



## **CSA approves digital radio demonstration in Lyon, France**

*Lyon, 28 April 2011:* It was announced today that the French regulator, Conseil supérieur de l'audiovisuel (CSA), has approved the 'RNT Lyon' project - a consumer focused digital radio demonstration. This nine month project will see digital radio services are on-air in Lyon, France from April to December 2011.

Fifteen commercial stations will be broadcast on two transmitters covering 75% of the population in the Lyon area. Stations included on the demonstration are; Africa N°1, Cap Sao, FG DJ Radio, France Maghreb 2, Impact FM, Latina FM, MFM radio, Nova, Ouï FM, Radio Orient, Radio Scoop, Radio Vinci Autoroute Sud, RCF, Sol FM, Sud Radio and TSF Jazz. The stations represent a wide diversity of programmes for a broad audience of radio listeners.

Antoine Baduel, CEO of the radio station FG DJ Radio, said "Being part of this project is very important for us to test the possibilities offered by the digital radio evolution. The extension of our brand FG DJ radio into new markets and new cities will also benefit us, increasing our offer by adding digital radio and enhancing our multi-platform strategy".

Yannick ANDRE-MASSE, General Manager of VDL, the network provider for this project, said "VDL supports the demonstration of digital radio to French consumers to promote the benefits and raise awareness of the technology. We support increasing the number of stations in different regions to ensure that French consumers are able to experience digital radio in the same way they can now enjoy digital TV services."

More...

RNT Lyon starts officially with a press launch on 19 May 2011 in Lyon. A website for consumers will go live at the launch giving information on; digital radio, where to buy receivers and which services are on-air. Promotion will be carried out at a number of public events and products can be found in stores including FNAC, DARTY, Boulanger, Auchan and Virgin. An on-air campaign will also be run by the broadcasters on digital and on FM.

Colin Crawford, PURE's Marketing Director says: "Approval of the 'RNT Lyon' project is an exciting development for digital radio in France and we hope this will lead to similar projects in other French cities and ultimately to country-wide roll-out. PURE already has a wide range of receivers available in France at all the leading French retailers, from high quality affordable models to multifunctional high-end devices, which provide internet radio in addition to terrestrial digital radio and FM."

The project aims to promote new stations, to show the number of digital radio receivers currently available and to give the French consumer a taste of digital radio. It is hoped this demonstration will be a model for other cities across France.

END

***For further information on RNT Lyon please contact: Yannick Andre-Masse, CEO, VDL [yam@vdl.fr](mailto:yam@vdl.fr)***

## **Notes for Editors:**

### **RNT Lyon 2011**

RNT Lyon is a nine month demonstration of digital radio using the DAB family of standards. The demonstration will be launching in May 2011 as 'RNT, la radio numérique à Lyon'. The focus of the project is to bring new digital radio services to listeners in Lyon, which is reflected in the project slogan "more radios stations on air with digital" (De Nouvelles radios à Lyon en numérique). The services on-air will include Africa N°1, Cap Sao, FG DJ Radio, France Maghreb 2, Impact FM, Latina FM, MFM radio, Nova, Oui FM, Radio Orient, Radio Scoop, Radio Vinci Autoroute Sud, RCF, Sol FM, Sud Radio and TSF Jazz. The project is supported by the digital radio receiver manufacturer PURE as well as French retailers: Auchan, Boulanger, DARTY, FNAC and Virgin.. The aim of the project is to promote digital radio and raise awareness of the technology to consumers in the Lyon area. The RNT Lyon Project Leader is the French network and professional equipment manufacturer, VDL. The RNT Lyon website will be launched in May 2011 at [www.rntlyon.com](http://www.rntlyon.com)

### **RNT Brand & Logo**

The RNT Brand 'RNT, la radio numérique à...' is the name of the RNT project - a demonstration of digital radio in France. The logo for this project can be shown with or without the name of the city in which the demonstration is being held. Currently, the demonstration city is Lyon 'RNT, la radio numérique à Lyon'. The focus of the project is to bring new radio stations to listeners in France, which is reflected in the slogan "more radios stations on air with digital" (De Nouvelles radios à Lyon en numérique). The logo and branding for the project will be used in all on-line and print promotion materials and campaigns. For more details on the RNT brand and logo can be found after the launch in May 2011 at [www.rntlyon.com](http://www.rntlyon.com)

### **RNT Project Leader**

The Project leader for RNT is VDL, an international Group of companies that delivers broadcasting technologies for Radio, Mobile TV and Network Providers. The Group is in the unique position to offer innovative solutions to its customers as both an experienced broadcaster and an equipment manufacturer. VDL have built a strong reputation and extensive field experience from the supply, installation and support of equipment for FM and Digital radio transmission, as well as technical expertise in commercial radio applications. VDL produce a range of head-end and monitoring products for DAB, DAB+ and DMB applications world-wide. More details of the VDL Group can be found at [www.vdl-broadcast.com](http://www.vdl-broadcast.com)