



News



March 2007

An info service of Bayern Digital Radio GmbH

Dear Sir or Madame,

in the last weeks many studies and surveys have been conducted regarding the market potential of mobile TV. The findings vary a lot. In my mind, the decisive factor does not lie in the product itself. The question is whether this burgeoning industry can thrive and prosper in the current economic climate in Germany, or whether regulatory policies, controversial interests and structures will suffocate the product development prematurely.

Best wishes for an early beginning of spring.

Sincerely,

Wolfgang Paulus

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Receiver

Digital Radio receivers at auction

[Rheinbreitbach – 20.02.07] Trinloc continues advertising Digital Radio. In a recent two-week promotion campaign the highest bidder was awarded a receiver MP3 recorder type (regular price: 79 euros). This receiver is able to record the DAB signal onto the PC harddisk via USB without loss of sound quality.



DiBcom with all-in-one device

[Paris – 12.02.07] DiBcom has announced a new component for mobile TV. The module called DIB1908x-H comprises standards like DVB-T, DVB-H, DAB und T-DMB as well as the frequency bands VHF, UHF and L-Band. The integration of these components will allow manufacturers to bring to market radios which respond to the diversified requirements worldwide. The first samples will be available on the market in the second quarter of 2007. For more information please click [here](#).



Frontier Silicon with new Module

[London – 09.02.07] Frontier Silicon has launched [Venice 6](#), a new module which allows manufacturers to bring to market global DAB radios which can be introduced into all DAB markets, regardless of the transmission band used or DAB standard adopted. It is the first product to integrate DAB (Band III, L-Band) FM front-end together with an on-board WiFi antenna in a single module. Venice 6 is capable of receiving Internet Radio and music streamed from a PC. The first receivers with Venice 6, which also supports the new additional audio codec in DAB, are expected in the shops by July. For the complete press release please click [here](#).



Samsung launches T-DMB with TPEG

[Seoul – 06.02.07] Samsung Electronics Co. Ltd. launches the first terrestrial Digital Media Broadcasting phone that supports the Transport Protocol Experts Group (TPEG) feature. The Samsung SPH-B5800 provides users with traffic information updated every five minutes, as well as information about famous local restaurants and travel guides via terrestrial DMB channels. A subscription to a telematics service is required to use the TPEG service. The price for the B8500 will be around \$600. For the whole press release please click [here](#).



Mercedes UK has launched DAB

[Stuttgart/London – 02.02.07] [Mercedes-Benz](#) has presented the latest model of its new C-class - which has become the top seller series of the Mercedes-Benz brand. In the sector of the compact premium cars the new model is being launched in the UK with DAB as an option. The factory fitted option is available at about 400 euros. The device enables reception in Band III and L-Band. The date of the planned launch in Germany is not yet known.



DENON with Digital Radio Receiver

[Nettetal – 02.02.07] DENON, one of the leading manufacturers in the professional audio technology sector (founded in 1910), now offers a stereo receiver with DAB/FM receiver. The device labelled DRA-700AE DAB is able to receive FM and AM broadcasts as well as DAB Digital Radio stations (Band III and the L-band). The receiver with a silver and black finish enables the presetting of 56 DAB stations and costs 519 euros. For further information please click [here](#).



Digital Radio Receivers at Dumping Price

[Rheinbreitbach – 02.02.07] In early February, Trinloc, in cooperation with Collis&Engel, has started a promotion campaign for Digital Radio. Anyone taking part in the competition which is presented under the slogan "88-4-99" has the chance of getting a Digital Radio receiver of the ‚Sinfonie‘ type at the special price of 99 euros (the actual retail price amounts to 159 euros). You can enter the shop [here](#)



debitel: Sluggish Demand for mobile TV

[Köln – 26.01.07] On the occasion of the [Euroforum](#) debitel has expressed a reserved assessment of the DMB mobile TV business start. [Debitel](#) is confident, however, that customers interest will be growing over the next months. So far, major stumbling blocks have been the retail market (electronics stores), a shortage in devices, poor programme choice, and the prices. All these factors have impeded business so far. In the meantime, LG and Samsung have announced to speed their supply of DMB receivers. Moreover, in order to appeal to the young target groups and technology-minded people debitel is also holding discussions with no-name manufacturers.



Larger programme choice with Digital Radio

[Bern – 19.02.07] The launch of a new DAB transmitter in Switzerland (Läufelfingen) has tripled the Digital radio programme offering via antenna in that region. With the launch of the new DAB transmitter the offering has increased from three up to 11 stations in FM quality. Low priced DAB receivers in Switzerland are retailed at about 130 SFr. For more information please click [here](#).



New station for Stuttgart

[Stuttgart – 19.02.07] In Stuttgart another attractive radio station is on air now: The Munich Clubradio [RadioAktiv.Fm](#) with a focus on dance and techno has been launched in and around Stuttgart. RadioAktiv.Fm provides interactive programmes in the sense that the young audience is invited to act as DJs. At [www.radioaktivfm.de](#) the visitor can choose the favourite title by email that he or she wants to be played next. For more information please click [here](#).



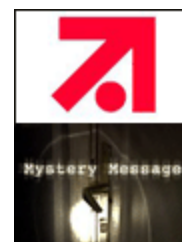
BR with new logo

[München – 13.02.07] Following an extensive selection procedure [Bayerischer Rundfunk](#) has commissioned the agency Citigate Demuth (Frankfurt) to revamp its logo. The new design is to represent Bayerischer Rundfunk as a cosmopolitan and future-oriented company. The original logo dated since 1963 and had in the meantime undergone only one minor modification. In the course of this change the programme logos will be adapted accordingly.



