



WorldDMB and Radio Beijing Corporation on DAB Roll Out

Beijing, 19th March 2008

Commercial DAB services have been on air in four cities throughout China following governmental approval by SARFT, the Chinese regulator. As the host nation of the 2008 Beijing Olympic Games, China is keen to show the world how technologically advanced the country has become. Radio Beijing Corporation held a joint press conference with WorldDMB to kick-start the promotion of DAB in China, where over 180,000 devices have already been sold.

Radio Beijing Corporation has been the key industrial driver for the quick roll out of DAB in China and used the press conference to launch its DAB marketing campaign. International speakers at the press conference included Quentin Howard, President of WorldDMB and Nathalie Schwarz, Director of Radio from the UK's leading commercial broadcaster Channel 4. Together with key DMB manufacturers attendees were able to see first hand the range of interactivity offered by the technology as well as what will be on offer during the Olympic Games. Quentin Howard noted "WorldDMB is keen to cooperate with Radio Beijing Corporation and create networking opportunities for Chinese manufacturers to enter the international market. It is very impressive that over 160,000 DAB/DMB receivers have already been sold despite the fact there has been no marketing about the technology. Chinese consumers are ahead of the game and highly advanced in their technology consumption."

In November 2006, Radio Beijing Corporation launched ten digital audio and two mobile video programs. The services have since been increased to 16 radio; 4 video and 2 data service using a free-to-air business model. By the first quarter of 2008, 4 more transmitter sites will be completed which will allow for full coverage of the city. By June 2008, Radio Beijing Corporation plan to offer 20 audio, 6 video and 3 Data programmes as well as creating gap fillers to allow for Olympic Stadium (means 奥运场馆) coverage. In fact, Beijing will be the first city in the world to broadcast the Olympic Games via DAB/DMB to international visitors.

Other DAB/DMB operators, including Guangdong Mobile Television Media Co., Ltd. (GTM), have been cooperating with Beijing Jolon to work with worldwide and domestic providers of chips, modules and receivers in order to produce DAB/DMB receivers specifically for the Chinese market. Currently the DMB products that are available in the Chinese market include: USBs, Personal Multimedia Players (PMP), MP4s, GPS Navigators and mobile phones. These devices can be found in 15 major electronic retailers. The retailer price of DMB products ranges from USD 60 to USD 550. The number of receivers will continue to grow swiftly after Chinese New Year.

DAB/DMB has created new opportunities for Chinese manufactures, who are now are leading the way forward in terms of DMB receivers in the Beijing market. Some of these companies include BBF, Aigo, Longcheer and CEC. Although China uses a different frequency range from DAB/DMB in Europe, most of the DAB/DMB receivers can be used in Europe as the Chinese manufacturers have included both rasters. During the press conference over 40 different Chinese manufacturers demonstrated their DAB/DMB

products, proving that China is positioning itself as a major supplier for DAB/DMB devices to the international market.

GTM is also working on the promotion of DMB sales after their recent launch. Currently about 15 major retailer chains have signed agreements with GTM. DMB products are available in 500 retailers in the Guangdong province. GTM's mobile TV service uses a subscription model and it is forecast that 0.3 million receivers will be sold in the region by the Olympic Games in summer 2008.

ENDS

For more information contact Kelly Griffiths, WorldDMB on +44 20 7288 4642 or email Kelly.Griffiths@worlddab.org

Notes to Editors:

Digital Broadcasting in China

The Chinese government has standardized Digital Audio Broadcasting (DAB) in May 2006. The current licenses, which have been awarded to five regions, Beijing, Shanghai, Dailian (city) and, Guangdong and Yunnan (Province), put a limit on the amount of data/video services that can be used on a multiplex.

About WorldDMB

WorldDMB is an international, non-governmental organisation whose role is 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.