

# WORLD DAB Newsletter

International News and Strategic Analysis on Digital Sound Broadcasting

## Per-Erik Selemark: obituary



**Per-Erik Selemark, deputy director of Corporate Development of the Swedish Broadcasting Corporation and vice-President of the World DAB Forum, has died after a short illness.**

Per Erik was born in Hedemora, Dalecarlia in Sweden in 1945. He began his career as a sound engineer at the Swedish Broadcasting Corporation in 1969. When the Swedish Broadcasting Corporation began broadcasting televised regional news for the Gävle-Dala region in 1972, Per Erik Selemark and his family moved to Falun, his home province.

Following this Per-Erik Selemark moved to Swedish Local Radio and, until 1986, he took part in the development of the local office of Radio Dalarna. In the same year he was appointed technical director of Swedish Local Radio, taking on the responsibility for long-term technical development. When the Swedish Local Radio and the Swedish Radio Company (formerly Swedish Broadcasting Corporation) merged in 1993, Per-Erik was promoted to Director of the technical department.

Throughout his professional career, Per-Erik was highly involved in the development of radio. When working in programme production, he ensured Swedish Local Radio developed wireless and OB technology, which made recordings and broadcasts possible

from anywhere in the country. This improved the accessibility of local radio and its popularity among the increasing number of listeners.

His great interest in music made him take many initiatives in documenting traditional Swedish music.

Per-Erik's detailed knowledge of programme production led him to local radio management where he was closely involved in local radio's move from Channel 3 to P4.

Per-Erik's excellent management skills and personal qualities were put to the test during the merger of the Swedish Local Radio and the Swedish Broadcasting Corporation in 1992.

Always a visionary, Per-Erik also took an active interest in the transition of radio from analogue to digital. While engineering was his background Per Erik's passion was programming and program services. It was in this context that he saw the true potential of DAB, providing services and programs that better served the listener and the public interest in a multi-media world.

During the last years, he was very involved in international work and, as Vice-President of the World DAB Forum, he was a highly valued and ceaseless promoter of digital radio.

**We will always remember Per-Erik as our friend and trusted colleague whose commitment and courage was an example to all of us.**

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## WorldDAB Forum Launches European DAB Roll-Out Support Program

WorldDAB is initiating a project to support the DAB roll-out in Europe in 1999. As most digital radio pilot trials have successfully been completed, the system is now ready for operational take-off in many countries.

By sharing successful DAB implementation strategies and drawing advice from their members' experiences WorldDAB will focus initially on Germany but also on France, the U.K. and other countries for the successful implementation of DAB services in Europe.

With a population of 80 million, Germany is viewed as one of the most important markets for DAB in Europe. The media authority of Bavaria have announced the start of operational services in the southern Bundesland for May 1999, thus being the first German state to officially launch DAB.

WorldDAB will try to bring key DAB players and stakeholders together and jointly create positive conditions for a DAB rollout all over Europe.

The project is co-ordinated by WorldDAB's new Special Projects Officer, Mr Andreas Maurer. Mr Maurer, who joined the WorldDAB staff in February, formerly worked as press officer for the German DAB-Plattform e.V.

"With joint efforts we will make DAB a success story in Europe and elsewhere," said WorldDAB's president, Mr Michael McEwen. "The Roll-Out Support Program will gather DAB expertise and experiences from the different countries and regions."

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# Singapore Slings

*Living up to hopes but exceeding expectations, the 4th International DAB Symposium was a huge success. Despite the recent economic crisis in Asia, the event was attended by some 300 delegates from 35 different countries.*

Its success clearly demonstrated the digital radio industry's support for the region and the decision to stage it in Singapore was amply justified. Singapore is a microcosm of Asia, as George Yeo, Minister for Information and the Arts and Second Minister for Trade and Industry, reminded delegates. In his inaugural speech to the Symposium - jointly organised by the World DAB Forum and the SBA - he added "Products and services that succeed here are likely to sell in other Asian Markets as well."

The Symposium, entitled Digital Radio Now: Seizing the Opportunity in the Multimedia World, was also the platform chosen by the public broadcaster Radio Corporation of Singapore (RCS) to announce the start of trial services. Minister Yeo told the gathering that RCS were being awarded the SBA's first DAB license. A commercial broadcaster would be licensed in the next 6 months.

Mr Yeo emphasised that a critical mass of products and services is essential to provide DAB with rapid take-off. This, he said, would bring down the cost of current DAB receivers and consequently encourage consumer interest: "While DAB receivers are still expensive and not quite portable, the development of a mass consumption market will quickly bring down the size and cost".

Seizing the Opportunity in the Multimedia World was the 4th International Symposium in the series and there was a noticeable shift in debate. Previous discussions had centred on the potential of the technology; debate now turned to the reality of broadcasting in DAB, and to the practical availability of receivers. Michael McEwen, President of the World DAB Forum, emphasised the need for what he called a "necessary revolution" to ensure radio's relevance among the plethora of media choices available to today's empowered consumer. He said "I have been asked many times; 'what's



Above: Minister Yeo gives opening speech

the business case for DAB?' My answer is to stay in business. It is to ensure the relevance of the medium in a very competitive environment". He also highlighted to delegates that DAB is now a global revolution: "This Fourth Symposium has been a milestone in the revolution - the Asia-Pacific region is now firmly committed and leading the way."

Rather more than a sideshow to the Symposium was the excellent exhibition. Participants included Hirschmann, ITIS, Deutsche Telekom, Rohde & Schwarz, SBA, Factum Electronics, SWR and Robert Bosch Multimedia. A special area had been put aside for in-car receivers from Grundig, Sony, Pioneer, Kenwood, Hitachi. Delegates were even offered a preview of the first ever DAB tuners from Arcam and Cymbol.

