



News



October 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

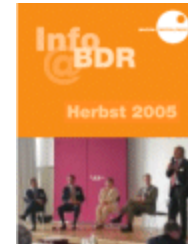
Content

- ▼ Special
- ▼ Receiver
- ▼ Programme
- ▼ Coverage
- ▼ Events
- ▼ Miscellaneous

Special

info@BayernDigitalRadio: Experts Panel in Munich

[München - 22.09.05] On September 20th, Bayern Digital Radio GmbH for the second time hosted the info@BayernDigitalRadio panel of experts. Altogether around 70 experts from the programming & manufacturing industries, politics, research and development as well as the advertising industry took the opportunity for an exchange of views in the stimulating ambiance of the 'Literaturhaus' with a lovely panoramic view of Munich city. The various presentation scripts can be downloaded [here](#).



Receiver

Laptop with DMB/DAB from Atmel and LG

[Heilbronn/Seoul - 08.09.05] Atmel Corporation and LG International Co. Ltd. together have announced a new product line of laptops including DMB/DAB. The Laptop LW40 Express from LG is being equipped with the Atmel ART2740 processor. The laptop enables the display and recording of DMB programmes. The 14-inch LCD display with a resolution of 1280x768 clearly targets the DVD-users. For more information regarding the cooperation please click [here](#).



Successful DMB Trial at IFA

[Bonn/Berlin - 06.09.05] Small, portable devices, displaying moving images were a hot topic and eye-catcher at the IFA. Trial broadcasting via DMB (Digital Multimedia Broadcasting, which is based on the DAB technology) of programmes such as N24, EinsExtra and ZDF Infokanal were demonstrated. Appropriate receivers were also displayed by IMDR members Samsung and Albrecht. For further information please click [here](#).



A sensual treat: Tivoli Digital Radio

[Dublin - 05.09.05] The legendary design classic 'Model One' radio by Henry Kloss with AM/FM tuner is now available with DAB Digital Radio (Band III) in GB. The price is around GBP 229. The receiver features a timer, a snooze button and the option to be awoken by the alarm or by the radio. Also, the models CD and subwoofer from Tivoli can be comprised for a complete music system. For further information please click [here](#).



Programme

WILANTIS extends DAB coverage

[Stuttgart - 22.09.05] Radio WILANTIS - the knowledge radio can now be received on Digital Radio also in the cities of Mainz and Ludwigshafen. With the slogan "80 % speech - 0 % boredom" WILANTIS aims at transferring knowledge and understanding to its audience. WILANTIS has been transmitting its programme over the five local Digital Radio stations of Baden-Wuerttemberg since May 2005. For further information please read the [press release](#) here.



Trials with terrestrial Digital Radio Mobile Services

[Frankfurt am Main - 05.09.05] The DLM, the Directors' Conference of the Media Authorities of the federal states, agreed on the realisation and coordination of trials for mobile DAB broadcasting (e.g. live TV to mobile phones) on a national level on the basis of the DMB and DVB-H standards. The German state media regulators agreed to immediately start the official proceedings, i.e. the relevant applications with the 'Bundesnetzagentur' (the national agency for frequency allotment), in order to speed up the frequency allotment required for a timely conduct of trials, especially with regard to availability of these mobile services for Football World Cup 2006. For the complete press release please click [here](#).



Coverage

Scenario for improvement of DAB reception

[Bonn/Berlin - 06.09.05] The IMDR (Initiative Marketing Digital Radio) has expressed satisfaction over the clear ARD stance regarding an increase of DAB transmission power. Improved field strength for the national coverage would considerably improve inhouse reception of Digital Radio programmes. IMDR Chairman Helwin Lesch said: "With the support of ARD we are confident to solve the problem and find a common scenario all the federal states can agree to." The whole press release can be found [here](#).



Events

Positive Signals from IAA 2005

[Frankfurt am Main - 21.09.05] At a conference at the International Motor Show a VDA representative (Association of automobile industry) reaffirmed that with regard to the further development of telematics services the automotive industry relies on the swift introduction of DAB Digital Radio. The campaign "congestion-free Hesse" of the state government of Hesse is set to resolve the problem of traffic congestion in Hesse with innovative technologies and intelligent traffic management. For more information please click [here](#).



IBC Amsterdam

[Amsterdam - 07.09.05] From 9 - 13 September media industry experts gathered at IBC2005, the International Broadcasting Convention in Amsterdam. The topic Digital Radio was supported at the booths of [WorldDAB](#), [IRT](#), [Samsung](#), [T-Systems](#) and [Radioscape](#). More than 100 companies were exhibiting Digital Audio Broadcasting devices. For more information please click [here](#).



