

Eureka!

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REACHING OUT TO THE WORLDDMB COMMUNITY

There's cash in that radio

It's child's play: just think different to earn revenue from digital radio

Typically, digital radio offers traditional radio broadcasters the chance of earning additional revenue from increased coverage and the benefits of name-based tuning allowing better name-retention in diary-based radio research. But, by thinking differently, digital radio offers many other ways of earning additional revenue.

Fun Kids is a DAB Digital Radio service in London, aimed squarely at children. Their currently posted audience rating of 36,000 adults and 100,000 kids a week doesn't sound too big: but, says station owner Matt Deegan, you just need to put it into perspective.

"Radio advertising agency planners might see our audience as being small in comparison to other radio stations," he says, "but when you walk into toy manufacturers, it's a different story. They're impressed that Fun Kids reaches more kids every week than major children's magazines. To them, we're huge."

But digital radio isn't all about traditional spot advertising. Thinking differently about the advertising opportunities can also reap results. RADAR, a new music service on DAB+ in Australia, was, at launch, simply sponsored by one brand, Korea's electronics manufacturer iRiver. A few years ago, new-music service Core in the UK dropped all advertising spots entirely except mobile phone operator Orange, who took over the station's advertising inventory at a premium.

The capacity for digital radio to add new services means thinking differently about what you call a 'radio' station, too. In London, Absolute Radio offers their main station on DAB and FM, but also a set of stations offering music from the 80s, music from the 90s, and a classic rock service. They offer access to their audience as a 'network' sell, thus enabling them to effectively cross-promote their different stations and grow their overall audience.

Meanwhile, back in Australia, listeners are accustomed to hearing temporary, 'pop-up' stations: another idea almost inconceivable without digital radio. The ABC have been pioneering this area, with short-lived stations celebrating the anniversary of Woodstock or the moon landing; but Austereo's presenters "Hamish and Andy" spawned a radio station of their own recently, as they went around Ireland and the UK in a caravan. Caravan of Courage Radio enabled additional sponsorship opportunities for the programme, and a chance for the presenters to become a 24-hour brand of their own.

As digital radio receivers gets more advanced, advertising can too. Even DLS, the scrolling text that appears on almost all digital radios, can be valuable advertising inventory. Research undertaken by the UK's Virgin Radio showed that listeners respond to these messages at interesting times: seeing just as much response from a text-to-win competition at midnight than

during the breakfast show. Advertising on scrolling text is, according to Radio Advertising Bureau research in the UK, a powerful place to be: with 69% of listeners reading it, and 42% of listeners using web addresses or phone numbers from the display. They're even experimenting with this in the US, on FM's RBDS.

Slideshow services, either through DAB's SLS service or RadioDNS's RadioVIS hybrid technology, offers much; with companies like Intel and Microsoft already using full-colour images on stations in London. Slideshow offers much to radio stations, and manufacturers should be encouraged to ensure that new radios incorporate this technology.

But perhaps the most interesting way that digital radio can earn money is reserved for Hong Kong. When I went to see them early this year, the multiplex bidder DBC was looking to encourage take up of the medium by simply giving away cheaply-built DAB digital radio sets. Installing them in every taxi and small bus in the territory, and giving away 500,000 digital radios to anyone who wanted them, was one sure-fire way of establishing the medium.

One thing's for certain: thinking 'analogue' isn't always the best way to getting additional revenue from digital radio. Just a look around the world shows you that.

James Cridland is a radio futurologist and conference speaker, and blogs at <http://james.cridland.net>

The 2010 WorldDMB General Assembly, page 5



Say 'Yes' to digital radio in Norway, page 5



DAB+ in car, page 9



Letter from the Project Director

This issue of Eureka is dedicated to The Business Cases for Digital Radio. Very often throughout my travels and attendance at events I have encountered industry people making reference to their lack of belief on the strength and/or reliability of existing business models to convince them with hard evidence to go digital. In addition many are also waiting to discover the 'killer application' that will 'revolutionise the revenue streams offered by digital radio. But as James Cridland says in his article on the front page of this issue, "its child's play: just think different to earn revenue from digital radio". Hopefully the various articles in this edition of Eureka will offer you a glimpse of the possibilities!

