



## Press Release

Copenhagen June 10th 2009

### DAB is the future in Denmark

The Government will now focus on DAB digital radio.

**The much talked-about FM re-planning has been dropped and instead there will be a full focus on DAB.**

Yesterday, the government and the other parties agreed on a supplementary agreement to the media political agreement for 2007-2010 - this agreement states that the future of radio is digital. The government will drop the re-planning of the FM network, and instead rely completely on DAB.

#### **The agreement contains, among other things:**

- The FM re-planning will not be carried out
- The DAB transmitting opportunities in MUX 2 will be offered to the commercial stations at a beauty contest, as soon as possible. And there will be lower transmission costs for sending on DAB.
- The DAB transmitting net will be upgraded with a MUX 3 expansion, so it will be possible for the local and regional stations to be on DAB as well.
- 11 mio. DKK (1,45 mio. Euro) has been allocated to a DAB information campaign.
- When the fifth and sixth FM channel (where Radio 100 FM and Nova FM are broadcasting), will be offered again, it will be at a beauty contest, and not by auction. Furthermore there will be an investigation in relation to the payments to KODA and Gramex.
- A long term digitization plan for radio in Denmark will be worked out, this plan will include the transition plan from DAB to DAB+.

#### **Erik Henz Kjeldsen, Chairman of DAB Digital Radio Danmark says:**

" The Politicians have, with this agreement, made visionary media politics. It will benefit the

Danes with a diverse and versatile radio future. In Denmark, we will soon have more commercial radio stations on DAB and when the DAB transmitting net is expanded with MUX 3, then Danes also will have the regional and local radio stations on DAB.

The only thing we need now is the essential message of a FM switch-off date - or at least it's needed to define the criteria for a FM switch-off"

**Jim Receveur, CEO, Radio 100 FM says:**

"I am very happy that the media agreement focus on DAB.

There are still some unanswered questions about what will happen with respect to the fifth and sixth FM channel, distribution costs on DAB and payments to KODA and Gramex - we're a commercial radio and we obviously have to look at costs in connection with these things. All in all, things are moving in the right direction and we are very positive towards the political agreement, but we would also like to have answers to the unanswered questions.

**Culture Minister Carina Christensen says:**

"I am very pleased that we managed to create a broad consensus in the media agreement group to develop the Danish radio market in order to improve the framework for a more versatile and diverse radio offering for the Danish listeners. We have particularly emphasized the need to strengthen the commercial radio industry by providing better business environment, including securing more commercial broadcasters on DAB."

---

*For further information's, please contact:*

*Erik Henz Kjeldsen, +45 5129 6549 eller [erik@dabradio.dk](mailto:erik@dabradio.dk)*

**DAB**  
D A N M A R K