

Europe-wide Digital Radio Just Got Easier.

- Manufacturers to make interoperable digital radios for single European market.
- Radio's new 'Go Anywhere' receiver standards mean consumers can cross borders and tune in to any digital radio service!

London and Geneva, 12th September 2008

WorldDMB and the European Broadcasting Union (EBU) today announced a major step in achieving a unified digital radio market for Europe with the publication of a set of minimum features and functions for all digital radio receivers, known as the WorldDMB *Digital Radio Receiver Profiles*.

This announcement, which has the backing of Europe's major broadcasters and manufacturers, effectively creates a **single digital radio market for Europe**. Receiver manufacturers, broadcasters and most importantly consumers **will benefit** from this industry-led initiative.

The WorldDMB **Digital Radio Receiver Profiles** specify a set of minimum requirements and features to be built in to different classes of digital radio receivers, ensuring the **interoperability** of all new digital radio receivers across European countries whose broadcaster are using either **DAB, DAB+ or DMB**. Together these are known as the **Eureka 147 Family of Standards**.

The manufacturing specifications comprise **three** complimentary **Digital Radio Receiver Profiles**: the **Standard Radio Receiver (Profile 1)** expected to drive the price-sensitive mass market for radio devices; the **Rich Media Radio Receiver (Profile 2)** for table-top radios with colour screens able receive audio, advanced text and picture applications; the **Multimedia Receiver (Profile 3)** for devices such as mobile phones, personal media players, able to receive advanced forms of multimedia including mobile video.

Features and functions appropriate to **in-car systems** are also defined including automatic retuning between digital and analogue services, and **advanced travel and traffic services** for real time satellite navigation. These Profiles will enable drivers travelling across borders to receive all Eureka 147 digital radio broadcasts on their car radios.

The announcement will ensure that digital radios bought in France, for example, also work in Germany, Italy or Norway and vice versa, and will apply to any country in Europe or beyond using the WorldDMB Eureka147 Family of Standards.

Lieven Vermaele, Technical Director, EBU said: "There was a critical need to create a unique set of specifications for digital radio receivers for Europe – for manufacturers, broadcasters, and the

public. The European consumer will in future be able to buy receivers which will provide them with digital radio services across Europe. This is a major achievement."

Quentin Howard, President, WorldDMB today said: "This important step provides the assurance radio manufacturers have been seeking to create a single consumer market. In doing so, consumers benefit from the scale and through more competition resulting in a greater choice of innovative digital radio products. Broadcasters can plan around any of the standards with confidence, safe in the knowledge that these new digital radios will receive their services. This is a positive message to the broadcast, manufacturing and retailing industry and gives the consumer further confidence that the future of radio is digital'.

ENDS

For more information contact Rosemary Smith, WorldDMB on +44 20 7288 4645 or email

Rosemary.Smith@worlddab.org

www.worlddab.org

About WorldDMB

WorldDMB is an international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.

About EBU

European Broadcasting Union (EBU) is the largest association of national broadcasters in the world (73 active Members, 45 associate Members). The EBU helps public service broadcasters to deliver unique high quality programming to their audiences. It offers Members technical, operational and legal services, and coordinates a growing supply of quality content for radio, television and new platforms. It provides Members with information and analysis on media trends, and training designed to meet their needs. The EBU works to secure recognition of the crucial role of public service broadcasters in the digital audiovisual landscape.