It has been 15 months since I joined WorldDMB... and the world seems so different! Last year one of WorldDMB's main areas of interest was whether or not Germany would go digital whilst there was excitement regarding France; now the developments in the German market are encouraging as currently decisions are being made regarding how the network will be built. Having a national multiplex will bring substantial change to the way radio is listened to in Germany. Digital radio is back on track in Denmark where DR has recently announced that three FM channels are not enough; they will be launching four new DAB channels supported by a marketing campaign. The campaign will be running continuously for one year on TV, radio, internet, print media and event marketing. WorldDMB looks forward to future developments in France and will continue supporting this market in its way to radio digitalisation.

Across the world different countries are trying differing approaches for digitalisation and along the way misjudgements will undoubtedly be made. Notwithstanding this the most important thing to remember is that other countries will benefit from the learning process and related outcomes. A cohesive Europe, a united Asia Pacific, all working together, countries supporting each other moving forward with the digitalisation of radio are, in my opinion, the best ways of succeeding.

It is important to highlight that each market is different and that there is not a single unique solution for digitalising radio in Europe or anywhere else for that matter. There are plenty of developments taking place across Europe and sooner rather than later we will all be enjoying the results, and the change can only be positive!



WorldDMB continues to support the various digitalisation efforts around the world. In the last quarter of 2010 WorldDMB will bring its members a few more events:

- an event to mark the re-launch of the Asia Pacific Committee
- a one day seminar focusing on interactivity to be held in Korea
- a workshop aimed at providing some guidance on how to conduct trials and how to market digital radio at the Multimedia Show in Indonesia
- a car event in Japan

In the last couple of months the Project Office has been changing too, working hard improving our communication with members; the user experience on the website; strengthening our corporate image and streamlining our basic admin. I would like to take this opportunity to thank all contributors as well as our members for their continued support and collaboration.

And with this wind of change, a big impact for me has been commuting to and from work. I am now riding a little bike; a Suzuki Marauder 125 (for any petrol heads that might be interested!).

Happy riding!

Letty Zambrano
Project Director

Choice and innovation help digital radio sales in Switzerland

With the arrival of colour-screen receivers, new possibilities open up for digital radio – and new challenges. How does radio become visual?

In the German-speaking part Switzerland, the most popular public station DRS 1 has developed several ‘radio listening scenes’ such as a clock radio on the bedside table or a kitchen counter with coffee and croissants used to create a listening mood. These scenes alternate with a photograph of the presenter on air. Pictures of presenters are also used on DRS Musikwelle, the traditional Swiss folklore channel, and DRS 4 News, the 24-hour news channel.

The music stations Radio Swiss Classic, Radio Swiss Jazz and Radio Swiss Pop make track related information available in time with the music. If listeners like the song they can glance at the receiver

screen to see a picture of the CD, its title, how much it costs and where to buy. Current title and artist information are included and if the song happens to be a Swiss production, a small flag is shown to indicate this. Most of the public radio stations display their logos and many including some commercials send textual information on the current title and artist.

The digital stations in German-speaking Switzerland cover a wide spectrum of interests. There are some truly innovative offers available exclusively on digital (DAB/DAB+). Backstageradio allows its (mostly young) listeners to play at being radio DJs in a virtual on line studio and Open Broadcast runs a fully user generated programme. DRS Virus offers music and information to the young, Swiss Mountain Holiday Radio targets travellers, World Radio Switzerland is the only Swiss



DAB slideshow on Radio Swiss Pop

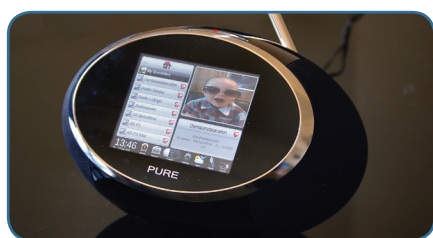
radio station in English, Option Musique specialises in French chansons, Rete Tre caters to the young(ish) Italian-speakers and Radio Inside plays almost exclusively Pop music from Switzerland. These are only a few of the 27 services currently available on digital in the major German-speaking cities .

It is not surprising therefore that digital radio in Switzerland continues to sell with unofficial forecasts expecting 700'000 unit sales by early next year.

