



Germany's Public and Commercial Broadcasters United on Digital Radio

London, 23rd June, 2010

This week, Germany's commercial broadcasters presented a united front to the KEF, the country's public service financing committee, as they agreed to work together to facilitate national digital radio.

Dr Gerd Bauer, radio supervisor at DLM, the Association of State and Media Authorities in Germany, told a meeting of public and private broadcasters: "The importance of a move by the KEF to immediately release funds for digital radio has been shown once again. I would be happy if, keeping this in mind, the KEF would pave the way for more digital supply and pluralism in radio broadcasting in Germany."

The meeting held in Frankfurt included representatives of commercial radio, applicants for national digital radio capacity, network operator Media Broadcast, DeutschlandRadio, the ARD and State Media Authorities. All parties agreed that public and commercial radio will work together with sustained cooperation to drive terrestrial digital radio in Germany. In particular, it was agreed that the network operator, Media Broadcast, will work closely on network building in partnership with those broadcasters hoping to operate a national digital network.

There was a sense of immediacy in the meeting, especially regarding Network Optimization, the configuration of planned data services and marketing activities for the re-launch of digital radio. It was agreed that negotiations would continue immediately, and two further meetings were scheduled in July.

WorldDMB Project Director, Letty Zambrano says: "Like the successful cooperation's in other European countries, broadcasters in Germany are showing the need and benefits that working together will bring to all sectors of the radio industry, and stations of all types and sizes, allowing radio to remain relevant to consumers and fully competitive in a digital environment. WorldDMB understands the importance of working together to guarantee the continued success of the platform in delivering to the listener 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.