

What's Hot in DAB!



The World DAB Forum Newsletter N.19 - February 2003

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NEWS FROM SPAIN

Digital Radio Event

The Generalitat de Catalunya, the Autonomous Government of Catalonia, in collaboration with the WorldDAB Forum, organised a lively and successful DAB Conference in Barcelona in January, attracting 200 delegates, including public and commercial broadcasters, retailers and journalists. Speakers from the UK, Germany, and Denmark described the various levels of success achieved in breaking the circle of inactivity created by the "product vs. content" scenario.

In a session on DAB in Spain and Catalonia, Sr Alfonso Ruiz de Assin, the secretary of the Asociacion Española de Radiodifusion Comercial (AERC), provoked a heated discussion when he dismissed the announcement that analogue radio will be switched off in 2010. He went on to praise Catalonia for pioneering DAB in Spain. The Catalan speakers, both private and public, focused their presentations on the DAB market in Catalonia and the benefits of the DAB technology.

In the day's final session, manufacturers of DAB radios and chipsets demonstrated that Spain already possessed the required infrastructure to make DAB Digital Radio possible now. By pulling together broadcasters,

manufacturers and retailers, the circle of inactivity could be broken, as has already happened in other European countries. The Generalitat accepted the suggestion that the three industry sectors could, together, influence the positive market growth of DAB in Spain.

This event received considerable press coverage, which can be viewed using the following links:

To read Sr Ruiz de Assin's speech in La Vanguardia (one of the most popular national Spanish newspapers), please use the link: <http://www.lavanguardia.es/web/20030122/134239966.html> .

Mrs Annika Nyberg (President of WorldDAB) was interviewed for La Vanguardia, which will be published on their back page very soon.

The Market growth of DAB in Spain is discussed in a full page article published by top national economic magazine "Actualidad Económica". Please click here: http://www.worlddab.org/events/proceedings/actualidad_económica.pdf

Roger Loppacher, CEO of the Generalitat Audiovisual Media Department, gave useful TV, radio and press interviews for the Catalan and Spanish media. This has been reported here: <http://www.expansiondirecto.com/edicion/noticia/0,2458,230314,00.html>

For the full report on this event, please use this link: http://www.worlddab.org/levents\events_frame.htm

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NEWS FROM SCANDINAVIA

Nordini

Public service radio broadcasters in Scandinavia have teamed up to form Nordini, the Nordic Radio Digital Initiative. The aim is to bring the DAB Digital Radio chain together by attracting commercial broadcasters, network operators, electronic consumer goods manufacturers and other interested parties into the group where they can share knowledge and exchange information. Nordini's special emphasis will be expanding the base of both digital receivers and services in Scandinavia.

Founding members of Nordini include Danmarks Radio (DR), Norsk

Rikskringkasting (NRK), Sveriges Radio (SR), Yleisradio Oy (YLE), Rikisutvarpio (RUV), and Broadcast Service Danmark (BSD).

For more information, please visit <http://www.nordini.org> or contact Lone Loop at <mailto:lils@dr.dk>

Sweden

SR C, the experimental culture based service broadcasting on DAB Digital Radio in Sweden has been awarded top prize by a Stockholm magazine.

Nojesguiden, a major weekly entertainment magazine, said SR C was "the most exciting station in the Swedish radio market in many years."

Swedish Radio, the public radio operator in Sweden, has expanded its digital radio portfolio to include SR X (rock music), SR Klassiskt (classical music), P3 Star (pop music), SR Sisuradio (Finnish speaking radio), and SR International (world news and current affairs).

Please contact Malte Lind at Swedish Radio <mailto:malte.lind@sr.se> for more information on DAB developments in Sweden.

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Germany

DAB Digital Radio is now available for the first time in Hamburg. Digital Radio Nord, the DAB network operator in northern Germany, has switched on two new transmitters in Lower Saxony to extend coverage to Hamburg, and to complete coverage of the Autobahn between Hamburg and Hanover.

Two services are available via DAB Digital Radio in Hamburg, with more to follow. In addition, Digital Radio Nord will switch on another transmitter in Kiel, further extending coverage in the region.

