as the „hermits“ of Einsiedeln (which translates as „hermitage“) go out to buy Digital Radio receivers, they will be able to receive twice as many programmes freely on air as they used to get with a conventional FM radio up to now. Click [here](#) for more info.



New programmes in Wil thanks to Digital Radio

[Bern – 14.06.07] A new transmitter has now been put in operation in Sirnach. Thanks to DAB, nearly 60,000 Swiss citizens in the environment of Wil are now able to enjoy 11 radio programmes of SRG SSR idée suisse – more than twice as many as they are able to receive with a conventional FM radio. Click [here](#) for more info.



Digital Radio now in Ybrig

[Bern – 30.05.07] A new antenna in Oberiberg brings Digital Radio yet a bit closer to the heart of Switzerland. The Ybrig inhabitants, who were just about able to receive the three DRS programmes via FM have now got a nearly four times larger programme range on offer practically over night: 11 radio stations, among them music stations like Radio Swiss Jazz and Radio Swiss Pop or the SRG programmes of the other language regions, for example La Première or Radio Rumantsch. More info [here](#).



Events



MFD in the medienforum nrw

[Cologne - 05.06.07] MFD Mobiles Fernsehen Deutschland GmbH took part in the medienforum nrw (18 to 20 June) in Cologne. At a press conference, the managing directors explained the objectives of MFD and gave their estimates regarding the future technical developments in mobile-TV, with a special focus on the chances of the standards DMB and DVB-H. MFD Mobiles Fernsehen Deutschland is currently applying for licences for mobile television via DVB-H throughout Germany. The company already received DMB broadcasting licences for the whole of Germany in 2006. Click here for [more](#).



WeWeWe broadcasting via DAB on the occasion of the „Hessentag“

[Frankfurt am Main - 31.05.07] At this year's Hessentag (all-Hessian fair) in Butzbach from 1 to 10 June, the event radio WeWeWe (Welle West Wetterau) transmitted its programme via Digital Radio (DAB) and could be received for 10 days around the clock and all around the Federal state of Hesse. This regional broadcasting station was on site with two studios, one of them was their Glass Studio at the stand of the Hessische Landesanstalt für privaten Rundfunk (LPR Hessen), and the other one was situated in the broadcasting centre of the Ballhaus. This project was supported by Hessen Digital Radio GmbH. Please click [here](#) for the entire press release.



GVK on ARD digital strategy

[Saarbrücken – 20.06.07] The Conference of the Committee Chairmen (GVK) of ARD supports ARD's strategic plans for the digital world. As a contribution to the sharpening of ARD's public broadcasting profile they generally welcome the intention to develop additional digital radio programmes within the sectors of e. g. children, knowledge and integration which are fed with contributions from the Landesrundfunkanstalten. From GVK's point of view, the cooperation ARD aims to have with Deutschlandradio is desirable and called for. More [here](#).



The digital living room of SR

[Saarbrücken – 19.06.07] To make the chances and benefits of digitisation visible, tangible and audible, the Saarländische Rundfunk implemented the model of a digital living room at the castle Schloss Halberg in Saarbrücken. Needless to say, this would not be the same without the technologies DAB and DMB, they just can't be missing. Authorised to act on behalf of ARD, SR is now also planning a mobile digital living room at the IFA in Berlin for the first time. Please click [here](#) for the entire press release.



Factum Electronics active in Asia

[Linköping – 19.06.07] While Factum Electronics AB was already a supplier for the six DMB operators in South Korea in the past, they are now also supplying the equipment for the regional services (more info [here](#)). In Singapore, Factum presented the first-ever live demonstration of a complete DAB+ signal chain from head end to receiver at BroadcastAsia 2007, together with Coding Technologies, Future Waves and Maxscend Technologies. Please click [here](#) for the entire press release.



EBU with Digital Radio Study

[Geneva – 19.06.07] Will FM and AM become extinct? Which digital platforms are available to programme makers today? How can radio do justice to the listeners' progressing needs? The EBU study The "Public Radio in Europe 2007" is supposed to answer all of these questions, too. It is considered the first comprehensive study which investigates the role played by public radio stations in the development of Digital Radio. This is the way to the [study](#).



Campaign on the 5-millionth receiver

[London – 19.06.07] In July, [DRDB](#) (Digital Radio Development Bureau) will place a series of full-page ads in leading daily newspapers in Birmingham, Manchester and the South West, followed by Yorkshire, Scotland and the North East in October, as well as London in December. The hook for this ad is the sale of the 5 millionth Digital Radio receiver in the UK. The intention is also to pick up the thread from the radio campaign which is to go on air in July on a national scale. Already this week, there shall be ads in dealer magazines.



EtherWaves and DIGIDIA: DAB+ transmitters and receivers

[Tel-Aviv - 19.06.07] On the occasion of BroadcastAsia, Singapore (19 – 22 June) EtherWaves and [DIGIDIA](#) showed a complete DAB+ transmission and reception system. This system includes DIGIDIA's FlexiDAB head end system and EtherWaves' DAB+ receivers. Based on Sonata's ready-for-production module, the EtherWaves receiver is a complete DAB+ digital radio unit with a lot of functions and features, which is implemented on one single low-cost DSP. More info [here](#).



