



A "new" DAB channel for Sveriges Radio!

SR Bubbel, Sweden's only radio station exclusively for children, has changed its name to Radioapans Knattekanal - the Blue RadioMonkeys Channel.

Sweden, 1st December 2008

As from 1st December 2008, Sweden's only radio channel for children between two and eight years old, SR Bubbel, will be known as Radioapans Knattekanal. The "Blue RadioMonkey Channel", available only on DAB and the internet, features lots of great material for children including opportunities to request their own songs and singalongs.

The website has lots of fun things for children to engage with such as quizzes, riddles, plays and songs - Sweden's 2008 entry for the Eurovision Song Contest, "Hero" (originally sang by Charlotte Perelli) has been specially recorded for Radioapans Knattekanal by a class of 7 year olds from Charlotte's hometown. Listen to it now at <http://www.sr.se/cgi-bin/barn/sidor/index.asp?ProgramID=2755>

See information on all of Sveriges Radio's seven channels by visiting the website - <http://www.sr.se/sida/default.aspx?ProgramId=2205>

Win your very own Blue RadioMonkey, courtesy of Sveriges Radio!

Send an email to caroline.brindle@worlddab.org – all entries will be out into a ballot and the winner selected at random. All entries to be received by **Friday 12th December 2008**.

For more information contact Caroline Brindle, WorldDMB on +44 20 7306 2530 or email caroline.brindle@worlddab.org www.worlddab.org

Notes to Editors: The foundation standard DAB and related standards such as DAB+ and mobile TV can be seen and heard in nearly 40 countries from Canada to Australia, across Europe and the Far East. Countries including India and South Africa are testing DAB and developing consumer trials. More than 500 million people worldwide are within range of a DAB transmitter, and there are nearly 1000 services on air. Created from the outset to enable mobile reception with audio, video and multimedia capabilities, the DAB standard has recently extended its lead into the world of mobile multimedia delivery. DAB's Mobile TV solution shares the same core standard, infrastructure and receiver technology. The launch of the world's first Mobile TV services took place in Korea in December 2005 using DAB's Mobile TV solution. Eureka 147 Mobile TV is on-air in China in five major cities including Beijing, and more Eureka 147 services are expected to launch in Europe during the next year.

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.