



WorldDMB Hosts Key Session at Broadcast Asia 2010

London, 4th June, 2010

**WorldDMB's "Tuning In to the Digital Future"
Broadcast Asia 2010
June 17th: 13:00 – 17:00
Seminar Room, Hall 7, Singapore Expo, Singapore**

Digital Radio will be a major part of this year's Broadcast Asia conference to be held in Singapore from June 15 -18. WorldDMB brings together digital radio experts from across Europe and Asia to host an in-depth session, "Tuning In to the Digital Future". The session considers how digital radio markets are developing and the benefits of digital radio for broadcasters, manufacturers, advertisers, regulators, government and consumers.

The focus of the session is maximising the technology for digital broadcasting. Digital radio brings many benefits to broadcasters and allows consumers a more interactive and personal experience with radio than ever before. But what does going digital mean, and how can new markets make the transition to digital to benefit all involved? This session looks at how the DAB family of standards ensures the future of radio and maximises the potential of the technology.

The impact of digital radio in Asia is already being seen. Joan Warner, Asia Pacific Vice President WorldDMB notes: "Radio listening figures in the Asia Pacific region are high and it's an important market for DAB+ digital radio. Countries are looking for ways to continue to extend their interaction with the audience which DAB+, with text and slide show, can provide.

"China has chosen DAB as the industrial standard and is also considering DAB+. The trialling and subsequent rollout of DAB+ digital radio will begin over the next 12 – 18 months in Hong Kong. A two year DAB+ trial is set to start in Malaysia later this year.

"Broadcasters in the region are actively securing their digital radio future by committing to DAB+."

Significant digital radio developments continue across the Asia Pacific region. Just this week, Malaysia's Asia Media announced it has been awarded three blocks of L-Band spectrum which it will use to deploy a DMB network operating up to 12 programme channels, including digital TV, radio and data channels.

And Commercial Radio Australia says it will work with Chinese public broadcasters Beijing Jolon Digital Media Broadcasting Co. to develop a groundbreaking DAB+ application that allows podcasts to be sent directly to a listener's radio without the need to connect to the internet.

WorldDMB's session will highlight the latest developments across the region, and allow delegates to benefit from the digital experience of speakers from the UK, Norway, Sweden, France, Germany, Australia, South Korea, China, Indonesia and the USA. This is a "must-attend" forum for anyone in the radio chain to gain valuable insights to a successful digital radio business model.

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June 4, 2010

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Notes to Editors: The DAB family is the most successful set of digital radio standards in the world today. Created from the outset for mobile and portable reception of audio, multimedia and video services. The family includes the compatible standards DAB, DAB+ and DMB digital radio and DMB mobile TV. Collectively these are often referred to as the Eureka 147 Family of Standards, having originated as an EU funded Eureka project. The system is on-air in nearly 40 countries across Europe, Australia and the Far East. More than 500 million people are within range of DAB, DAB+ or DMB services, with over 1,000 services on-air. In Europe, digital radio is available in the UK, Denmark, Malta, Norway, Belgium, Germany, Switzerland and Spain with digital radio launches planned for France, Ireland, Hungary, Italy, the Netherlands and Czech Republic. The world's first DMB mobile TV services launched in South Korea in 2005 and is now one of the most successful markets in the world. DAB is also on-air in China as the only industrial standard for digital radio and was successfully used for mobile TV during the 2008 Olympics. DMB mobile TV is currently on-air in Norway as part of the 'Mini-TV' project. Other DMB mobile TV services and trials are planned for Vietnam, Malaysia, Taiwan, and Indonesia. In 2008 the industry body responsible for the Eureka 147 family of standards, the WorldDMB Forum, created the 'Digital Radio Receiver Profiles' which specify a set of minimum requirements and features for different types of consumer digital radio receivers. The Receiver Profiles ensure interoperability of new receivers and services between countries whose broadcasters may be using different combinations of DAB, DAB+ or DMB and creates a harmonised digital radio and multimedia market across the world.

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.