EtherWaves implements new platform

[Tel-Aviv - 14.06.07] EtherWaves has announced the introduction of "Juliet", a "DAB+/DMB stand-alone production-ready platform". This new product is supposed to just simply enable manufacturers of radio units to build receivers with the extended audio codec DAB+, or respectively to add the DAB technology to existing units. Please click [here](#) for the entire press release.



MFD wins Naspers as an investor

[Cologne/Cape Town – 14.06.07] The Mobile TV Provider MFD Mobiles Fernsehen Deutschland GmbH has won the South African media and technology group Naspers Limited as a strategic investor. Thanks to this new partnership, MFD will be able to benefit from Naspers' extensive expertise in media services, technologies and mobile-TV and considers itself excellently positioned for the further development of mobile-TV. Please click [here](#) for the whole press release.



Cooperation: Future Waves and Maxscend

[Abingdon/Shanghai – 12.06.07] In a joint declaration, the two companies Future Waves and Maxscend have announced their cooperation in the areas of Mobile Video and Digital Radio. Future Waves is one of the leading suppliers of RF solutions for the digital radio market. Maxscend currently offers the smallest and most economical baseband demodulator for DAB und T-DMB world-wide. More info [here](#).



Salm wants to get Cellphone TV going in Germany

[Munich – 12.06.07] With her new venture capital fund „About Change Venture“ (ACV), media entrepreneur Christiane zu Salm wants to invest in companies in Germany which bring together television and mobile telephony. "With Cellphone TV, there is now a new market developing with new contents and new narrative forms", says zu Salm in an interview with Euro am Sonntag (broadcast on 10 June 2007). Planned are short formats with a duration of one to three minutes. Please click [here](#) for the entire article.



Europe-wide free access to traffic information

[Cologne – 06.06.07] The President of the European Broadcasting Union (EBU) Fritz Pleitgen expressed himself in favour of free access for public broadcasters to public traffic data at an event in Berlin. It was unacceptable that "safety-relevant information which is provided by the public authorities degenerates and becomes the mere object of business models" Pleitgen said to the EU Ministers of Transport in Berlin. Please click [here](#) for the entire press release.



Kurt Beck on digitisation

[Halle/Saale – 04.06.07] In spite of threats from Brussels, Germany keeps going its own way when it comes to Cellphone TV. This was said by Kurt Beck, Minister President of Rhineland-Palatinate and Head of the Radio Commission of the Federal States in the latest edition of the „Opinion Barometer Digital Radio“. Further topics: "New players on the broadcasting market – What is the consortium of Vodafone, T-Mobile and O2 planning?", "Broad vote for digitisation funds – experts discuss the future of the radio", and "Digitisation of radio as a regional business engine". Please click [here](#) for the entire edition.



Digital Radio West with a new Website

[Cologne – 04.06.07] Digital Radio West GmbH relaunched its website in June. One of the new things on this site is e.g. the optimised coverage map with a zoom function. The tried-and-tested receiver data base was improved and refined, and it now offers the most comprehensive information on this topic. If you click [here](#), you can check out this new website straight away. DRW was founded in 1999 by Westdeutscher Rundfunk, T-Systems International GmbH, Landesanstalt für Medien and Deutschlandradio and supports the digital radio transmitter network in North Rhine-Westphalia in its capacity as transmitter network operator.



Joint declaration from ARD, VPRT and ZDF

[Berlin – 30.05.07] On the occasion of the Review of the EU Regulatory Framework for Electronic Communications Networks and Services, ARD, VPRT and ZDF warned against selling off frequencies. In a joint declaration the broadcasters expressed themselves against the trading of radio and television frequencies as well as a distribution of digital transmission capacities purely on the basis of economic principles. Click [here](#) for the entire press release.



Irdeto and SafeNet cooperating

[Baltimore/Maryland/Hoofddorp – 30.05.07] SafeNet, Inc and Irdeto have announced their cooperation in the area of Mobile TV Protection. The solution found unites two technologies which are normally competing: encryption systems and digital rights management (DRM). The objective is to reduce risks and uncertainties for broadcasters and operators as well as to utilise the potential for mobile-TV. The solution supports technologies like DAB, DMB, DVB-H and MBMS. [Here](#) is the entire press release.



Director Dr. Victor Henle retired

[Erfurt – 25.05.07] Dr. Victor Henle, who has been the Director of the Thuringian Landesmedienanstalt TLM since 1992, retired from office and celebrated his farewell on the occasion of the Thüringer Medientreff. In several ceremonial addresses Henle's merits in building up and establishing the private radio and television landscape in Thuringia were praised. Jochen Fasco, his successor as of 1 June, emphasized that his objectives are, among other things, the special consideration of local and regional offers when changing over to the digital world. Please click [here](#) for the entire press release.



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