



## **WORLDDMB AND DRM WELCOME DUAL STANDARD DIGITAL RADIO RECEIVER**

**London, 27th November 2006**

**The two international bodies responsible for promoting digital radio standards worldwide today commented on the launch of a new multi-standard digital radio, the Morphy Richards model 27024.**

Quentin Howard, President of WorldDMB, stated: "This is a significant step in progress towards the digitisation of radio in all markets. With this new dual standard DRM™ and DAB digital radio receiver available at under 200 euros, it is at last an affordable way for listeners to enjoy hearing new and favourite radio stations in digital quality without having to think about the technical standards which are being used by radio broadcasters".

Peter Senger, Chairman of DRM further added: "DRM is a great way to enjoy not only international radio stations, but also some local and national radio. In many countries, particularly those with large rural areas, the combination of DRM and DAB gives broadcasters a tailor-made way to upgrade to digital radio and give their listeners access to a greater range of stations than ever before."

The DRM Consortium was formed in 1998 to develop technology to allow digital broadcasting in the frequency bands formally referred to as the "AM bands" (Long, medium and short-wave). DRM broadcasts can be tailored to fit into the same frequency allocations as current AM stations, whilst providing competitive sound quality combined with the other benefits of Digital Radio (Electronic Programme Guide, scrolling text, alternative frequency lists etc.). There are now more than a dozen broadcasters targeting Germany and Northern Europe.

WorldDMB, which recently changed its name from WorldDAB, manages a family of digital broadcasting standards, which includes DAB (Digital Audio Broadcasting) and DMB (Digital Multimedia Broadcasting). Already firmly established in the UK, Denmark, Norway, Switzerland and Belgium, DAB digital radio 'bundles' together around ten radio stations and broadcasts them together in a single 'multiplex' or block of spectrum which can be around fifteen times more efficient than the FM spectrum needed for national stations. In London, for example, over 50 DAB digital radio stations can be heard. DMB is a compatible version of DAB, used for mobile TV and multimedia broadcasting. Korea, Germany and the UK have already launched mobile TV services based on DAB standards.

The two organisations, WorldDMB and DRM, see their respective digital radio technologies as complementary to each other and not competing. Peter Senger commented: "In countries like Australia, but also some European countries, a combination of DRM and DAB is the perfect solution for public and private broadcasters, and for urban, rural and international broadcasting." Quentin Howard added: "There are a number of technical similarities between DAB and DRM which makes dual standard receivers

more easily made. A DAB only digital radio can be bought for less than 50 Euros, and if this dual-standard approach proves popular then it shouldn't be long before receivers with both DAB and DRM inside will be selling at attractive, low prices."

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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 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; services using IP for mobile TV have been launched in the UK; and more 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.

#### **About Digital Radio Mondiale**

The DRM consortium, founded in 1998, includes broadcasters, broadcasting associations, network operators, manufacturers, NGOs and others. The DRM consortium has c. 100 members from more than 30 nations.

DRM is the world's only, open standard, universal, digital on-air system for short-wave, medium-wave/AM and long-wave. DRM has received the endorsement of the European Telecommunications Standards Institute (ETSI), the International Telecommunications Union (ITU) and the International Electrotechnical Committee (IEC). The system provides near-FM audio quality and excellent reception, even over long distances. While DRM currently covers the broadcasting bands below 30 MHz, the DRM consortium voted in 2005 to extend the system to the broadcasting bands up to 120 MHz. The design, development and testing phases are expected to be completed by 2009.

More than 700 hours per day of DRM broadcasts now air worldwide, provided by more than 37 commercial, public, international, regional, national and local stations. Last year, the FCC adopted DRM for US HF Broadcasting Service (HFBC) digital transmission, for international broadcasts originating in the US and sent overseas. DRM-capable consumer receivers are now available. See [www.drm.org](http://www.drm.org) for further information.