

What's Hot in DAB!



The World DAB Forum Newsletter
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THE EVOKE-1: A NEW £99 DIGITAL RADIO FROM VIDEOLOGIC

Today (July 1) VideoLogic launches the Pure EVOKE-1, a new DAB kitchen digital radio retailing at £99, available in the UK later this month. The radios go on sale through leading independent retailers from July, and will continue in the run up to Christmas. The long awaited arrival of an affordable mains portable DAB product is supported by an on-air radio campaign from the Digital Radio Development Bureau (DRDB). Specially produced Point of Sale (POS) material promoting both the product and generic DAB listening is being designed for in-store use.

The first batch of radios will be available in London by the end of July, and stocks are expected to roll out across the rest of the country from August.

The radio is also suitable for use in Spain, Scandinavia, Singapore and Korea. It uses the Frontier Silicon chip, third generation DAB technology and comes with an auxiliary speaker output, headphone socket, line out, power input, telescopic aerial and aerial connector. An optional matching speaker turns it from mono to stereo.

For more information visit <http://www.videologic.co.uk/>

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SPECTRUM ALLOCATION

At a planning meeting in Maastricht on June 18, the European Conference for Posts and Telecommunications (CEPT) agreed to allocate a further seven blocks of L-Band spectrum across Europe to terrestrial DAB. This is the third such allocation of spectrum to DAB digital radio, and confirms continued high interest

in terrestrial DAB across Europe.

In 2005, it is hoped that a revision of the Stockholm Plan, drawn up in 1961 to organise and plan frequencies across Europe and northern Africa, will address the issue of extra spectrum for terrestrial DAB in Band III.

For the full press release please see:

http://www.worlddab.org/news/news_frame.htm

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SPECTRUM IN MALAYSIA

The Malaysian Communications and Multimedia Commission's Spectrum Plan, which came into effect on January 1, has allocated spectrum to Eureka 147 (as an FM replacement) and DRM (as an AM replacement). No trial services for either system have yet been conducted.

For further information please see: <http://www.asiadab.org>

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NEWS FROM BRUNEI

Trials of digital audio broadcasting have been running in Brunei since September 2000. Five channels broadcast to a coverage area of 20km (rising to 60km in some places).

Radio Television Brunei (RTB) recently ran a training seminar in collaboration with The Asia-Pacific Broadcasting Union Technical Advisory Service in order to raise awareness of DAB among senior RTB management, DJs, radio producers and technical staff. The seminar was conducted on behalf of RTB by NTL and was very well received.

For further information please see: <http://www.asiadab.org>

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GERMANY

IMDR Activity

In Germany the IMDR (Digital Radio Marketing Initiative) continues to promote DAB digital radio in general and the new Woodstock in-car radio from Blaupunkt in particular. (See Newsletter #11; <http://www.worlddab.org/news/newsletter11.htm>)

A new on-air campaign, which began on May 31, is designed to stimulate mass-market uptake of DAB in Germany and will run until mid-July. Advertising spots are being broadcast nationally, including Hanover in Northern Germany and give

listeners information about DAB and refer to either their nearest dealer or to the IMDR web site.

There are many positive activities to promote DAB taking place in Germany. The IMDR reports, for example, that regional public broadcaster WDR is exclusively transmitting all soccer games live via digital radio, and is trailing this information on its FM programmes.

For more information go to <http://www.digitalradio-info.de>

The Blaupunkt OE Innovation Days 2002 Conference

This event was hosted by German public broadcaster SWR, attracted representatives from the European car industry and leading broadcasters. Speakers from the EBU, Digital One, Bosch, the State Office for Communications and Blaupunkt presented a positive picture of DAB in Europe.

For further information please contact:

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BROADCAST ASIA

The Asia DAB Committee held a full day's conference at this year's Broadcast Asia 2002 International Conference in June. More than 140 participants from Asia and around the world attended the conference where they heard representatives of fourteen leading international DAB players share their experience and discuss the commercial viability, revenue potential and critical success factors for DAB.

Collaboration was the word of the day with the conference agreeing a key success factor is the need to a more coordinated effort among players across the industry in order to accelerate the takeup of DAB.

Receiver manufacturers should step up their effort to persuade more car manufacturers to line-fit DAB. In addition to the General Motors of Canada commitment to line fit DAB in some of its models, the conference also reported that Pioneer is working with Komoco Motors to install Pioneer DAB receivers as standard in a number of its Hyundai car models.

Chairman of the DAB conference, Mr Koh Tin Fook, pointed out that for too long the focus has been on the search for a "killer application". He reasoned that the industry would be better served promoting "killer products" which consumers would readily buy, suggesting a reasonably-priced integrated car receiver with MP3, CD player, multimedia card etc, would certainly fit the bill.

For more information contact <http://www.asiadab.org>.

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WORLDDAB TECHNICAL WORKSHOP

The WorldDAB Technical Workshop, co-hosted by Nagra Futuris was held in Zurich on May 23 and 24.

Among the presentations given at the workshop were those on the Nagra Futuris end to end solution designed to ensure secure radio commerce transactions; the possibilities of DAB/Mobile phone integration, with an update on WorldDAB's TF DAB/Mobile; an explanation of IBM's CA PK system for conditional access (currently in trials using the NTL experimental network in the UK).

Another topic covered at the workshop was that of traffic transport systems, with a presentation and demonstration from TPEG.

WorldDAB president, Annika Nyberg presented a DAB receiver overview, highlighting some new products and new manufacturers moving into the DAB market.

A positive update from Canada ended with a request for more support on an international level to introduce Eureka 147 technology to the Americas. With IBOC and satellite DAB influencing the USA, South America is becoming politically very important for DAB proponents in Canada.

A presentation on Europe concluded that the focus of DAB has moved from an emphasis on geographical coverage to receiver availability and radio content. A stimulating question and answer session followed in which members pushed for a better situation in France and improved indoor reception in Canada.

The Electronic Programme Guide currently being developed by a WorldDAB working group was described and demonstrated. And the possible use of Java, a flexible software technology which could bring new services to the consumer.

The exhibition area also presented an array of DAB receivers and demonstrations on EPG, TPEG, Conditional Access Systems from FhG and IBM and the Nagra Futuris end to end solution.

For full details go to: http://www.worlddab.org/events/events_frame.htm

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OTHER NEWS

WorldDAB said goodbye to its Project Director, Julie Ackerman this week. Julie has been with WorldDAB since its inception and her leadership, organisational skills and charm will be greatly missed. She and her husband, Keith, are moving to the United States following the birth of their first child in July.

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