Mystery Message on Mobile TV

[München/Köln – 07.02.07] ProSiebenSat.1 Mobile has produced a special DMB Mobile TV format. Screening of 'Mystery Messages', a detective story (a father searching for his daughter teams up with a lady detective) has started in February. The series is presented daily over a period of two weeks in self-contained sequences of about two minutes each. For further information please click [here](#).



UK: DAB Digital Radio Slideshow Trial

[London – 06.02.07] At the end of January, a trial has been started in the UK that showcases the capacity for digital radio to support high quality, colour image slideshows in broadcasts. Londons multiplex operators, GCap Media, Emap Digital, Switch Digital (UTV) and broadcasters Virgin Radio and Chrysalis Radio, have joined forces to create the two-month trial. The trial has been developed in partnership with iRiver. Try the service now and send us your feedback [here](#).



New programme formats for DMB

[Köln - 02.02.07] MFD Mobiles Fernsehen Deutschland has complemented its made-for-mobile package with a new programme from "ProSiebenSat.1 Mobile". The format tagged 'watchaTV' is being transmitted daily at 10 a.m. and 19:30 p.m respectively, to DMB mobile phones. 'watchaTV' offers a mix of short movies from young filmmakers and video artists as well as reports from the current shooting of new cinema movies and private video clips, so-called user generated content from the archives of videotube.de. The complete press release can be read [here](#).



Coverage

Switzerland: DAB blossoms at Valentine

[Bern – 14.02.07] The new DAB transmitters at Reuenthal (northern Switzerland) and Rietheim respectively now have given fresh impetus to the DAB radio landscape in the regions around Würenlingen, Döttingen, Koblenz, Leibstadt and Böttstein, the transmitter Rietheim enhances coverage as far as Zurzach, Rekingen and Rietheim. For more informatino please click [here](#).



DMB starts in Düsseldorf, Essen and Bonn

[Düsseldorf - 07.02.07], The citizens of Düsseldorf, Essen and Bonn – all in all around 1.5 million people - now have the possibility to enjoy mobile TV services in the palm of their hands. Provided they have the appropriate device, they can receive ‚watcha‘, the service of MFD Mobiles Fernsehen Deutschland, as well as the DAB digital radio stations. 16 urban centers with a total of around 16 mio inhabitants can now access DMB mobile TV programme services. For the whole press release please click [here](#).



Events

WORLDDMB presents DMB at 3GSM World Congress

[London – 09.02.07] Digital Radio has been on air in Barcelona for eight years now. A choice of 22 public and commercial channels are available. At this year's Congress (12. – 15 feb) WorldDMB is going to debut with live programming via DMB/DAB-IP. For the complete press release please click [here](#).



ARD at IFA: Focus on Digitalization

[Saarbrücken – 06.02.07] This year [ARD](#) will again be present at the IFA which is due to take place from 31 August to 05 September. The focus being on digitization, ARD will be displaying the whole scale of opportunities – regarding both, programming and technology - which digitization opens up. This year it is the turn of RBB, the ARD state public broadcaster of Berlin-Brandenburg, to organize the exhibition activities and presentation.



Miscellaneous

WDR launches Digital Radio Portal

[Köln - 19.02.07] WDR (Westdeutscher Rundfunk) has introduced a separate Digital Radio portal on its website. Visitors are provided with information about the channels of distribution of the various technologies, e.g. DAB, DVB-S, web radio, podcast. They can tune in to digital stations, listen live and delve into the reception advice site. Just try [here](#).



Standardisation for DAB+

[London – 13.02.07] ETSI has now officially agreed to adopt an additional audio codec for DAB. The respective specification nummer is ETSI TS 102 563 V1.1.1. The brand name „DAB+“ had been made public by WorldDMB some days before. ETSI (European Telecommunications Standards Institute) is an independent non-profit organization, and is officially responsible the standardization of information and communication technologies in Europe. For the complete press release please click [here](#).



Brand name for new Audiocodec

[London – 12.02.07] The ETSI Standardization of the new audio coding for DAB has reached its final phase. WorldDMB now disclosed the official brand name under which the new codec will be promoted by broadcasters and receiver manufacturers and consumers worldwide: "DAB+" is the brandname. The next step will be the graphical addition of the plus (+) to the existing logo. For the complete press release please click [here](#).



Titel

[Berlin – 30.01.07] The VPRT (Verband Privater Rundfunk und Telemedien e. V.) basically approves the [key points](#) set up by the DLM (Direktorenkonferenz der Landesmedienanstalten – directors conference of the state media regulators) regarding DVB-H, in that they clearly point out that the state media regulation is to decide on the adoption of this technology. The VPRT points out that the issuance of capacity licences to "pool companies" has to be defined. In spite of their reservations, VPRT favours a speedy digitization of radio and television in Germany. For the complete press release please click [here](#)



Breathing Space for SRG SSR idée suisse

[Bern – 29.01.07] Additional subsidies of up to 145 mio CHF which had been requested by SRG SSR were granted only in part by the Bundesrat (the Federal Council of Switzerland). The Bundesrat though committed to continue the spectrum development, particularly with regard to the technological upgrading of radio and television. At the same time the realization of a third DAB Layer has been cancelled while the realization of the 2nd has been postponed. The complete press release can be read [here](#).



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