

# What's Hot in DAB!

## The World DAB Forum Newsletter N.23 - June 2003

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### **DAB CONTENT WORKSHOP, Brussels 28th May 2003**

The first WorldDAB Forum content workshop was held in Brussels to examine how content can transform the fortunes and services of DAB digital radio. The event gave fresh impetus to broadcasters and manufacturers seeking to make headway in the market.

More than 100 delegates from 15 countries attended the workshop which was

organised by the WorldDAB Forum, the EBU and AER, and sponsored by VRT, Harris, RadioScape and Unique Interactive.

Presentations covered a host of content options, including audio and data, EPG and text. Annika Nyberg, president of WorldDAB said "What this event clearly demonstrates is that content is king if you are to succeed in DAB Digital Radio."

An array of DAB receivers was on display throughout the workshop tuned in to DAB services available in Brussels. An EPG was simulated and Bavaria's data services were exhibited on the Bayern Digital Radio web site. NTL Broadcast demonstrated the Microsoft software which allows video and audio to be cached on the MobileInvent iPAQ DAB device, and a Compaq iPAQ with built-in DAB radio combined with GPRS mobile phone was also on display. A prototype developed by British broadcaster GWR's Livetime rich-data service has been broadcast experimentally in the UK with a range of content including video clips of football, interactive games and other entertainment and information services.

For the full press release, please visit: <http://www.worlddab.org/pressreleases/WorldDAB-contentworkshop3.pdf>

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## **NEWS FROM FRANCE**

### **VIVEMENT LA RADIO NUMERIQUE:**

A group of leading French radio stations, led by network provider VDL, has set up an organisation dedicated to raising the profile of DAB digital radio in France. Vivement la Radio Numerique has a remit to raise awareness of DAB digital radio among government officials, broadcasters and manufacturers; to promote the benefits of digital radio to consumers; to provide practical information about the receivers, stations and services available to French consumers, and to encourage technical and commercial partnerships to support the roll-out of DAB digital radio.

Vivement la Radio Numerique, joins the likes of the UK's DRDB, Germany's IMDR and Scandinavia's Nordini in promoting the merits of DAB Digital Radio on a country or geography specific basis.

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## **FRENCH GOVERNMENT'S ADVISORY TASK FORCE:**

The French Government has set up an advisory task force under the auspices of Arts and Communications Minister Jean-Jacques Aillagon. The task force will hold meetings and workshops throughout the summer with everyone in the DAB chain, from broadcasters to manufacturers, retailers and public authorities.

The task force's aim is to present a law to the French Parliament in September which will allow digital radio to achieve its final regulatory framework before the end of 2003.

For further information, please contact Yannick Andre-Masse at <mailto:yandre-masse@vldiffusion.com>

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## **NEWS FROM GERMANY**

### **"MEDIENTREFFPUNKT MITTELDEUTSCHLAND" - DIGITAL RADIO MEDIA CONGRESS, LEIPZIG, 12-14 MAY 2003:**

Uwe Ludwig, Head of the Verein Digital Radio Mitteldeutschland, reported that the Digital Radio Media Congress organised by Verein Digital Radio Mitteldeutschland and the IMDR in Leipzig this month was a great success. The aim was to share information with the radio industry, journalists and the public. More than 100 people heard a panel discussion on Germany's place in the international development of new technologies, and a fleet of yellow Digital Radio Beetles took visitors on a tour of DAB places of interest.

For further information on this event, please contact Nikola Marquardt at <mailto:marquardt@digitallerrundfunk.de>.

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### **DIGITAL RADIO A BIG HIT AT EUROPE'S BIGGEST HIFI AND HIGH END SHOW IN FRANKFURT/MAIN:**

Over 200 exhibitors attended the High End event in Frankfurt/Main, one of Europe's most important consumer electronic events for HiFi and High End products and DAB Digital Radio was a prominent feature this year. According to Dirk Risse, Managing Director of Hessen Digital Radio GmbH, who were exhibiting at the event, this marks a continuation of positive developments on

the digital radio market. More and more manufacturers are following the current trend towards digitization in broadcasting and offering consumers DAB receivers. Other DAB exhibitors included Perstel, TAGMcLaren, Pure Digital, Panasonic, Terratec and Cambridge Audio.

A surprise at the event was the new DAB tuner from the German company Restek. With a successful history of manufacturing FM radios, Restek have now branched into DAB with their high-end EDAB tuner priced at EUR 2,850. The new tuner generated a lot of interest at this event, and the company are intending to bring out smaller, and lower priced products by next year.

For more information on this event, please contact Nikola Marquardt at <mailto:marquardt@digitalerrundfunk.de>. For any additional information about Restek and its products, please contact Adrianus Elschot at <mailto:info@restek.de>.

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#### **DIGITAL RADIO CAMPAIGN IN MUNICH AND NUREMBURG:**

Nova Radio (Munich) and Vil Radio (Nuremburg) have launched a joint on-air campaign for DAB Digital Radio which will run for 20 weeks. Nearly 70,000 air time spots will run and the campaign is supported through a common website. The stations want to motivate other broadcasters to join the initiative and have made digital radio content available free of charge.

For more information please visit the websites: <http://www.novaradio.de> and <http://www.vilradio.de>

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#### **SCHLESWIG-HOLSTEIN LICENCING DAB PROGRAMMES:**

Commercial broadcasters in Schleswig-Holstein are invited to bid for two programmes available on the multiplex on channel 12D. Capacity includes programme-associated data. The remaining capacity on the multiplex will be used by NDR and Deutschland Radio.

For more information please contact Bayern Digital Radio, tel: +49 89 45115 131, or <mailto:info@bayerndigitalradio.de>.

