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PRESS RELEASE

Special Interest Channels on Radio

New platform operator applies for invitation to tender for second national DAB+ multiplex

Cologne, 29/04/2014 - Starting in 2015, a unique programme with high-quality offerings is due to bring a breath of fresh air to the German radio scene. For this purpose, the "Privates Radio Deutschland" (PRD) company is setting up an independent umbrella brand for various special interest channels that cover a variety of different interests and topics. The model used will be the successful development of special interest titles in the magazine market since the 1970s.

The new radio providers are convinced that the possibility which has now been opened up to private broadcasters to operate radio nationwide offers the opportunity to expand the range of radio programming considerably. This opening-up for private radio operators will only be possible via the digital standard DAB, since in the FM spectrum, only local frequencies are available to new channels.

In order to trigger the tendering process for a second DAB+ multiplex for broadcasting several stations throughout Germany as a platform compliant with media law, Privates Radio Deutschland contacted the Chairman of the Commission for Authorization and Supervision of National Media Companies (known in German as ZAK), Dr. Jürgen Brautmeier, in a letter of 24/04/2014. Privates Radio Germany is planning to apply with their completely new program concept for the transmission capacity being put out to tender.

Privates Radio Deutschland is counting on DAB+ for its market entry in Germany since that is the only way to achieve the goal of nationwide coverage of new programme offerings in the foreseeable future. The company does not see the technical broadcasting over the Internet as 'web radio' as an alternative. Axel Rudolph states with certainty: "That kind of broadcasting will always be second-best to conventional radio technology". He is Managing Director of Privates Radio Deutschland. "Statistics also demonstrate that

Internet listeners for the most part listen to programs to which they have previously found on FM or DAB access."

In order to finance start-up losses, a large double-digit amount in the millions will be required, which will be channelled particularly into the marketing of the receivers. Negotiations are currently under way with various potential investors, who want to remain anonymous at this time. The unwritten law also applies to Privates Radio Deutschland: Radio will remain a free-to-air, unencrypted media in the future.

The creation of all the regulatory requirements, including an invitation to tender for the transmission frequencies is expected to take approximately one year to complete. The first broadcast is therefore scheduled for 01/10/2015.

About PRD - Privates Radio Deutschland GmbH:

PRD - Privates Radio Deutschland GmbH was founded in late 2013.

The aim is to act as an organizer for nationwide radio programmes in the German market.

The Managing Director of PRD - Privates Radio Deutschland GmbH is Axel Rudolph.

www.privatesradio.de

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