Smile – You're on the Radio!

Using slideshows to increase revenues and attract listeners.

One of many opportunities digital radio has to offer is the possibility to illustrate audio with colorful graphics such as slideshow pictures.



Broadcasters in a number of countries, Switzerland, Australia, Italy and the United Kingdom have become more and more creative in their use of pictures broadcasting on a continuous basis a large selection of images: news headlines, weather, traffic images, logos, album art and even finish line photos from horse races. The commercial operators are seeing a potential to increase advertising revenues and public service radio finds images valuable to enhance the listener experience.

As part of the digital radio pilot in Sweden one opportunity, a cooperation between

the commercial broadcaster Dansband-skanalen and the network operator Teracom, is to let listeners interact with their digital radios by sending photos using their cellular phone.

“Today we have over 3000 fans that interact via Facebook and follow our broadcasts from Sweden’s dance hall premises. With the new application we see a commercial opportunity to let our listeners send in photos of themselves, whether they are on the dance floor or at home in front of the radio” says Robin Calmegård, producer of Dansbandskanalen.

The cost of sending an MMS is less than 1 EURO and the revenues are shared equally by the network operators and the broadcaster.

Let us assume that a radio station gets 20 MMS messages a day this would mean that the annual distribution cost for a medium size radio station covering a typical Swedish town using DAB+ is wholly financed by the MMS service alone. Further analysis of potential revenues from a MMS service can of course be more closely examined by colleagues in commercial TV. These kinds of services are run on a regular

basis and it is understood that the income generated is not negligible.

But revenues from MMS is just one example out of many. We have not yet seen how pictures in radio can increase the value of sponsorship, advertising, promotion and similar sources of income.

On our website <http://dab.kedja.se> you will find some examples from radio stations that are being broadcasted LIVE in the Swedish digital radio pilot. The broadcasters uses dynamic text to transmit information on artists and traffic as well as slideshows to show weather charts, traffic cameras and messages from the sponsors. These are all opportunities which show the many advantages of digital radio.

I suspect one reason that we have yet to see the breakthrough of slideshow in radio is the lack of receivers and automation software to support it. The future however looks bright as more and more digital radio receivers comes equipped with color screens and slideshow capabilities.

By Per Borgå,
Product Manager,
Teracom AB



All In Media Announces Piñata is Up and Running

If it's about exciting new ways to engage with listeners, advertisers and broadcasters, then Piñata does it all with simple, easy to use technology. All In Media, a technology company with international solutions for interactive radio applications, says Piñata, the clever new standard for delivering synchronised audio, text and images to the latest DAB and DAB+ digital radios is up and running in Australia. Developed by Commercial Content Standards Group (CCSG), a working group within CRA's Digital Technical Advisory Committee (DTAC), Piñata is a new content delivery standard that makes multimedia radio advertising a breeze. It simplifies and streamlines the content delivery process, ensuring that

the right visuals are delivered alongside the audio ad.

Any radio station can use Piñata; the standard is freely available. You'll need production and carting tools to create and use the files, and All In Media is offering its basic package free in Australia to CRA member stations. As long as you have a content publishing system you are good to go!

Ads are created as a single file of audio and visual data. The file can be sent directly by email or via an ad delivery company to the radio station which then extracts the file to a digital layout system.

AIM's Technical Director, Jason Malaure says: "It's important that Piñatas created by different companies are compliant with

Commercial Radio Australia's standard. AIM has developed a suite of tools that each radio network and advert delivery company can use, as the 'recipe' if you like, to build their own Piñata, compliant with CRA standards."

Since launching DAB+ digital radio services a year ago, Australia has seen listening and set sales grow beyond expectations. The latest figures show 523,000 people listening to digital radio in an average week and three times the predicted number of digital radios in the market at nearly 150,00. Piñata is seen by many in both the radio and advertising industries as a vital step towards simplifying multimedia advertising and creating increased revenue streams for broadcasters, whilst bringing added value to these new digital radio consumers.

