

# What's Hot in DAB!



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The World DAB Forum Newsletter  
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## NETHERLANDS BACK ON AIR

After 16 months of silence, DAB digital radio is back on the air in The Netherlands. In October 2000, after five years of continuous broadcasting, the Dutch DAB Foundation ended its pilot transmissions and, with no government policy in place, became the only country in Western Europe without DAB services.

On February 7, public service broadcaster NOS brought digital radio back to The Netherlands as radio stations Radio 1, Radio 3, 3FM, Radio 4, 747AM and De Concertzender, came on air in block 12C in the Western part of the country.

This initiative has been made possible by a government decision to postpone the planned auction of commercial radio frequencies until September 2003. The 18 months gap allows broadcasters sufficient breathing space to deploy new initiatives. NOS has taken the welcome step of revitalising DAB in The Netherlands with the intention of stimulating commercial broadcasters to follow suit.

Over the following months, transmitter operator Nozema will expand the network to include the cities of Haarlem and Rotterdam bringing DAB coverage to around 40% of the Dutch population. Once NOS obtains a licence for regular services from the government, it plans to further extend coverage to 100%.

At a CEPT conference on the planning of L-band hosted by the Dutch government in mid 2002, the Dutch delegation will put forward DAB requirements for local and regional broadcasting in the Netherlands. Having DAB services already on air will strengthen the delegation's position considerably.

For the full press release, click here:

<http://www.worlddab.org/pressreleases/dutch-pressrelease.pdf>

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## **NEWS FROM CANADA**

DAB digital radio was a big hit at the Toronto Auto Show in February. It's the second largest car show in North America and DRRI (Digital Radio Rollout Inc) teamed up with General Motors of Canada to put together a new DAB exhibit. On display was the DAB in-car radio which GM Canada will factory install in more than 20 models of its 2003 vehicles, available this summer.

Programmers from a wide variety of Toronto stations supported the DAB exhibit with special programming. And a demonstration of data display capabilities, including a sports ticker with Olympic updates, song titles, artist names, format information etc., enhanced the exhibit experience.

During the 10 days of the show, consumers were surveyed on a number of issues including which features were most important to them, their intentions to purchase in-car or home receivers in the next year, and possible price points for receivers.

Also in Canada, radio programmers have agreed a set of programming practices for the deployment of DAB. This will ensure that Canadian listeners enjoy consistent programme services across the digital dial.

Along with the station name and format, and details of the song currently playing, features will include public service announcements. In the wake of September 11, the Canadian Association of Broadcasters is working with DAB to implement a system of emergency warnings which could appear on the display in the event of weather or civil emergencies.

Click below for the full press releases:

[http://www.worlddab.org/pressreleases/Toronto\\_car\\_show-overview.pdf](http://www.worlddab.org/pressreleases/Toronto_car_show-overview.pdf)

[http://www.worlddab.org/pressreleases/DAB\\_programming\\_features.pdf](http://www.worlddab.org/pressreleases/DAB_programming_features.pdf)

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## **SOM PURO, SOM DO FUTURO**

In Portugal, public broadcaster RDP has launched a national marketing campaign designed to raise awareness of DAB among consumers.

Taking the theme 'som puro, som do futuro' (The pure sound of the future), a four week advertising campaign is currently running across all of RDP's analogue and digital channels. Print advertising in Portugal's main daily and weekly newspapers will back up the campaign.

The radio ads highlight the benefits of DAB and tell listeners that the three RDP national channels, Antena 1, Antena 2 and Antena 3, are currently available on DAB to 70% of Portugal's population. Listeners are directed to the RDP website for more information on DAB [<http://www.rdp.pt>].

RDP's aim is to prepare both the public and electronics retailers for the arrival of in-car and in-home DAB digital radio product. The message is clear, the future

of radio broadcasting in Portugal is digital.

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### **GERMANY PACKAGES DAB**

The Digital Radio Marketing Initiative (IMDR) has followed up last year's successful print advertising campaign and poster ads on public transportation with a series of national radio spots. The 2002 marketing initiative is designed to inform radio listeners of the new technology and the growing number of DAB digital radio stations available across Germany.

As well as consumers, the IMDR will be primarily targeting retailers and content providers in 2002. A sales package in the form of a shiny, silver UFO has been devised to include a comprehensive information package and a CD containing on air ads. This limited edition pack, which is distributed free of charge, has been sent to both public and commercial broadcasters as well as Germany's leading electrical retailers.

IMDR board member, and general manager of digital radio at Grundig, Michael Daucher, says he expects that within three years, sales of DAB digital radios will outstrip those of conventional analogue radios.

The IMDR web site gives further information about the DAB situation in Germany. It can be found at <http://www.digitalradio-info.de>

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### **NEW FROM THE BBC**

On March 11, the BBC will launch the second of five new national DAB digital radio stations. 6 Music is the first new national music station from the BBC in 32 years and will feature a mix of contemporary and classic artists, plus new and emerging bands.

6 Music's web site can be found on <http://www.bbc.co.uk/6music/>

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### **THE EUROPEAN DIGITAL RADIO CONFERENCE**

The fourth European Digital Radio Conference takes place April 29 and 30 at the Park Hilton Hotel in Munich. Organised by Funkschau magazine in co-operation with WORDup Public Relations, this year's programme will include sessions on: DAB break through in Europe, DRM, DVB-T, IBOC, Internet radio and radio distribution via satellite.

For more information on this event, please visit the web site on

<http://www.edrc.de/>

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## **BROADCASTASIA 2002 CONFERENCE**

June 19 is the date of BroadcastAsia's DAB conference this year in Singapore. Subtitled 'Seizing Sound Business Opportunities Now', the conference - part of the Broadcast Asia 2002 International Conference - will focus on business aspects of DAB and will feature leading players from around the world. DAB broadcasters, service providers, chipset developers and receiver manufacturers will discuss the commercial viability, revenue potential and critical success factors for DAB businesses.

For further information visit the BroadcastAsia2002 web site on <http://www.broadcast-asia.com/>

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