Thanks to the ITU's bursaries, the Symposium secured attendance and contributions from countries which would not under normal

# into the DAB Age...

circumstances have been able to attend due to the economic down-turn in Asia. The ITU's generosity enabled valuable participation from China, Nepal, Bangladesh, Malaysia, Iran, Pakistan, Thailand, The Democratic People's Republic of Korea and Vietnam.

The main social event was organised by Deutsche Telekom at the Shangri-La on Sentosa Island. In this idyllic setting, delegates took a few much-needed moments out of their hectic schedules to sample Asian cuisine in all its rich and varied flavours, and to take in a pageant of entertainment which unfolded "On a Little Street in Singapore".



**If you wish to acquire the proceedings of this hugely successful event, please contact Julie Unsworth at the Project Office ([unsworth@worlddab.org](mailto:unsworth@worlddab.org)). The proceedings will be available on CD-ROM at a cost of just US \$150.**

*Far Left: Michael McEwen offers Minister George Yeo a DAB PC Card  
Middle Left: Minister Yeo visits the exhibition and views the SBA stand  
Middle Right: Delegates attend the Opening Ceremony  
Far Right: David Witherow welcomes Delegates*



*Above right:  
Michael McEwen steps in to  
assist Philip Laven*



*Above left: Philip  
Laven entertains delegates  
"On A Little Street in Singapore"*



## News Bytes...

### Hitachi Europe launch new DAB VLSI chip set

Hitachi Europe have developed a DAB VLSI (very large scale integration) chip set that is now available with the benefits and large volumes that VLSI offers.

If anyone is interested in discussing this further please contact Mr Volker Politz by telephone on +49 89 991 80 169 or by e-mail: vpoli@hitachi-eu.com.

If any other member of the World DAB Forum is interested in publishing such a statement in the Newsletter please contact Julie Unsworth (unsworth@worlddab.org).

## President of World DAB Forum meets Director General of EC DGX

On 1st February 1999 Mr Michael McEwen (President of the World DAB Forum) met Mr Spyros Pappas (Director-General, EC DGX) to discuss the role of the EC in the transition of radio from analogue to digital. Mr McEwen took the opportunity to inform Mr Pappas of the World DAB Forum's implementation strategy aimed at creating an environment for a rapid DAB roll-out. The main focus of this strategy is Member States of the European Union, and in particular Germany, which is the key market country for a successful roll-out.

During the meeting Mr Pappas confirmed that a Communication on Radio in the Digital Environment was officially part of the Commission's Work Programme for 1999 and that the Communication will probably be published by this summer.

The main purpose of the Communication is to open a debate within European Institutions about Radio, following the example of the similar initiatives being carried out for television whilst at the same time emphasising both the similarities and sector intrinsic characteristics of the two media.

Mr Pappas said that the core of the debate on Radio must be embedded in that on Convergence. Since the extension of the programme MEDIA II (1996-2000) - the EU programme in support of the development and distribution of European audiovisual works - into MEDIA III (2001-2005) is likely to become part of the Convergence debate, he said he would promote the idea that radio be included in Media III.

Mr Pappas expressed his determination and that of his team to ensure that the cultural significance of radio and the need for its future to be digital in line with other media, was not neglected by the EC.

In addition to the above, EC DG X are organising a Workshop on "Principles for the implementation of Digital Radio" which will take place on 5 March 1999 in Brussels. The purpose of this initiative is to inform Member State national administrations, both private and public, on the legislative aspects of the future of radio.

The meeting ended with both Mr Pappas and Mr McEwen expressing hope that the initiative on 5 March would be followed by a radio event each year at about the same time, and that this would become 'The Radio Day'.

## Media in the 21st Century

### SBA Distinguished Speaker Programme

As part of the Singapore Broadcasting Authority (SBA)'s efforts to foster greater appreciation of international trends and developments in the rapidly changing field of broadcasting, the SBA launched its Distinguished Speaker Programme on 12th January 1999, the day before the start of the 4th International DAB Symposium.

The launch of the Distinguished Speaker Programme underscores SBA's commitment to promote the broadcast industry in Singapore, and to enhance Singapore's position as the region's broadcasting hub.

Mr Rupert Murdoch, Chairman and Chief Executive of The News Corporation Limited, spoke on the "Media in the 21st Century" at the luncheon talk organised and hosted by the SBA, attended by some 400 dignitaries, senior officials and leading members from the media, regional broadcasters and broadcast-related industries.

Murdoch is prominent throughout the international media industry. His global operations include major motion picture and television production and distribution operations; television, satellite and cable broadcast operations in the United States, Europe, Asia, Australia and Latin America; newspaper and magazine publishing on three continents; and significant book publishing interests. To date his interest in radio has been very low key.

During the extensive question and answer session that followed his speech numerous questions were put to Mr Murdoch concerning his recent acquisition of the English football team Manchester United and its referral to the Monopolies and Mergers Commission. Other questions centred around his business interests in Television, Newspapers and Film. The only question concerning his interests in Radio was asked by Simon Spanswick, Director of Corporate Affairs at World Radio Network and Chairman of WorldDAB Module 3. Spanswick asked Murdoch what part radio will play in News Corp's future intentions both in the East and the West considering the huge implications of radio going digital.

Murdoch interestingly replied that in spite of a large and successful investment in Holland he felt that News Corp had "missed the bus". He also went on to ask the rhetorical question "...is it going to be a big power, is it a big force in the media? Absolutely."

Those of us involved in DAB were interested to hear Mr Murdoch say "As far as we're concerned, I think we let it pass by. We didn't see it coming, the huge resurgence in radio. And it'll go on, and spread around the world. We're certainly interested to start up radio stations as far as possible".

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