For more information, please contact Tanja Moeller at <mailto:tanja.moeller@digitalradio-nord.de>

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News From The Netherlands

DAB Digital Radio is about to expand in The Netherlands. The Dutch public broadcaster, NOS, has received a seven-year licence from the Cabinet and is expected to begin transmissions this autumn, reaching a coverage of 50% of the population within six months and ultimately extending to 100%. A minimum of six services will be broadcast.

The licence is seen as a significant move on the part of Government in The Netherlands and it is hoped that, with NOS broadcasting on DAB, commercial broadcasters will be encouraged to join the market. The Government intends to begin the commercial licensing procedure later this year.

For more information, please contact Tom Visser at <mailto:t.j.b.visser@minez.nl> or Hans Bakhuizen at <mailto:hans.bakhuizen@omroep.nl>

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NEWS FROM THE UK

Christmas Sales

In the UK, sales of DAB digital radios increased by 165% in 2002 with an estimated 75,000 products sold over the Christmas period alone when strong sales saw nearly every digital radio in the country sold. Many retailers were left complaining they couldn't get enough stock to meet demand. Products from manufacturers such as PURE Digital, PersTel and Goodmans, were prominent in the consumer press over the Christmas period. Almost every national newspaper recommended one or all of these products as Christmas presents. An estimated 58 articles reached a total of 50.7 million people in December alone.

The DRDB estimates household penetration rose from 50,000 sets in January 2002 to 135,000 in January 2003. Another 300,000 sets are expected to be sold this year.

More than 2,000 retailers in the UK now stock DAB Digital Radio - that's an increase of 350% in twelve months. Stockists now include every High Street multiple, most independent dealers, many department stores, catalogue retailers and online retailers.

Consumer awareness in the UK is growing thanks to a great deal of positive press coverage, on-air radio advertising by commercial radio, and television and

radio promotions by the BBC for its new DAB Digital Radio stations.

New products expected on the market in February include:

PersTel DR201 - a hand-held radio combining DAB/AM/FM and MP3

MOSDR011 - a hand-held DAB radio from Ministry of Sound. For the full press release on this exciting new product, please click here: <http://www.worlddab.org/pressreleases/Ministry-of-sound-Launches-Pocket-DAB.pdf>

BBC 7

The BBC launched its final national digital radio network, BBC 7, just before Christmas, and it's proving to be one of the Corporation's most popular inventions. Broadcasting a mix of comedy, book readings, children's programmes and radio theatre, BBC 7 has captured the public's imagination and is stimulating many people to buy a DAB digital radio. It's an indication of the consumer's desire for the unique programmes available via digital radio.

For more information on all UK news, contact Mandy Green at <mailto:mandy@drdb.org>

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Canada

DAB broadcasters in Canada are now able to prepare the business case for an extension of services thanks to two key reports received last year. The Price Waterhouse Coopers report on "Revenue Opportunities associated with a DAB Roll-Out" and a report on coverage from D E M Allen and Associates provide DRR members with data and references to aid their cause.

The launch of DAB Digital Radio in Canada's capital, Ottawa, is on track for 2003. Canada's regulatory body, the CRTC, has approved applications for 15 Ottawa DAB stations. Successful applicants include Astral Radio Inc., CBC/Radio Canada, CHUM Ltd., Rogers Media and Standard Radio Inc.

For more information on Canadian developments, please contact David Garforth at <mailto:dgarforth@sympatico.ca>

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In-Car News

Blaupunkt reports sales of more than 18,000 Woodstock DAB52 radios between May and December 2002. It was the second best selling receiver in its price range in Germany between May and September 2002.

In-car is set for a boost in the UK in February. Ford dealers around the country will have a car fitted with a Woodstock DAB52 radio, and a national radio advertising campaign will encourage consumers to visit their Ford dealer to experience DAB Digital Radio.

For more information Ford and DAB, please contact Diane Wray at MXR at <mailto:diane.wray@mxrdigital.co.uk> , or +44 207 465 6079

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Other News

WorldDAB will attend the 3GSM 2003 event in Cannes between February 17 - 19. Please come to visit us in Hospitality Suite M27b, Hall 5 - we hope to see you there! For more information on this event, please contact Lisette Cooper at the WorldDAB Project Office, <mailto:cooper@worldddab.org> .

The EDRC Funkschau event will be held in Munich on April 3 - 4, and WorldDAB members are entitled to a special discounted price. Please visit the website <http://www.edrc.de> for more information.

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