

Press Release

Mallorca Radio Group revolutionizes broadcasting in the Balearic Islands with Digital Audio Broadcast (DAB) technology

Palma, 03.4.2024: Mallorca Radio Group, comprised of Das Inselradio Mallorca and Mallorca Sunshine Radio, is proud to announce a historic milestone in broadcasting in the Balearic Islands: the commencement of the trial period for the first digital radio broadcasts using the innovative Digital Audio Broadcast (DAB) technology.

This initiative marks a significant step towards the future of broadcasting in the Autonomous Community and establishes Mallorca Radio Group as a leader in the adoption of cutting-edge technologies. The press conference, held on the 27.02.2024, at 11 a.m. at the radio station on Federico García Lorca Street 2, aimed to share this exciting achievement with the community and highlight the importance of this technological advancement.

Pioneers in change: Mallorca Radio Group leads the way

Mallorca Radio Group becomes the first local radio station in the Balearic Islands to adopt Digital Audio Broadcast (DAB) technology. This pilot project sets a precedent in the community, putting us at the forefront of innovation in Balearic broadcasting. Transitioning to this technology will represent a significant advancement in how listeners on the islands experience radio reception, providing exceptional audio quality and a greater variety of programming options.

At this groundbreaking event, we call on the institutions of the islands to join us in this new era of broadcasting in the Balearic Islands. This historic moment is made possible thanks to the invaluable collaboration of the telecommunications operator AXIÓN. The commitment and expertise of the audiovisual and telecommunications service provider are crucial in realizing this unprecedented initiative, marking a significant step towards the future of broadcasting in our Autonomous Community.

Also, fundamental is the collaboration with SIXT Spain, a premium mobility provider. As an indispensable collaborator in the Mallorca Radio Group initiative, SIXT rental vehicles in Mallorca will now feature presets for Das Inselradio Mallorca, Das Inselradio Mallorca Classics, Mallorca Sunshine Radio, and Mallorca Sunshine Summer Hits, all broadcast by Mallorca Radio Group. This will provide users with a high-quality radio experience while driving. Digital Audio Broadcast (DAB) technology not only improves sound quality but also opens up new opportunities for content distribution and interaction with our audience.

Marking the beginning of an exciting stage in Balearic Broadcasting

This pilot project reflects our continued commitment to excellence and innovation, consolidating our position as industry leaders. The press conference was attended by prominent personalities and provided a space to exchange ideas on the positive impact this technology can have in the Balearic Islands.

Tanja Sauerwein
Departamento de Comunicación/ eventos
Email: sauerwein@inselradio.com
Teléfono: 629428257

