



World DAB Forum changes its name

Seoul, 30th October 2006

The WorldDAB Forum has voted to change its name to 'WorldDMB'. The decision was announced at the General Assembly of the organisation, which has over 120 member organisations around the world.

WorldDMB's President, Quentin Howard, commented, "We're recognising that while radio will always be the main focus for many of our members, we also need properly to represent countries and companies who see mobile TV and multimedia as the core proposition." Howard says the organisation had outgrown its old name, "The Steering Board unanimously supported changing the name to 'WorldDMB' because 'digital multimedia broadcasting' is an inclusive category which covers radio, television and new media content. The vote of the membership gives us a powerful mandate to continue to highlight the flexibility, strength and success of the Eureka 147 family of standards."

The initial success of DAB (Digital Audio Broadcasting) was based on the Eureka 147 project and the digitisation of traditional radio broadcasting. Over the years, the technology has been enhanced with complementary standards developed to facilitate the commercial launch of multimedia and video services. In this way, the standard has remained at the forefront of the digital broadcasting arena by incorporating not only radio, but also data (including traffic and safety information), mobile TV (with a choice of DMB and IP based solutions), EPGs (electronic programme guides), music downloads and many other applications. At the General Assembly Quentin Howard noted, "In the context of this evolution and diversification, continuing to use the name 'the WorldDAB Forum' risked confusion. Some audiences have sometimes assumed that we only represented digital audio. In addition, it allowed some commentators wrongly to suggest that 'DAB' and 'DMB' are competing technologies, instead of the truth that they are different layers of the Eureka 147 family of standards."

In order to reflect the diversity of its members' interests and create a clearer understanding of the flexibility of standards the Forum promotes, a consultation was held on the issue of the name change followed by a vote of the full membership. The result was an

overwhelming YES vote in favour of the new name, 'WorldDMB'. The result was announced today and takes immediate effect.

However, the organisation's new name does not affect any of the various acronyms or technology labels already used for the Eureka 147 standards. 'DAB', for example will still be called 'DAB' and all DAB digital radio receivers will continue to carry the traditional 'DAB' or 'digital radio' logos which are recognised by consumers in different markets across the world.

At the General Assembly, members were reminded that this is not the first name change in the history of the organisation. It was launched in 1995 as 'EuroDAB' and changed its name to 'WorldDAB' in 1997 to reflect growing international interest, rollout and membership. This change contributed to the success of the organisation which now has over 120 members from 40 different countries. The name change from WorldDAB to WorldDMB will help promote and advocate the vast array of services available using its Eureka 147 family of standards – including the original DAB digital radio which is still the most widespread application of the standard.

WorldDMB President, Quentin Howard, believes the change of name will help the organisation to grow further and to be even more effective. "Some of our members are Mobile TV operators and new media companies in Europe and Asia who don't see themselves as 'audio' businesses and in some parts of the world our old name was a barrier to success. But a change of name is a big decision, and I'd like to pay special tribute to the many members who have a sole focus on the radio business for backing the change to a more inclusive name. We're united in the task of vigorously promoting the Eureka 147 family standards and that's the challenge for the coming year."

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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.