

## **DAB+ digital radio trial in Poland's Capital City**

**Emitel, the Polish network operator, took another step towards securing Poland's digital radio future with the launch of a DAB+ trial in the Polish capital city, Warsaw.**

London, 27<sup>th</sup> November 2009

Five public radio stations Jedyńska, Dwójka, Trojka, Radio EURO and Radio dla Ciebie, seven commercial stations RMF FM, RMF Classic, Radio ZET, Chilli ZET, Tok FM, Radio ESKA, Radio Maryja will be on-air. This trial also includes a DMB mobile TV service from Radio EURO.

Jørn Jensen, President of WorldDMB, the industry body which supports and promotes digital radio on the DAB, DAB+ and DMB platform, said "Digital radio offers listeners in Wrocław where the first DAB+ trial was launched, and now Warsaw, an exciting new world of radio. The digitisation of radio is gathering pace across Europe and we are delighted that the Polish market has taken steps to secure its digital radio landscape. The trial sends a clear message that a move from analogue to digital is key to the future success of radio".

"Co-operation between the public and commercial broadcasters to promote this modern broadcasting technology has ensured strong support from the broadcasting regulators the Office of Electronic Communications and National Broadcasting Council. This joint venture demonstrates the need to make provision for digital radio in Poland in the future. WorldDMB supports market development through collaboration".

The trial in Warsaw, Poland's capital city covers approximately 2.5 million people for mobile reception and 2.1 million people for indoor reception. The transmitter, located on the famous Palace of Culture and Science, in the city centre, raises awareness amongst a larger proportion of Polish radio listeners to the potential of digital radio including new content, data and multimedia services.

The second trial follows the inaugural DAB+ transmitter launch undertaken by Radio Wrocław, the Polish public broadcaster, in the city of Wrocław. That trial covers Poland's fourth largest city and capital of lower Silesia with a population of approximately 640,000 and is expected to continue for the next six months.

Digital radio is currently commercially available in Belgium, Denmark, Germany, Norway, the Netherlands, Portugal, Spain, Switzerland and the UK. The symbolic launch of digital radio took place in Paris recently with the launch of 60 services using DMB radio. It is important that Poland and other European nations make provision for digital radio using DAB, DAB+, DMB or any combination thereof to ensure they do not get left in at 'island of analogue'.

With this in mind it is expected that after the initial trial stakeholders will look towards launching commercial services. Poland is working towards securing its digital future with regard to radio.

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**Notes to Editors:** The foundation standard DAB and related standards such as DAB+/DMB can be seen and heard in nearly 40 countries from Canada to Australia, across Europe and the Far East. Countries including India 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 over 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 compatible DMB application. DMB is DAB's Mobile TV solution and shares the same core standard, infrastructure and receiver technology. The launch of the world's first Mobile TV services took place in Korea in December 2005 using DMB technology. DMB is on-air in China in five major cities including Beijing, and more DAB, DAB+, and DMB services are expected to launch in Europe during the next year. The addition of DAB+ as a highly efficient audio coding has been ETSI standardized and many countries throughout Europe and in the Asia Pacific are planning commercial launches of DAB+ digital radio services in 2009.

#### **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.