By All In Media

Innovation on the airwaves – DAB+ is taking off in Switzerland

The DAB+ market in Switzerland is riding the cusp of a wave. Attractive DAB-only services, the successful switch-off of the Beromünster and Monte Ceneri medium-wave transmitters and an intensive marketing and communications programme in the B2B and B2C sectors have resulted in a sharp rise in sales over the past four years – from just under 15,000 radios in 2006 to 500,000 in the summer of 2010 alone. This pleasing trend is now to be supported and sustained by a unique and exciting marketing model. Alongside manufacturers, importers, retailers, privately-owned radio stations and other stakeholders in the DAB market, SRG SSR is establishing a company to specialise in the planning, development and implementation of marketing, communication and promotional activities for DAB / DAB+. These campaigns will be funded, designed and executed jointly by the partners. In the initial phase, these activities will be focused on Switzerland. The partnership's specialist expertise could however also be transferable to other countries. The new company's offering will therefore extend to consulting services relating to strategy development, technology, communications and marketing. Presentations

and workshops on DAB will round out company's portfolio. The official incorporation of "Bureau für digitale Vermarktung - BdV" (working title) is scheduled for the fourth quarter of 2010.

"BdV" will function as a hub for publicly-owned media houses, the B2B market, privately-owned radio stations, international providers and other partners. For them, "BdV" plans and designs marketing and communications campaigns to develop and establish DAB / DAB+. Working alongside manufacturers, importers and retailers, "BdV" will ensure that the "right" radios are available in the "right" place, at the "right" time, and at the "right" price, thereby creating a window of opportunity in the market. "BdV"'s core competence is the successful launch of new digital broadcasting technologies, specifically DAB/DAB+. Specialist expertise in the marketing of digital broadcasting technologies, as well as a close network of contacts in the B2B sector, are key strategic success factors for "BdV".

As an initial target the group is aiming to ensure that by 2015 between three and four million DAB+ radios should have been

sold on the Swiss market. Assuming that each household will have two DAB+ radios this will result in a penetration of 50% of all Swiss



households. With its joint marketing and communications campaigns, the industry is giving its full backing to DAB+ and is preparing for the gradual switch-off of FM. An important task for the group will be to prepare and support the FM switch-off with suitable communications and marketing instruments. The task here is to maintain the market shares and reach of radio services, while achieving a sufficiently high level of DAB+ penetration among the population. The acquisition of additional partners will ensure the future financing of BdV, as well as an inflow of marketing resources.

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WorldDMB Forum General Assembly 2010

Wednesday 27th October 2010 - Belfast, Northern Ireland

The DAB Family of Standards for a Multimedia World

The 2010 WorldDMB General Assembly is to be held at the Europa Hotel, Belfast, Northern Ireland on Wednesday 27 October 2010.



This event brings together members of WorldDMB including broadcasters, manufacturers, government bodies, regulators, and chip solution providers from around the world to discuss the development of the DAB family of standards and look to the future plans of the industry.

This year's General Assembly will be held in Belfast to coincide with two other digital radio events.

- The EBU Digital Radio Conference, 28-29 October – please note you will need to register separately for this event: <http://digitalradioconference.ebu.ch> and for non-EBU members there will be a fee to attend this conference, however, WDMB members can attend for free – one attendee per company
- The BBC/RTE's free public digital radio event the 'Festival of Radio - Making Connections' – also on the 28-29 October

Attendance at the General Assembly is FREE to WorldDMB Members. This event is also open to non-members for a fee of 350Euros.

There will be an informal gathering on the evenings of the 26th and the 27th. Further details will be confirmed shortly on the WorldDMB website:

www.worlddab.org



Registration

Members Registration: If you would like to register for this event please go to

www.worlddab.org/benefit/events/detail/238

Radio industry unites to promote digital radio in Norway

On the 14th of July the radio industry in Norway launched the campaign "Say yes to radio". This campaign is aimed at all radio listeners throughout the country, and promotes the idea of added diversity by going digital. All digital platforms are promoted, including the internet, radio via digital tv and Digital Audio Broadcasting (DAB).

Not surprisingly, the primary medium for the message is the radio. Famous Norwegian radio presenters and artists tell us why they love radio, and ask you to "say yes to radio". You can do so via SMS or on the campaign website, where you can even find a counter registering every entry. After 3 weeks 35.000 Norwegians had entered their "yes", and the campaign will continue throughout August.