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**BBC RADIO AND DIGITAL ONE IN MUNICH:**

An event staged by Bayern Digital Radio in Munich saw private and public content providers from across Germany come together to hear the BBC, Digital One and the DRDB discuss the success of digital radio in the UK. The key topic of the event was how the UK and Germany can work together to ensure the overall success of digital radio and to discuss potential cooperation. The latest receivers were also on display at the event.

For more information on this event, please contact Wolfgang Paulus at <mailto:wolfgang.paulus@bayerndigitalradio.de>.

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**DIGITAL RADIO INITIATIVE IN NORTH-RHINE-WESTPHALIA:**

The Media Authority in North-Rhine Westphalia - in cooperation with T-Systems - staged the symposium "Initiative for Digital Radio in NRW". 80 politicians, radio professionals and technicians discussed ways to implement Digital Radio (including data services) in the NRW area, and in particular areas such as Köln/Bonn, Düsseldorf, Essen and Dortmund/Bochum.

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Berlin/Brandenburg has launched a new DAB digital radio website at [www.digitalradio-bb.de](http://www.digitalradio-bb.de)

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**NEWS FROM SWEDEN**

**6 UNIQUE PROGRAMME SERVICES ON SWEDISH RADIOS DAB ENSEMBLE:**

Six unique programme services will be available from September 2003 via Swedish Radio's DAB ensemble. The DAB only services will all be supported by DLS-text, and Swedish Radio is also extending its existing channels to 24 hours a day. The services are: SR X (rock music), SR Klassiskt (classical music), P3

Star (young hit music), SR Sverige (multicultural, current affairs, music), SR P1 plus (speech, current affairs, books), and SR Sisuradio (Finnish language, music, current affairs).

Also in September, Swedish Radio launches its first nationwide radio campaign to build DAB awareness among consumers. The Swedish DAB Forum is supporting this process by presenting new digital radio receivers in larger stores in the main cities.

For further information, please contact Malte Lind at <mailto:malte.lind@sr.se>.

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## **UK LISTENING FIGURES**

Listening figures for some digital radio stations in the UK were reported for the first time in RAJAR results released in May. The figures revealed a significant number of listeners to stations across all digital platforms. In particular, Kiss FM reported nearly 1 million digital listeners, and Smash Hits claimed 750,000 listeners. These numbers are spread across DAB radios, Sky Digital, Cable and Freeview. The DRDB says they show "a demand for innovative, fresh radio programming" and demonstrate that people are prepared to change their listening habits when they are offered something new.

For more information, please contact Mandy Green at the DRDB on +44 (0)20 7306 2636 or <mailto:mandy@drdb.org>

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## **PRODUCT NEWS:**

### **MITSUBISHI LANCER CARS FITTED WITH DAB DIGITAL RADIO:**

Mitsubishi Cars in Singapore is selling the new Lancer fitted with the Blaupunkt Woodstock DAB 52 car radio. In a launch promotion with MediaCorp Radio in Singapore, staff were on hand at a local Mitsubishi car showroom to answer consumer questions.

For further information, please contact Roland Tan at <mailto:rolandtan@mediacorpadio.com>.

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**PERSTEL IN GERMANY:**

PersTel's DR101 is the first handheld DAB digital radio to be available in Germany. The radio delivers Band III and L Band stations, as well as FM and costs 245 Euros from [www.high-end-products.de](http://www.high-end-products.de)

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**MORPHY RICHARDS TO USE RADIOSCAPES MODULE:**

Manufacturer Morphy Richards is to enter the DAB radio market using RadioScape's new RS200 DAB module. A range of products, which launches later this year, is based on technology powered by Texas Instruments and RadioScape.

For further information, please contact Nigel Oakley on +44 20 7317 1969 or <mailto:nigel.oakley@radioscape.com>

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**TECHNOLOGY NEWS**

**HARRIS CORPORATION INTRODUCES NEW DAB RECEIVER TEST KIT:**

Harris Corporation has announced the introduction of its new DAB product designed to help manufacturers certify digital radio receivers. The Receiver test kit is an all-in-one solution for manufacturers to ensure their receiver is not only compliant with DAB standard, but also will work in any DAB broadcasting situation or application.

For further information, please contact Becky Smith at <mailto:becky@ella-beck.co.uk>, tel: +44 (0) 1483 829846 or Sarah Foss at <mailto:sfoss@harris.com>, tel: +1 513 459 3625

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## **VIDEO-STREAMING IN SOUTH KOREA:**

VDL, designer of a full range of DAB broadcast equipment and services, has sold what it claims is the world's first system delivering real-time streamed video over DAB to KBS the public broadcaster in South Korea. The system delivers transmission of a live TV programme to mobile receivers and includes a VDL developed soft multiplexer, D-Vaudax, which is compatible with the Eureka 147 standard.

For further information, please contact Nicolas Croiset at <mailto:ncroiset@vdl.fr>

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## **OTHER NEWS**

### **PRETIO WORKSHOP:**

Do not forget that the first PRETIO service workshop will be held on 17 JUNE 2003, 10.00-16.00 at the Institut für Rundfunktechnik, Munich, Germany. Within this workshop, detailed project aims and work packages of PRETIO will be described by Digital Radio experts from PRETIO partner organisations. If you would like to attend, the fee is EUR 90.00 and includes conference documents and lunch.

Detailed inquiries can be directed to the PRETIO project leader, Mr Uwe Feindt, at <mailto:u.feindt@mail.ertico.com>. More information on PRETIO can also be found at: <http://www.ertico.com/pretio> and soon at <http://www.pretio-project.com>.

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