

## Europe is ready for DAB<sup>+</sup>

**Amsterdam, 6th September 2007**

Live **DAB<sup>+</sup>** transmissions will be taking place during the IBC conference/exhibition using customer-ready transmission equipment and receivers. WorldDMB will be demonstrating the latest receiver products available now for **DAB<sup>+</sup>** together with Frontier Silicon, Future Waves, Maxscend Technologies, Fraunhofer IIS and OnTimetek. Transmission systems providers including Factum Electronics, Radioscape, Harris and VDL will all broadcast live **DAB<sup>+</sup>** transmissions, and for the first time consumers will be able to see and hear **DAB<sup>+</sup>** in the real world rather than through engineered demonstrations.

Europe witnessed its first live **DAB<sup>+</sup>** transmissions in February 2007 at the Le Radio Show in Paris, the same day that DAB+ received ETSI standardization. Over the past six months an increasing number of manufacturers have been finalising designs for **DAB<sup>+</sup>** radios in order to meet the growing demands of the market. As a result, many of the leading DAB receiver manufacturers and silicon providers have already announced DAB+ capability by the end of the year.

Australia became the first country to switch on a high power **DAB<sup>+</sup>** test with 12.5kW transmissions covering Sydney in preparation for full commercial rollout of **DAB<sup>+</sup>** in 2009. Many European and worldwide broadcasters have already announced their **DAB<sup>+</sup>** plans and intentions. **DAB<sup>+</sup>** trials and tests have been conducted in Italy, Czech Republic, and France whilst other countries including Canada, Hungary, Israel, Kuwait, Malaysia, Malta and New Zealand are making preparations for live on-air trials and launches.

**DAB<sup>+</sup>** uses latest MPEG-4 High Efficiency AAC audio coding, with optimally designed DAB transport to deliver a range of improvements across the board. **DAB<sup>+</sup>** allows regulators and broadcasters to implement DAB with significant improvements in spectrum efficiency which in turn results in lower channel transmission costs and delivers listeners an even greater choice of digital radio services. **DAB<sup>+</sup>** allows broadcasters to transmit live text services and other programme data including pictures and multimedia content. **DAB<sup>+</sup>** supports other services which are important to broadcasters such as Service Linking to switch seamlessly between analogue FM and DAB digital platforms. **DAB<sup>+</sup>** receivers are backwards compatible which means that standard DAB (using MPEG2 audio) can be broadcast at the same time or on the same multiplex as **DAB<sup>+</sup>** and receivers, which include both types of audio codec, will therefore work in any country.

Over the past year, Fraunhofer IIS together with WorldDMB, have collaborated to ensure that MPEG Surround on DAB/ **DAB<sup>+</sup>** transmissions is now a possibility. DAB Surround is based on

MPEG Surround technology. As DAB Surround is fully backwards compatible to common stereo and mono receivers consumers can be sure that their receivers will be able to receive their favourite services in the known high quality. With surround capable receivers consumers can benefit from a whole new listening experience.

ENDS

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**Notes to Editors:** The foundation standard DAB and related subsidiary standards such as DAB+/DMB/DAB-IP can be seen and heard in nearly 40 countries from Canada to Australia, across Europe and the Far East. Countries including India, China and South Africa are testing DAB and developing consumer trials. More than 500 million people worldwide are within range of a DAB/DMB transmitter, and there are nearly 1000 services on air. Created from the onset to enable mobile reception with audio, video and multimedia capabilities, the DAB standard has recently extended its lead into the world of mobile multimedia delivery through its compatible DMB and IP applications. DMB is DAB's Mobile TV solution, sharing the same core technical standard, infrastructure and receiver technology. The launch of the world's first Mobile TV services took place in Korea in December 2005 using DMB technology. Further DMB launches have taken place in Germany. DMB is on-air in China in four cities and more DMB mobile TV services are expected to launch in Europe during the next year. In 2007 an upgrade to DAB, DAB+, which uses highly efficient AAC audio coding has been ETSI standardized and many countries throughout Europe and in the Asia Pacific are planning commercial launches of DAB+ digital radio services in 2008.

**About WorldDMB**

WorldDMB is an international, non-governmental organisation whose role is to promote the awareness, adoption and implementation of Eureka 147-based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers, companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.