Other elements in the campaign include banners on the radio stations' websites and Facebook and Twitter activities. By the

end of July the campaign was expanded by print ads and tv commercials. In-shop activities are also planned, highlighting digital radios on the shelves and on advertising. Norway's biggest chain of radio-dealers (Elkjop) are joining with over 100 shops using in-store material and running a trade-in campaign; bring your old FM-radio and get 15% discount on your purchase of a new, digital radio.

This campaign is by far the biggest ever for digital radio in Norway. Behind it is Digitalradio Norway (DRN), which is owned by public broadcaster NRK and the two major commercial radios in Norway, SBS radio and P4 (MTG). Even some radio-stations outside DRN have joined the campaign. This means it is backed by players in the industry representing around 95% of all Norwegian radio listening.

The campaign has gotten its share of attention in the media, and has kicked off



"Yes to radio"

a new debate on digital radio in Norway. This is also an important part of the campaign's aim: to raise the awareness of digital radio in general, and promote added diversity achieved by going digital. This Autumn, the report on Digital radio will be presented by the government, and it will set the direction for Norwegian radio for years to come. The campaign will make it a little easier to take the next step in the digital direction – just how far the government will go, remains to be seen.

Campaign website: www.jatilradio.no
Here you can learn more about digital radio, listen to the commercials, give your opinion and tip a friend about the campaign. And give your "yes to radio" of course!



DAB+ Push Radio – Revenue from Podcasting

Push Radio is a groundbreaking application that will allow podcasts to be sent via the DAB+ broadcast directly to a listener's radio without the need to connect to the internet, providing another way for broadcasters to reach their audience.

The technology, developed by Jolon Digital Media Broadcasting Co. Ltd will send an audio file via DAB+ broadcast directly to a DAB+ digital radio receiver instead of requiring the listener to connect their iPod or mp3 player to the internet to receive programming. Commercial Radio Australia and Jolon have signed a Memorandum of Understanding to identify and develop the Push Radio application on DAB+ and explore the applications and possibilities.



When podcasting started to take off in late 2004, Australian radio broadcasters embraced the new way of delivering programs to listeners. More than 4,661,000 podcasts are downloaded each month in Australia (source CastMetrix, Feb 2010). Content currently includes highlights of radio programming that listeners might have missed, news stories and interviews. Delivery of this content by the broadcaster requires use of servers and for the user to connect to the internet.



Push Radio would be another simple and easy way for listeners to access free to air radio programming and an additional outlet for sponsorship and advertising. Currently to receive a radio podcast a listener has to subscribe to

the podcast and download the software that manages the podcast subscription and then connect to the internet each time to receive new podcasts. With Push Radio you would simply opt in to the service and the podcast would automatically be sent to your radio without having to connect to the internet.



The Push Radio application on DAB+ is still in development. Jolon and CRA have set up a task force to operationally test the current technical standards and a trial of the DAB+ Push Radio system is planned for later this year.

By CRA

10 questions we ask everyone...

Name: Xiang Feng

Age: 40

Job Title: Product Planner

Company: Agilent Technologies

Office Location: Beijing, China

Responsibilities?

Make the strategy of the test instruments for digital video and audio, also product definition for test instruments and project management for solution development. Promote our test solutions to our customers.

Best part of your job?

Work with many smart people and translate their requirements into our solutions.

First thing you do in the morning when you get in?

A cup of green tea.

What do you have for lunch?

Mostly Chinese food in the office cafeteria, sometimes go out for a big lunch with colleagues for celebration, or just for team building.

First job in radio?

R&D engineer. This experience is very helpful for my current marketing job.

Question you have been asked most this week?

Can we meet our customers' requirements? What can we do more?

Biggest achievement to date?

Keep working hard with enthusiasm in a great team after staying in this company for 10 years.

Next big thing in digital radio?

Everybody goes to digital.

What 3 things would you save from a fire?

My family; drawings of my daughter.

There are too many choices for the 3rd one, so maybe no 3rd one is important enough. Hehe.



Laos is Planning a DAB+ Trial

The Deputy General Director of Mass Media Department of Laos, Mr. Dy Sisombath is seeking technical support from WorldDMB on their 'Digital Radio Broadcasting plan (DAB+)' and 'National Digital Development Master plan' - an official proposal has been received by WorldDMB in August 2010.

