



News



March 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

Digital Radio now with iVOX

[London - 24.02.05] PURE Digital, leading manufacturer of Digital Radio receivers presents a new feature: iVOX. Using iVOX technology, the new SONUS-1XT tells listeners the available Digital Radio stations as they scroll through them, the time, alarm settings, and even talks through all aspects of setting up the radio. The receiver has already started shipping to retail in the UK and will sell at the suggested retail price of £119.99. For more details please click [here](#).



Digital Radio at the T-Online Shop

[Darmstadt - 23.02.05] Digital Radio receivers are now available from the T-Online Internet Shop. The category 'hi-fi-components' contains a special section for Digital Radio which lists three receiver models from Albrecht. The prices for the handhelds and kitchen radio are between EUR 168,90 and EUR 219,90. You can enter the shop [here](#).



Sony Launches the XDR-M1

[London - 21.02.05] The legendary WALKMAN from Sony becomes digital. The XDR-M1 includes FM/DAB (Band III), a four-line backlit LCD display complete with clock, giving you all the information you need from your chosen station, as well as being able to store text so you never forget the name of a song. The WALKMAN also has the capacity to store over 40 of your favourite stations and packs a mighty sound punch with Mega Bass. More information [here](#).



Audi A6 with Digital Radio in

[London - 15.02.05] Contributing towards its 'Vorsprung durch Technik' this summer Audi is to complement its new series Audi A6 Saloon and A6 Avant in the UK with a DAB module. The additional charge for the DAB module according to the list will be GBP 345 (incl. tax). The brochure including price

list for these models can be downloaded [here](#).



Homecast starts with DAB-100

[Seoul - 15.02.05] Homecast is to enter the German market with a portable Digital Radio receiver. The receiver suited for FM and Digital Radio (Band III, L-Band) will be introduced at the CeBIT in Hannover. From April onward, the DAB-100 should be in the shops at a suggested retail price of EUR 179. New models are planned for the fall of this year. eM Technics, founded in April 2000, has been focusing on digital set-top-box manufacturing and in 2004 launched its own brand "Homecast". Detailed information to the product can be found [here](#).



EPG for DAB approved by ETSI

[London - 03.02.05] How we listen to the radio is set to undergo a revolutionary change as a pan-European EPG (Electronic Programme Guide) standard is approved by ETSI (European Technical Standards Institut). Now new features can be added to Digital Radio that makes Radio more comfortable. Already, leading Digital Radio manufacturer PURE Digital has a software update available for its bug (see news 24 Januar 05). [Here](#) is the complete press release.



TI and RADIOSCAPE cooperate for DRM

[London - 01.02.05] Texas Instruments Incorporated (TI) is working with RadioScape to develop the necessary hardware and software to support Digital Radio Mondiale™ (DRM™). By exploiting the reach of these frequencies, DRM complements DAB to provide digital reception anywhere in the world. The aim is to create a platform for receivers including reception for FM, AM, DAB and DRM. TI and Radio Scape already cooperate successfully at driving the DAB market. The complete press release you find [here](#).



Radioscape drives Digital Radio market expansion

[London - 01.02.05] RadioScape has announced that it is expanding its business to include the direct supply of its award-winning DAB modules. Until now, the company licensed the designs for these modules to third party manufacturers who built and supplied the modules to the radio OEMs. This will enable significant savings to be made on the costs of the modules that can be passed on to customers and shorten delivery times. For the complete press release please click [here](#).



Programme

Radio Augsburg + TechniSat promote Digital Radio

[Augsburg - 23.02.05] Radio Augsburg promotes its Digital Radio station until March 20th. For this promotion Radio Augsburg has partnered with receiver

manufacturer [TechniSat](#). Those who participate in the competition can win one of twenty Digital Radio receivers. Closing date for [participation](#) is March 15. For further information please click [here](#).



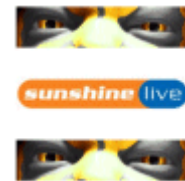
NOVA RADIO goes Frankfurt

[Kassel - 15.02.05] The Media Authority for Hessen (LPR) has granted [NOVA RADIO](#) GmbH & Co. KG a concession for a Digital Radio station. Nova Radio will be broadcast from the telecommunications tower in Frankfurt and can be received in the area of Frankfurt/ Offenbach (L-band). NOVA RADIO is based in Munich and delivers trendy national and international electronic music like House, Drum'n'Bass and EJazz. Moreover, Special focus is on the support of DJs and productions from Germany.



