

DAB+ trial launches in Poland

Radio Wroclaw launches DAB+ pilot to ensure Poland's digital radio future in Europe.

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Radio Wroclaw, the Polish public radio broadcaster, took its first steps towards securing its digital radio broadcasting future with the launch of a DAB+ trial across the city of Wroclaw. This follows news that Poland's neighbour, Germany, is to launch a nationwide DAB+ service.

The DAB+ trial covers Poland's fourth largest city and capital of Lower Silesia with a population of approximately 640,000. It will broadcast on Band III, the same frequency band used in the rest of Europe and will include trials of DMB mobile TV. With coverage to include large sections of a major highway, in-car trials will also take place to confirm the robust reception of DAB+. Radio Wroclaw will initially broadcast 4 radio services.

The DAB+ trial is a co-operation between Radio Wroclaw (public broadcaster), the National Institute of Telecommunications and TP Emitel (Network provider) all of whom are members of the Polish Forum of Digital Radio and play key roles in the development of digital radio in Poland.

Experts from the Polish Forum of Digital Radio recently submitted recommendations to the regulator confirming DAB+ is the most appropriate technology for digital radio broadcasting. This document called for a detailed frequency allotment plan for DAB+ across Poland so that services could commence.

The pilot trial licence is initially for six months but it is expected that after this period the stakeholders will ensure permanent services are launched.

Digital radio (DAB/DAB+) is commercially available in the Belgium, Denmark, Germany, Norway, the Netherlands, Portugal, Spain, Switzerland and the UK. France will launch services at the end of 2009 using DMB radio, part of the DAB/DAB+ standard. Germany announced the launch of a national DAB+ multiplex to expand existing digital radio coverage and services in the country.

The digitization of radio across Europe is gathering pace with the Polish radio market taking steps to secure its digital radio landscape. All parties involved in the launch of the Polish DAB+ trial are committed digital radio and see DAB+ as the right choice for the future of radio.

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Notes to Editors: The DAB family is the most successful set of digital radio standards in the world today. Created from the outset for mobile and portable reception of audio services, the standard has been developed to offer multimedia and video with DAB+ and DMB digital radio and DMB mobile TV. Collectively these are often referred to as the Eureka 147 Family of Standards, having originated as an EU funded Eureka project. The system is on-air in nearly 40 countries across Europe, Australia and the Far East. More than 500 million people are within range of DAB, DAB+ or DMB services, with over 1,000 services on-air. In Europe, digital radio is available in the UK, Denmark, Malta, Norway, Belgium, Germany, Switzerland and Spain with digital radio launches planned for France, Ireland, Hungary, Italy, the Netherlands and Czech Republic. The world's first DMB mobile TV services launched in South Korea in 2005 and is now one of the most successful markets in the world. DAB is also on-air in China as the only industrial standard for digital radio with DMB successfully used for mobile TV during the 2008 Olympics. Other DMB mobile TV services and trials are planned for Norway, Vietnam, Malaysia, Taiwan, and Indonesia. In 2008 the industry body responsible for the Eureka 147 family of standards, the WorldDMB Forum, created the 'Digital Radio Receiver Profiles' which specify a set of minimum requirements and features for different types of consumer digital radio receivers. The Receiver Profiles ensure interoperability of new receivers and services between countries whose broadcasters may be using different combinations of DAB, DAB+ or DMB and creates a harmonised digital radio and multimedia market across the world.

About WorldDMB

WorldDMB is an international, non-governmental organisation with a mandate 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.