As one of the ASEAN countries, Laos will follow the ASEAN agreement on adopting DVB-T as the digital TV standard in the future (around 2015). A master plan for digital TV and Radio is urgently needed for Laos and the Lao government has requested help from global organizations to start the process of digitizing radio.

Most countries in the ASEAN community need to complete the digitalization of TV first before moving onto the digitization of radio due to spectrum issues. However, Laos has available spectrum in Band III and aims to complete the digital

migration for TV and radio at same time. This is because radio is an essential way of communicating in Laos, as Mr. Sisombath explained: 'Radio broadcasting plays a key role over here since LAO OPDR is a mountainous country with very tiny populations scattered in many small groups far apart from each other separated by small rivers and hills; it is not easy to keep in touch with these communities especially by foot in a rainy season, possibly only by radio broadcasting.'

Laos National Radio(LNR) is the sole Public Radio broadcaster in Laos and they have chosen DAB+ for their digital radio standard, According to the Director of technical centre of LNR Mr. Phimpha: there is \$100,000 funding available from government for LNR to purchase digital broadcasting equipment and conduct a technical DAB+ trial in Vientiane.

In their official proposal, Mr. Sisombath requested: ' WorldDMB's Support to the Proposed Projects will very much help our Engineering Team gaining some new update Digital Practical experiences and will be very valuable indeed to all of us here.'

If you are interested in getting involved in the process of helping the Laos DAB+ trial, please contact our Asia Pacific Consultant, Ms Yu Sun yu.sun@worlddab.org



Vietnam is Launching Mobile TV Services: Preparation and Planning

2010 is an exciting year for digital Mobile TV in Vietnam. As the driving force for mobile TV services in Vietnam, VTV Broadcom (formerly BroadtechSC), an affiliate of Vietnam Television (VTV), has been working intensely on preparing the commercial launch of T-DMB in Vietnam since March this year.

BroadtechSC has had a DMB trial on-air in Hanoi since September 2008. From November 2009, BroadtechSC started its commercial DMB services with two TV channels and one radio channel covering mainly Hanoi area.

VTV Broadcom are hoping to cooperate with the big three Vietnamese telecom firms and expand the service across the country starting with Hanoi and Ho Chi Minh City. The first stage has been that VTV Broadcom signed a cooperative agreement with Vinaphone By the end of August 2010, BroadtechSC is planning to launch six TV channels and one visual radio channel in both Hanoi and Ho Chi Minh City aiming to cover up to 5 millions subscribers between the two cities in the next three years.

As the key content provider for mobile

TV services, VTV is prepared to sign a partnership agreement with renowned radio content provider XONE FM to provide the digital radio service; a radio station targeted at young Vietnamese.

According to the Chairman and CEO of VTV Broadcom, Mr Trung, VTV will propose to the Ministry of Information and Communication (MIC) they are rewarded a permanent license to operate T-DMB in Vietnam in 2011.

WorldDMB at BMS 2010

Between 24–27 November in Jakarta, Indonesia, BMS 2010 (Broadcast & Multimedia) is hosting an international exhibition which focuses on broadcast & multimedia technologies and promises to be a useful source of information regarding the implementation process of digital broadcasting services.

The Indonesian government recently announced an official decree stating that Indonesia has chosen the Eureka-147 family as the national standard for digital radio, which includes DAB and DAB+ for digital radio, and DMB for radio and mobile TV.

In light of this, WorldDMB is pleased to

announce that during BMS 2010, we will be hosting a digital radio workshop with a focus on DAB+, in conjunction with the Indonesian public broadcaster RRI. Please email yu.sun@worlddab.org for details.

DAB+ Business Models

Digital radio has been on air at full power in Australia for 12 months and the latest data shows there are 523,000 people listening in an average week and three times the predicted number of digital radios in the market at around 150,000.

Broadcasters have supported the new technology with the creation of digital only content with up to 18 new digital stations on air in each market.

Joan Warner, chief executive officer of Commercial Radio Australia (CRA) said: "The industry continues to work together to promote digital radio with advertising on air and by launching fresh new digital only content which should encourage listeners to try digital radio."

"The new digital only stations have opened up a raft of new opportunities for the development of new Australian on air radio talent as well as providing more broadcast opportunities for Australian musicians and comedians."

