



Europe Committed to Digital Audio Broadcasting

London, 1st June, 2010 Three major conferences on digital radio were held last week by European network operators and broadcasters in Sweden, France and Italy. All three countries are committed to digital audio broadcasting using the Eureka 147 family of standards including DAB, DAB+ and DMB.

These conferences illustrate the importance and ubiquitous nature of digital broadcasting across the Continent. As the new technology grows, so too does the need for communication and information sharing between and within countries. Digital broadcasting on an international scale requires the cooperation of not just broadcasters, but radio equipment manufacturers, governments and legislators, chip makers and network providers. Last week's gatherings show a commitment to taking European radio broadcasting into the digital age.

In Sweden, Radiopuls, a forum run by Swedish network provider Teracom, explored the development of digital radio, new services and content, regulatory and technical issues. **Stephan Guiance, head of Teracom Sweden**, told the audience from the Swedish radio industry: "These kinds of events make it possible for us to discuss the future development of radio together with our customers and the industry as a whole."

Delegates saw a demonstration of a new and unique application for images developed by The Dance Band Channel and Teracom. It enables listeners to interact through digital radio devices via MMS.

Speakers who shared the UK digital experience included Malcolm Blumel, owner of Sony Digital Station of the Year, Planet Rock; James Cridland, Future Radiologist looking at the potential for radio in the 21st Century using digital broadcasting; and Mark Rock from Audioboo, a social network on mobiles and the web that lets you record and upload audio for anyone to hear. Also on the agenda were Ole Jorgen Torvmark from Digital Radio Norway and Magnus Larsson, Director-General of the Swedish Radio and TV Authority. Larsson told the forum that he hoped to issue licenses for commercial digital radio using DAB+, at the end of the year 2010.

Italy's Aeranti Corallo, a body representing nearly 1,000 television, radio, internet, satellite and cable broadcasters, presented its fifth annual RadioTV Forum in Rome. Representatives from Italy's government and regulator met with broadcasters and industry experts to discuss the way forward for the country's digital media. Technical seminars and workshops were included in the two day event, along with an exposition of the latest equipment.

Recent approval of new regulation on digital radio has opened the way for the launch of DAB + and DMB broadcasts in Italy.

In Nantes, France's National Union of Free Radio (SNRL) brought together broadcasters, radio manufacturers and industry leaders to discuss the country's move to digital broadcasting. France continues to be committed to a digital radio future and this conference highlighted the support for the DAB family of standards in this country.

Rachid Arhab of the CSA (the French regulator) said: "Some evil tongues say that I am the ayatollah of digital radio, but this is not true," adding that he is "committed" to digital radio in France. And **Pierre Boucard**, president of the local Nantes broadcaster association said: "The launch of digital radio is vital for small radio stations such as ours."

At a key session on the future of radio in 2010, the conference concluded that "To preserve the diversity of our airwaves and the public good, terrestrial digital radio is emerging as the only credible alternative to paid products and markets for telecoms."

Speakers from the UK included the BBC's Lindsay Cornell and Lawrie Hallett from Ofcom. A selection of French broadcasters, and a representative of the Ministry of Culture and Communications also contributed to this session. The SNRL's **Pierre Morel** concluded "There is no reason to wait" and told the conference that 13 stations in the Nantes areas will launch a trial of digital radio services this summer.

WorldDMB's Project Director, Letty Zambrano, says: "WorldDMB and its members understand the importance these events play in educating the markets and providing vital information related to the digitalization of radio. As the number of countries in Europe and across the world deploying digital radio increases, it is vital to the continued success of the platform that broadcasters and all the key players in each market work together to ensure that the listener receives the quality of service expected from any digital medium".

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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, multimedia and video services. The family includes the compatible standards DAB, 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 and was successfully used for mobile TV during the 2008 Olympics. DMB mobile TV is currently on-air in Norway as part of the 'Mini-TV' project. Other DMB mobile TV services and trials are planned for 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.