



WORLDDMB Announces **DAB⁺ as the Name for its Additional Audio Codec**

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WorldDMB has announced the new name for the additional audio codec in Digital Audio Broadcasting (DAB), which is currently in the final stages of ETSI standardisation. The international organization, which promotes all Eureka 147-based digital broadcasting technologies, has confirmed that **DAB⁺ will be the worldwide name used by broadcasters, manufacturers and for consumers.**

The draft additional audio codec for DAB (Digital Audio Broadcasting) was announced by WorldDMB last November in Korea and now it has a name. The organisation has confirmed that **DAB⁺** is to be the name of the additional audio codec. Marketing materials designed to help consumers identify **DAB⁺** on receivers compatible with the additional audio codec are being developed by the WorldDMB Marketing Committee. The additional audio codec specification for **DAB⁺** was submitted to ETSI for standardisation in December, and is expected to be issued as a worldwide standard in March 2007. Roll out of **DAB⁺** services and receivers are expected to commence in a number of countries during 2007 and WorldDMB anticipates countries where DAB is currently in trial phase or has not yet been licensed will be the first to introduce the new audio codec.

DAB⁺ allows regulators and broadcasters to implement DAB with improvements in spectrum efficiency, lower per-station transmission costs and offer listeners an even greater choice of services. Standard DAB can be broadcast at the same time as **DAB⁺** and new receivers, which include both types of audio codec, will work in any country.

Visitors to this year's Le Radio in Paris will have the unique opportunity to witness the first live on-air broadcast of **DAB⁺**. WorldDMB member VDL has announced that all DAB based technologies (including DAB, DAB+ and DMB) will be on air throughout the exhibition, which takes place from the 11th –14th February. This demonstration will also showcase the unique scalability and compatibility of Eureka147-based solutions, which are particularly suited to any combination of radio, television or multimedia broadcaster.

ENDS

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Notes to Editors: The foundation standard DAB and related standards such as DMB 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 and DAB-IP are DAB's Mobile TV solutions and share the same core standard, infrastructure and receiver technology. The launch of the first ever Mobile TV services took place in Korea in December 2005 using DMB technology. Further DMB launches have taken place in Germany and services using DAB-IP for mobile TV have been launched in the UK. Further mobile TV launches are expected in Europe and China throughout the next year.

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 and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.