



Digital broadcast signal DAB, DAB+ digital radio and DMB mobile TV on-air at Mobile World Congress 2012

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A digital terrestrial broadcast signal DAB, DAB+, DMB for digital radio and mobile TV will be on air at this year's Mobile World Congress (MWC) held in Barcelona, 27 February – 1 March.

WorldDMB, the industry body promoting DAB, DAB+, DMB, **abertis telecom**, Spanish telecommunications infrastructure operator, and IDAG, the association promoting DMB/DAB+ services and devices, today announced that all exhibitors and attendees to this year's Mobile World Congress will be able to receive digital radio and mobile TV using the DAB family of standards.

President of WorldDMB, Jørn Jensen said "At this year's MWC we will be announcing further roll out of the DAB digital radio standard in mobile and tablet devices. Handset manufacturers have witnessed the growth of digital terrestrial broadcasting across Europe and the world and the see potential of including this technology in their handsets for the benefit of consumers".

WorldDMB will be providing audio content with additional services such as Slideshow and EPG, supplied by our many international broadcaster member companies. This will be transmitted for the duration of MWC, ensuring that the many DAB+/DMB devices on show can be fully displayed and demonstrated.

abertis telecom, as Official Mobile TV Network Partner for the MWC will be providing broadcast network infrastructure and transmission systems to cover the MWC venue with DAB+/DMB signals.

The transition from analogue to digital continues to gather pace with radio now the main focus. A growing number of countries are choosing to go digital using the DAB family of standards. With the uptake of DAB/DAB+ digital radio this also means that broadcasters have the option to add mobile TV via DMB to their offering - the DAB family is a complimentary set of standards allowing digital radio and mobile TV to be broadcast using the same technology platform, further strengthening their brand across digital platforms.

This year's MWC will be a showcase for new devices coming onto the market offering consumers the benefits of digital radio - digital sound quality, more stations, interactive multi-media content and mobile TV all the shows they know and love on the move. The DAB family offers a cost effective solution to device manufacturer's – one chip solution for both digital radio and mobile TV. On air broadcasts at GSMA will show a range of content for both digital radio and mobile TV. The head-end equipment will be installed by Broadcast Partner, a Dutch company.

ENDS

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About WorldDMB

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital standards of choice in Europe and much of Asia Pacific. Its global membership includes public and commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. Broadcast radio professionals have access to this body of expertise which is delivered through leading-edge industry events, car manufacturers' workshops, tailored workshops and seminars, and the WorldDMB website via the members-only information portal that includes an extensive online ETI library. More than 500 million people worldwide are within range of a DAB/DAB+/DMB Digital Radio transmitter, there are well over 1,000 services on air and several hundred varieties of receivers are available to market.

www.worlddab.org