Major campaign for Digital Radio in Saarland

[Saarbrücken - 07.09.05] LMS, the Saarland Media Authority, together with the Saarland State government and Digital Radio Saar GmbH have launched an information campaign alongside with the start of seven new Digital Radio programmes in Saarland. For more Information please visit <http://dab.digitalradiosaar.de/>



Miscellaneous

DAB a growth factor

[London - 23.09.05] A new study entitled "Mobile Multimedia Broadcasting - Opportunity or threat to mobile operators?" from England examines the market potentials of the new mobile DAB-based services in the next 5 years. As a result the systems DAB und DMB are considered to be significant growth factors. The sale of mobile phones with DAB is estimated to amount to 29.5 mio units by 2010. For further information please click [here](#).



ARD + ZDF pro digitalisation of TV

[München - 22.09.05] ARD und ZDF both favour the the extension of DVB-T coverage on a large scale. The transition from analogue to digital terrestrial TV is to be pursued consistently, aiming at a final household penetration of 90% by the end of 2008. By then analogue TV is to be switched off. For more information please click [here](#).



ARD guide to digitalisation of radio broadcast

[Mainz - 09.09.05] With a programme entitled "Starting signal for the transition" ARD provides online information on the digitalisation of radio broadcast. The various systems e.g. DAB-T, DVB-S-, DRM or DVB-T radio are being presented and complemented with a rough evaluation by means of a , questionnaire': Where do I want to listen to the radio? Which programmes are of interest to you? Which topics do you prefer? Which is your preferred transmission medium? For the complete guide and further links please click [here](#).



Denmark has taken an initiative

[Kopenhagen - 08.09.05] In Denmark private stations, sales organisations and retailers of Digital Radio receivers have formed a kind of consortium named DAB Denmark, in order to make the customers familiar with the benefits of the new technology. With their commitment they support the campaign of the public broadcaster DK. So far, in Denmark 65.000 Digital Radio receivers have been sold and 100.000 are targeted by the end of the year. For further information please click [here](#).



Schröder comments digitalization of radio broadcast

[Halle/Saale - 08.09.05] Chancellor Gerhard Schröder estimates the transition to DAB Digital Radio to be finalised in Europe by 2012. According to Gerhard Schröder the application of additional services on the one hand and the integration on the part of the automobile industry of DAB as a standard equipment on the other hand will provide major impetus for Digital Radio. The complete interview and further information can be found in the current issue of the magazine [„Meinungsbarometer Digitaler Rundfunk“](#).



Prognos presents new report ‚Radio 2009‘

[Freiburg - 07.09.05] The latest theme report from Prognos with the title "Radio 2009 - Analogue in the digital era" has been issued lately. The main topic provides an insight into the consequences of the "delayed digitalisation of radio" in Germany, Austria and Switzerland. The fact that a large part of the younger audience has turned to more dynamic media gadgets like e.g. MP3-Player and Podcasting is deemed critical for the future of the radio market. For further information please click [here](#).



5-year forecast from UK

[London - 05.09.05] The Digital Radio Development Bureau has submitted a report which provides an analysis of the market potential of new mobile broadcasting services over the next five years. According to the study in 2009 more than 40% of the homes will be equipped with a Digital Radio receiver. That accounts for 20 mio cumulative units sold by 2009. Once major car manufacturers offer Digital Radio as factory line-fit the overall car radio sales figure is expected to account for 702.000 units by 2009. More information can be found [here](#).



Digital Radio Compendium on CD

[Bonn - 05.09.05] Just before the start of IFA the IMDR (Initiative Marketing Digital Radio) has published a CD with all data and facts concerning DAB/DMB. Moreover, the CD contains interesting interviews with representatives from the automobile industry, programme makers, network companies und media specialists from politics. The CD can be requested directly from [IMDR](#).



Samsung Electronics joins IMDR

[Bonn/Berlin - 02.09.2005] At the opening of IFA 2005 in Berlin, representatives of IMDR and Samsung Electronics GmbH Deutschland have announced their cooperation. IMDR Chairman Helwin Lesch officially welcomed Thomas Ferrero, Corporate Marketing Director of Samsung Electronics, as a new IMDR member at the IMDR booth. For the complete press release please click [here](#).



Download the current newsletter as a pdf-document

V.i.S.d.P Wolfgang Paulus · publisher:

Bayern Digital Radio GmbH · Pfälzer-Wald-Str. 32 · D-81593 München · Tel. 49 89 45115-131 · Fax -199

www.bayerndigitalradio.de

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