

What's Hot in DAB!



The World DAB Forum Newsletter N.24 - July 2003

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PRODUCT NEWS

CAMBRIDGE AUDIO: Cambridge Audio introduces the latest in its digital radio designs, the DAB500. The remote controlled DAB only tuner employs the Frontier Silicon FS2020 module and is expected to retail at around £150. The tuner boasts several upgrades on the company's award-winning DAB300, including a superior 24bit/192kHz digital to analogue converter from Wolfson Microelectronics, separate proprietary DAC and analogue circuit stages employing surface mount technology, and Cambridge Audio's exclusive NCT

(Natural Contour Technology). The product will be available exclusively from Richer Sounds' 48 stores in the UK from August.

For more information on DAB products from Cambridge Audio, please contact: Henry Griffiths at <mailto:henryg@richersounds.com>

INTEMPO DIGITAL: Intempo Digital launches its first DAB digital radio, PG-01, in September. A dual band kitchen radio offering DAB and FM in stereo, the radio is mains powered with two 3-Watt stereo speakers and also comes with a headphone socket. PG-01 features an alarm clock with sleep mode and is covered by Intempo Digital's two year 'Safe and Sound' guarantee that includes telephone and online support. PG-01 uses Texas Instruments and RadioScape technology. The radio will be available through high-street and leading catalogue retailers at a price point of around £119.

For more information on DAB products from Intempo Digital, please contact: Rhianon Lucas at <mailto:rhianon@intempo.co.uk>, TEL: +44 161 924 0300

GOODMANS: The Goodmans GCD 200 Active DAB/FM/CD player is now available in shops around the UK. The latest DAB product from Goodmans is a versatile AM/FM/DAB radio that doubles as a top loading CD player. About the size of a hardback book, the GCD200 Active comes with a pair of 1.2W RMS speakers for listening at home, or choose batteries and headphones when you're on the move. The Goodmans GCD200 Active is available from UK retailers from July and August at a price guide of around £159. It uses Frontier Silicon technology.

For more information on DAB products from Goodmans, please contact: Tom Parker at <mailto:parkert@albapl.co.uk>

MORPHY RICHARDS: Morphy Richards, one of the UK's leading manufacturers of kitchen and domestic appliances, will enter the DAB marketplace later this year with the first in a range of DAB radios, which will all be based on the RadioScape RS200 module. The Ordio DAB, a battery and mains DAB radio with FM launches in September, followed in December by the Ordio DAB Rewind. Morphy Richards plans to support the launch with a press campaign in November and December and a radio campaign in December targeting consumers.

For more information on DAB products from Morphy Richards, please contact: Emily Taylor at <mailto:emily@saffronpr.co.uk>.

PURE DIGITAL: Pure Digital is now shipping the PURE PocketDAB(tm) 1000, a handheld portable DAB digital radio. PocketDAB 1000 is on sale from major

retailers and independent hi-fi dealers in the UK at a pricepoint of £169.99. With more than 16 hours of battery life, the PocketDAB 1000 has modern styling with anodised aluminium casework and blue backlight. Its portability is enhanced both by the unit's light weight and the aerial being built-in to the unit's headphones. All Pure Digital DAB products are founded on Frontier Silicon technology.

For more information on DAB products from PURE Digital, please contact: Colin Crawford at <mailto:colin.crawford@pure-digital.com>.

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AUSTRALIA ANNOUNCES A STUDY GROUP

The Federal Government in Australia has announced the formation of a Digital Radio Study Group to assess the suitability of a range of digital radio platforms for the Australian market. The group will look at various standards being developed and implemented around the world, including Eureka 147, IBOC, and DRM and is expected to make its report by November 28. Announcing the study group, the Federal Minister for Communication said: "The main task of the Study Group is to establish a fact base which Government can use to look at the policy issues associated with implementing digital radio in Australia."

For further information on DAB developments within Australia, please contact Kath Brown <mailto:kathy.brown@commercialradio.com.au>

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COMMERCIAL BROADCASTERS IN DENMARK

Two new commercial FM licences have been awarded by the Danish Ministry of Culture; one to Sky Radio with near national coverage, and one to Talpa covering 35% of the population. Both new radio channels will eventually achieve national coverage via simulcasts on DAB Digital Radio when public broadcaster Danish Broadcast Company hands over 25% of the national DAB multiplex to commercial radio. This is expected once the national network is complete and broadcast should launch late in 2004.

For further information on DAB in Denmark, please contact Carsten Corneliussen at <mailto:cco@dr.dk>

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WorldDAB in FRANCE

A press conference organised by WorldDAB in Paris in June highlighted the need for regulation of digital broadcasting in France. Speakers included Annika Nyberg (President) and Delphine Josse (Chair of the Marketing Committee) who spoke of the worldwide status of DAB and DAB in France. Download the full press release on the press conference at: <http://www.worlddab.org/pressreleases/worlddab-Paris-press-conference-20June03.pdf>

WorldDAB also attended a meeting of a working group set up by the Ministry of Culture to discuss how digital radio could be implemented in France. Leading digital radio representatives were present to hear WorldDAB deliver the worldwide status of DAB market development and strategy. Voix du Lyon (VDL), gave a more specific presentation on the importance of Band III allocation for DAB in France and the possibility of setting up national, regional and local multiplexes.

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NEWS FROM GERMANY

RADIO DELUXE IS MUNICH'S NUMBER 1 DIGITAL STATION

A recent analysis of local broadcasts in Bavaria have revealed that Radio Deluxe is Munich's most popular Digital Radio programme. Markus Langemann, the founder of the station says "...this shows that there is a market for special interest stations in urban regions. Station Manager Holger Heppner added, "Moreover, the figures are encouraging and indicate that the positive development with respect to the range of Digital Radio has picked up momentum lately."

