



MEDIA RELEASE

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Korean digital radio delegation visit Sydney

Commercial Radio Australia is hosting a Korean radio industry delegation this week. The delegation included representatives from the Korean Digital Radio Committee, Electronics and Telecommunication Research Institute (ETRI), Korea Radio Promotion Association (RAPA), Buddhism Broadcasting System (BBS), Telecommunication Technology Association (TTA), HYUNDAI AUTONET Co Ltd and Namseoul University.

Joan Warner, chief executive officer of Commercial Radio Australia, the commercial radio industry body that has driven the move to digital radio, said the radio industry world-wide has been watching with great interest the rollout of digital radio in Australia.

“Many countries that are making decisions about their digital radio future are very interested in the successful rollout of DAB+ digital radio services in Australia. Our all of industry approach of including all stakeholders in the planning and rollout has been successful and the Korean delegation is here to meet the organisations involved,” said Ms Warner.

The Korean delegation is meeting with key stakeholders from the Australian radio industry including; Austereo, Fairfax and the public service broadcasters, plus industry regulator the Australian Communication and Media Authority (ACMA) and the Department of Broadband Communications and the Digital Economy (DBCDE), to discuss the successful switch on of digital radio in Australia.

The Korean delegation will also visit the TXA Artarmon tower site to inspect the DAB+ antenna, transmitters and multiplexes.

DAB+ digital radio technology switched on in Australia is the standard already adopted in Switzerland, Malta and Hungary, to be launched in Germany and Italy in 2009 and expected to be trialled and/or adopted in the Czech Republic, Malaysia, China, Indonesia, much of Scandinavia and other European and Asian markets.

For further information on digital radio visit: www.digitalradioplus.com.au

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