

SPECIAL

Relaunch of www.BayernDigitalRadio.de

[Munich - 22/10/03] On the occasion of Medientage München (Munich Media Days) Bavaria published its newly designed Digital Radio website. With this relaunch, BDR takes another step towards a uniform appearance of Digital Radio in public. The website is oriented to the national portal www.digitalradio.de, both in its optical appearance and in its content, and offers information in greater detail specifically for the Federal state of Bavaria. More information available [here](#)



RECEIVERS

NOVA RADIO breaks 200 Euro record for Digital Radio

[Munich - 28/10/03] NOVA RADIO, Perstel and Digitalradio24 make it possible: the first portable Digital Radio receiver in Germany at a price of less than 200.- EUROS. On the occasion of the opening of the DAB Digital Radio Shop of NOVA RADIO, www.DAB-Digitalradio.de offers the first portable pocket receiver Perstel DR 101 at the special price of 199.- Euros including a connecting cable for the stereo equipment at home, as well as a power pack. This offer is available until the first Saturday in Advent. Other broadcasters are allowed to import the link to their websites. For any further information please refer to the [press release](#).



PROGRAMME

Educational Radio for Berlin

[Berlin - 27/10/03] The first educational radio in four languages (German, English, Turkish, Polish) will start in November 2003 on Digital Radio and on the Internet in Berlin. The target groups are children, young people, parents and grandparents. Its purpose, among other things, is to communicate knowledge and information on methods and techniques for supporting children in coping with their tasks at school so that their development at school can be monitored and accompanied in an appropriate way. More information available [here](#).



Sunshine Live will soon shine in Ulm

[Stuttgart - 27/10/03] The Media Council of the Landesanstalt für Kommunikation (LFK, Regional Institute for Communication) decided to allocate an FM frequency in Stuttgart to the national Dance Radio "sunshine live", and allowed it to transmit in the Ulm area via Digital Radio. "sunshine live" defines itself as a national private broadcasting station for current trends as well as for the club sound of young radio listeners. More about this radio station at www.sunshine-live.de.



COVERAGE

Optimisation activities in the local network of Munich

[Munich - 22/10/03] On 21 October, 2003 the transmitter power output could be increased in the L-Band of Munich at the location of the Olympic tower. The Olympic tower is the main supplier of the network which currently includes five transmitters. This optimisation sets a positive example for the development of Digital Radio in Bavaria at the start of Medientage München today. As a licensor, the Regulatory Authority for Telecommunications and Posts consistently supports the activities undertaken by BDR with regard to quality improvement and network development.



EVENTS

Future-focussed symposium on Digital Radio in Frankfurt

[Frankfurt - 15/10/03] With a forward-looking symposium Hessen Digital Radio wants to set new examples for Digital Radio in Germany. Dirk Risse, the Managing Director, states: "With the Frankfurt "Zukunftssymposium" we seamlessly link up with the success of Digital Radio at the Internationale Funkausstellung (IFA) in Berlin. We want to show which business opportunities the new radio technologies DAB, DRM, DVB-T offer for large groups of users and demonstrate these to new market participants in particular". Further information on the symposium is available [here](#).



MISCELLANEOUS

Minister President Stoiber throws his weight behind Digital Radio

[Munich - 23/10/03] On the occasion of the opening of Medientage München, Bavaria's Minister President Edmund Stoiber clearly declared himself in favour of the digitisation of radio: "I shall do what I can to see that the transition periods resolved in 1999 by the Federal Government and the states are adhered to or even reduced. This means that analogue radio should not exist beyond 2015. From 2006 at the latest, only radio and TV sets should come to the market which are suitable for both analogue and digital reception. This can either be achieved by means of a self-obligation on the part of the industry, or on the basis of a Federal law." More information in the [press release](#).



BDR commits itself for Digital Radio

[Rome/Munich - 17/10/03] The [WorldDAB Forum](#) elected the members of its Steering Board in Rome. This year, Mr. Graf, the Managing Director of Bayern Digital Radio GmbH stood as a candidate for this office for the first time as well as successfully. Apart from 4 further members from Germany he is now going to represent the positions of the German market in the Managing Board of this world-wide organisation for two years. In the framework of this forum, the 77 organisations, public authorities and companies coordinate the activities for the global market launch of digital radio technologies. Mr. Graf was also elected Board Member of the "[Initiative Marketing Digital Radio](#)".



Germany and France joining forces for Digital Radio

[Berlin/Paris - 02/10/03] During their 81st Franco-German government consultations, Germany and France decided to adopt a common initiative for more economic growth in Europe. With this initiative for increased growth, Germany and France want to give fresh stimulus to the competitiveness of their economies, as well as achieve higher employment levels. The rollout of terrestrial digital radio and television was established as a common project by the members of the initiative. For the complete text of the Federal Government, please click [here](#).



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