Sunshine Live now in Rheinland-Pfalz

[Stuttgart - 10.02.2005] Dance radio Sunshine Live is now available via Digital Radio throughout Rheinland-Pfalz. Further programmes in the bouquet are Das Ding, DeutschlandRadio Berlin, cont.ra, SWR1 RP, SWR2 and SWR3. Detailed information about the channel at [sunshine-live.de](#).



Events

Digital Radio teams up with DGS and Vauxhall

[London - 10.02.05] Following record sales of Digital Radio receivers for 2004, the DRDB (Digital Radio Development Bureau) launches its first on-air promotional campaign for 2005. The DRDB has linked commercial radio broadcasters with two of the UK's leading retailers - Vauxhall and Dixons Group Stores - in an eight week national promotion designed to increase sales during the traditionally slow sales months of February, March and early April. More details about this campaign you find [here](#).



Radio Galaxy started promotion for Digital Radio

[Regensburg - 09.02.05] Radio Galaxy started a huge promotion campaign for Digital Radio on their station. The aim is to communicate the advantages of the new technology. Within six weeks various promotion spots will be broadcast and a competition with Digital Radio receivers from Trinloc will be carried out. Radio Galaxy can be received in the whole of Bavaria via Digital Radio and additionally via 13 FM- frequencies. The complete press release you find [here](#).



ROCK ANTENNE enforce promotion for Digital Radio

[Ismaning - 01.02.05] ROCK ANTENNE intensify their promotion pro Digital Radio. In February the team had been on tour in Augsburg, Nuremberg and Munich with their RoadRunner promotion (see news 20 Januar 05). In cooperation with the BDR, ROCK ANTENNE also present Digital Radio at the International Motorbike Show. Further activities with different partners still to come. The complete press release you find [here](#).



New members for IMDR

[Bonn - 18.02.05] Initiative Marketing Digital Radio welcomes three new members: Pure, the UK market leader among the manufacturers of Digital Radio receivers, Radyo Metropol, the first Turkish-language radio station in Germany and vilradio, a private programme provider on Digital Radio in Nuremberg. For the complete press release please click [here](#).



Digital Radio awareness up

[London - 15.02.05] Consumer awareness of Digital Radio in the UK stands at 59% of the adult population, or 29 million people. Research conducted by Ipsos RSL Omnibus on behalf of the DRDB (Digital Radio Development Bureau) in January showed a year-on-year increase in awareness of 16 percentage points, up from 43% in January 2004. Detailed information you find at [DRDB](#).



Good prospects for Digital Radio in Germany

[Königswinter - 11.02.05] The "Centre for Evaluation and Methods" of the "Rheinische Friedrich Wilhelms University in Bonn has completed a survey based on 2012 telephone interviews. The purpose was to gather information regarding the prospects of Digital Radio in Germany, especially the number of receivers sold so far and the future market potential (see news 07 December 04). The study is now available [online](#).



France is set for Digital Radio

[Paris - 11.02.05] On the occasion of the opening of Le Radio!, a major event for radio in Paris, Dominique Baudis, President of the French regulatory authority sets a clear statement for Digital Radio: "Digital Radio is an inevitable and desirable evolution of radio. There is no reason to remain in analogue and no reason not to benefit from digital technologies and their advantages to the listener." Even for the capital with 50 FM stations on air Baudis sees potential for growing in the course of the digitalisation. The complete press release you find [here](#).



Digital Radio: New Analysis

[Kassel - 10.02.05] At the moment the DAB Digital Radio system is the only one available with all its components for the digitalisation of audio broadcasting. It is also the one best adapted to the FM users' habits. A nationwide DVB-T coverage (inhouse-reception) may be ruled out. These are the results of a survey commissioned by the Conference of Directors of the Regional Media Authorities. The complete text of the research can be read [here](#).



ARD Chairman in favour of digitalisation

[Halle - 01.02.05] The ARD is committed to the digitalisation of broadcasting. Dr. Thomas Gruber, Director of Bayerischer Rundfunk and acting Chairman of ARD, confirmed this commitment in an interview. The public broadcasters have to take over the leading role, establishing the new distribution platform. For the complete interview please click [here](#).



Download the current newsletter as a pdf-document

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