

What's Hot in DAB!

The World DAB Forum Newsletter N.1 - June 2001

The World DAB Forum is pleased to announce their new newsletter, which will be distributed by e-mail on a monthly basis. This topical, more frequent, WorldDAB newsletter will feature the latest news on DAB around the world with the aim of sharing this information among all those involved and interested in DAB.

The newsletter will be introduced by two or three main stories, followed by "headline news" with the necessary links for further information.

This being the very first issue, we hope that you will enjoy reading it and that you will welcome the change in our approach.

We look forward to keeping you up to date with the latest developments in DAB.

The WorldDAB Project Office
<http://www.worlddab.org>

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French Regulatory Authority (CSA) to Visit DAB Experts in London

On June 8, a fact finding team from the French regulatory body, the CSA, arrives in London for meetings with its UK counterpart, the Radio Authority, and the Government's Department of Culture, Media and Sport.

The team will discuss the strategy behind the roll out of DAB in the UK, and the implications of regulation for growing the digital radio industry.

The CSA will also be talking to British DAB broadcasters, manufacturers and retailers, and is keen to learn first hand of their experiences with DAB over the past two years. They are looking for feedback on marketing initiatives with specific regard to how the regulatory issues have affected the roll out of digital radio in the UK.

Digital radio in France is growing with increased momentum. CSA President, Dominique Baudis, recently wrote in the CSA Newsletter that a new phase in the development of DAB in France was about to begin. Last September, the CSA issued a call to tender for new licences in the Paris area aimed at giving listeners a wider choice of programmes. The article goes on to say that that DAB will solve the current lack of spectrum issue and lead to a more diverse radio landscape.

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Germany Launch Digital Radio Initiative

May 9 saw the launch in Frankfurt of the newly formed IMDR, the Digital Radio Marketing Initiative.

Manufacturers Blaupunkt, Grundig, Kenwood and Pioneer have already joined this multi-million Deutschmark group, and broadcasters across Germany are expected to follow suit, setting aside traditional rivalries in order to help digital radio achieve a rapid break-through.

Chairman of IMDR, Volker Steiner, announced a three year campaign which is designed to raise awareness of digital radio in Germany through a series of strategic marketing tools. These will include branding via product specific logos and advertising motifs, trade communications, a clear-cut online presentation via the IMDR's website, www.digitalradio-info.de, and other events aimed at capturing public attention.

Mr Steiner said: "Our objective is a phased changeover from analogue radio to digital radio so that the switch off of analogue frequencies can commence from 2005."

Mr Steiner went on to say that now was the right moment to launch a broad based information campaign in Germany. "Resolutions in favour of digital radio have been made in all the German federal states, network operators have come into existence and the development of the network is in top gear. Some 70 per cent of Germany will be provided with digital radio by the end of 2001, and from 2003 blanket provision can be assumed."

Members of the IMDR will continue to work with broadcasters, retailers and manufacturers in Germany to grow the digital radio market and secure the successful introduction of a world leading product.

For more information on the IMDR and digital radio initiatives in Germany visit

<http://www.digitalradio-info.de>

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Digital Radio takes step forward in Sweden

Digital radio in Sweden has seen some encouraging initiatives over the past few months for both commercial and public broadcasters.

The Government is determined that public radio in Sweden should have the power to compete equally with other entertainment technology in tomorrow's media landscape and has extended the Swedish Broadcasting Corp's DAB license to 2007. The Government has also allocated 23 million Swedish Crowns a year to the Corporation with the proviso that the funding be spent on new DAB programming services.

As a result of this extra funding, and the Government's desire to focus on programming, the Swedish Broadcasting Corp has announced a series of new digital radio channels which will launch on a trial basis in the Autumn. The new services include a youth programme combining digital radio and the Internet, a digital channel linking Sweden and Denmark, a channel for active people, and a unique channel aimed at a different target group each week.

Another positive move for digital radio in Sweden is the appointment of Christer Jungeryd as Chairman of the Swedish DAB Association, an organisation consisting of some 40 companies and tasked with supporting the introduction of digital radio in Sweden. Mr. Jungeryd is currently head of the Swedish Commercial Radio Association and his appointment sends a clear signal to the Department of Culture that Swedish commercial radio is ready to go digital.

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HEADLINE STORIES

1. DAB Product Information

VideoLogic - UK Manufacturer VideoLogic is planning a European release of its tuner later this summer. The newest addition to the VideoLogic DAB receiver line up is the DRX-601ES which builds on the success of the award winning DRX-601E with performance tuning and a stylish silver anodised aluminium front panel, along with silver finish casework and controls. Other enhancements result in a tuner which has a significantly more natural sound than other DAB tuners on the market. The DRX-601ES retails for £349 and is available from more than 300 stores in the UK.

<http://www.videologic.com/Releases/Release.asp?ID=128>

<http://www.videologic.com/Products/VL-60453/ProductIntro.asp?Product=VL-60453>

New from Blaupunkt -A brand new digital radio product, the Woodstock DAB 52, launches at IFA later this year. It's an in-car DAB and MP3 unit which can be easily installed in the standard radio compartment of any type of vehicle. This exciting new product plays conventional CDs, as well as CD ROMs in MP3 format, and MP3 music from a multimedia card. It can also record and play back DAB programmes, and is equipped with a Traffic Message Channel data output jack for an optional

route guidance system.

Psion WaveFinder - The unique Psion WaveFinder is now the cheapest way of listening to digital radio in the UK with a price point of just £199. It's a digital receiver that connects easily to a PC allowing the transmission and reception of data, games, digital newspapers and other interactive programming as well as audio, without an Internet connection. Its multi-coloured, pulsating retro design means it looks cool as it delivers a crystal clear signal and unique digital radio stations.

<http://www.wavefinder.com>

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2. Cheaper Chips

Two leading DAB proponents are at the fore in the development of cost-effective, low powered chipsets designed to bring cheaper, smaller digital radios to the marketplace by the end of the year. UK based Digital One and Imagination Technologies announced their partnership in April, while US company Texas Instruments revealed their plans earlier this year. Both companies report substantial interest from manufacturers. It's good news for the digital radio industry and promises an exciting range of new product at an affordable prices.

<http://www.ukdigitalradio.com/press/display.asp?id=65>
<http://www.ti.com/sc/docs/innovate/radio/index.htm>

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3. First Paid For Advertising Campaign on Digital Radio

In Britain, Ministry of Sound Radio - one of the new services on London's Switchdigital multiplex - has struck the first commercial airtime sales deal for its digital radio service in a campaign with home video entertainment giant Buena Vista Home Entertainment.

<http://www.switchdigital.com>
http://www.worlddab.org/pressreleases/switch_ministry2.pdf

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4. News from Canada

A new on air creative campaign supporting digital radio launched in Canada on April 30. A Coverage Committee is studying the rollout of DAB for the area between Windsor and Toronto, Montreal and Quebec City and up to Ottawa. And a Programming Committee is developing a plan of action for the 14 hours a week of unique programming the CRTC allows each Canadian DAB station to run.

(for more information on developments in Canada visit
<http://www.digitalradio.ca>)

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5. Broadcast Asia 2001

For details of Broadcast Asia 2001's DAB conference, - The Business of Digital Audio Broadcasting -Opportunities for All - visit http://www.asiadab.org/asiadab_conf.htm

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