For the full press release visit: http://www.bayerndigitalradio.de/aktuell/pm_030604_deluxe.pdf

BLM REAFFIRMS JOINT COMMITMENT FOR DIGITAL RADIO

Dr Wolf-Dieter Ring, the President of BLM reaffirmed the necessity of joint efforts in the digitisation of radio and television, and that the development must not proceed in different ways according to regions, but must be organised in a uniform way throughout the whole of Germany. This has prompted the Regional media Institutions to demand a digitisation fund, to be financed by public service as well as private providers (the Regional Media Institutions, receiver industry, network operators, the Ministries of Economic Affairs of the constituent states, as well as the Federal Government), in order to reach a joint resolution. Dr Ring summarised his views on Digital Radio by saying that "What matters is not the question whether Digital Radio will be introduced, the only thing that really matters is how it will be introduced."

For the press release please visit: http://www.blm.de/aktuell/presse/pm_03/2003L1.htm

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MARKETING NEWS FROM THE UK

NEW MARKET DATA released by the DRDB (Digital Radio Development Bureau) shows that nearly 80% of purchasers bought their DAB digital radio in order to listen to new, digital only stations. And awareness of DAB digital radio has grown by 88% in the past 18 months, up from 16% in 2001 to 30% this year, representing a population figure of 17.2 million.

Two tranches of robust market data together deliver encouraging statistics for the burgeoning DAB market. Over 1,000 adults (15+) were randomly sampled in an Omnibus Tracker survey conducted by Ipsos-RSL. More than 2,000 post purchase responses to a Claritas questionnaire deliver strong post-purchase data.

Comparisons with earlier data conducted by national commercial multiplex operator Digital One, and the BBC suggest a move away from the specialist and towards a more mass market demographic.

The DRDB has published a digital radio INDUSTRY REPORT, "Digital Ripples, Radio Wave" which presents a snapshot of the DAB market in the UK at May 2003. It contains the latest market data gathered from post purchase and tracker resources and targets manufacturers - especially in the East - and retailers. An introduction to the report was written by Secretary of State for Culture, Tessa Jowell, and it has been distributed to broadcasters, legislators, manufacturers, chip makers and retailers.

A new radio advertising campaign for DAB Digital Radio launched across more than 250 national, regional and local commercial stations in the UK. Using humour and a catchy, memorable new jingle, the campaign asks the question "Does it Do Digital?" Generic in content, the ads suggest that only a DAB digital radio can give listeners the choice of stations and improved sound quality available with the latest audio technology. The campaign is scheduled to run for five weeks from June 23 to July 26 and is scheduled to run at the same time as the BBC's summer promotional campaign for DAB digital radio on BBC television and radio networks (see below).

The BBC underlined its commitment to DAB Digital Radio, announcing a major on-air promotional campaign for its complete portfolio of digital radio stations: 1Xtra, Five Live Sports Extra, 6 Music, BBC 7 and the Asian Network. The five-week campaign is the first by the BBC to promote its family of digital radio services, and incorporates TV, radio and online elements. The BBC also confirmed details of the upgrading of its digital radio transmitter network from 65% to 85% coverage of the UK population in 2004, bringing DAB broadcasts to new areas of Central England, East Anglia, the South and South East, the West and South West, the North, and Scotland.

For further information, please contact Mandy Green at the DRDB, <mailto:mandy@drdb.org>.

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TECHNOLOGY NEWS

Texas Instruments announces the new DRE310 DAB baseband, using a custom developed Eureka 147 Digital Audio Broadcast (DAB) software stack from RadioScape. While the DRE310 baseband targets handheld and portable applications, it is especially well suited for automotive applications.

RadioScape will follow the success of its RS200 DAB module, which is based on the DRE200, with a module based on the DRE310 that will be called the RS310. Further details of this product will be available later in the year, and the module will be shipping towards the end of 2003.

One of the key attributes of the DRE310 is that it can decode more than one channel simultaneously, which is particularly useful for automotive applications. For example, one audio channel could be decoded for radio listening, while a data channel containing traffic flow information could be made available to a navigation system. In addition, recording and playback features have been

integrated into the baseband , which gives the user the ability to listen to a particular program at a later time.

For more information about the DRE310, please visit the Texas Instruments web site at: <http://www.ti.com/dre310b>

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EVENTS

IFA 2003, BERLIN, 29 AUGUST - 3 SEPTEMBER 2003

WorldDAB will be at IFA this year between 29 August - 3 September 2003. This will be a joint initiative with the IMDR (Digital Radio Marketing Initiative) in Germany and our stand is located in **Hall 5.2 Booth 202**. Come and visit us on the stand to experience the reality of DAB Digital Radio! More information to follow in our next edition of the newsletter.

IBC 2003, AMSTERDAM, 12 - 16 SEPTEMBER 2003

WorldDAB are also exhibiting at IBC in Amsterdam this year, visit us at our stand in the EBU Village (stand number 10.411). For more information on both these events, please contact Lisette Cooper at the WorldDAB Project Office <mailto:cooper@worlddab.org>

2003 DIGITAL BROADCASTING CONFERENCE AND EXPO, Taiwan - October 16-20th 2003

Following on from the Hong Kong Electronics Show, the Digital Broadcasting Conference and Expo event will take place in Taiwan between 16-20 October. Apart from the exhibition, there will be forum discussions taking place on the 17 October. The venue will be the Taipei World Trade Center Exhibition Hall, and the event will be co-ordinated by PC-Radio Corp. For further information on attending this event, please contact Gina at: <mailto:gina@pc-radio.com.tw>.

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