Australian commercial radio broadcasters have been strong advocates for integration across multiple platforms to extend their audience reach. It started

with station websites enabling listeners to interact online, promote programming and stream content. It expanded further to podcasting content and broadcasting via mobile phones. DAB+ is the platform of listening of the future and digital only content creation in Australia is stimulating new partnership advertising opportunities.

Many broadcasters initially budgeted for zero dollar return on digital radio but the creation of niche content and the flexibility of the DAB+ system has allowed for the development of sponsorship partnerships that previously didn't exist.

Companies looking to target a specific demographic or a client willing to try something new, have been attracted by the content Australian broadcasters are producing or specifically creating for a client. While the digital audience is still building, these early sponsors are offered sponsorship or partnership on digital radio and in addition, exposure across the analogue stations and websites.

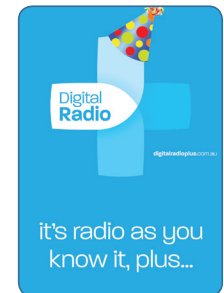
Pop up or event digital stations have been created specifically for an event.

One of the first examples was Pink Radio where a digital radio station was created for a month playing Pink songs and interviews 24/7 while the artist was touring Australia. The tour sponsor came on board as a digital partner and the concept generated additional media coverage.

Other networks have created a digital radio concept like 24 hour dance station or chill out music and then added it to the sales and sponsorship mix to broaden the analogue radio reach to a niche audience.

Digital radio manufacturer, iRiver has signed a 12 month sponsorship of the digital only station Radar – that plays unsigned music, targeting a very specific music focused audience and at the same time receiving cross promotion across the networks analogue stations and websites.

By CRA



10 questions we ask everyone...

Name: Patrik Olsson

Age: 39,5. Not 40

Job Title: Sales Manager

Company: Factum Electronics

Office Location: Linköping, Sweden

Responsibilities?

Overseeing a team of four deliver sales and support to our customers.

Best part of your job?

Meeting the people in the industry in all countries.

First thing you do in the morning when you get in?

Use our newest investment in a real Espresso coffee machine. A total new experience compared to the old machine, which we realize now, did not deliver coffee but more like old dirty dish water.

What do you have for lunch?

Smoergaardsbord of Herring, Salmon,



Meatballs, Janssons Temptation. Or any spicy Indian Cuisine.

First job in radio?

Responsible for sales activities in Italy for Factum. Lot of nice friends and business contacts there now.

Question you have been asked most this week?

"Could you help me put this set of

LEGO together?" from the oldest boy, who just became 4 years old and got tonnes of it.

Biggest achievement to date?

The continental roll out of Digital Radio to CRA in Australia. Factum equipment in every corner of the continent and a fantastic boost for DAB+. But the Factum projects in Scandinavia, Switzerland and the UK and many other places are not too bad either.

Next big thing in digital radio?

From an equipment manufacturers point of view I believe outsourcing of audio encoders, multiplexers etc to hosting companies or to the manufacturers.

What 3 things would you save from a fire?

My HTC, Laptop and hard disk.

DAB in car

Volkswagen Tiguan

The new Tiguan will sport the Match spec previously seen on the Polo, Golf and Touran models. This version will now get Park Assist, Bluetooth and iPod connectivity, climate control, a touchscreen DAB digital radio and leather multi-function steering wheel. This comes on top of the current standard equipment that includes 17-inch alloy wheels, a six-CD autochanger, heat insulating glass, six airbags and stability control.



SEAT

SEAT is now making DAB radio available to Leon, Altea and Altea XL buyers via a new, state-of-the-art, satnav system. The SEAT Media System 2.1 is being offered as an option on most versions of the models. Among the new features is Bluetooth audio streaming and Media System's touch screen can be used to control a compatible, Bluetooth-linked mobile phone. Also, the satnav system now comes with pre-installed maps of Western Europe.



2011 Audi A8

The Audi A8 will arrive in Australian showrooms in September and features a 10-speaker sound system with digital radio and digital TV tuner as standard, while on mid-spec models a 14-speaker stereo is offered. Also available is a GPRS data system will be available, which can download information such as weather and news reports.

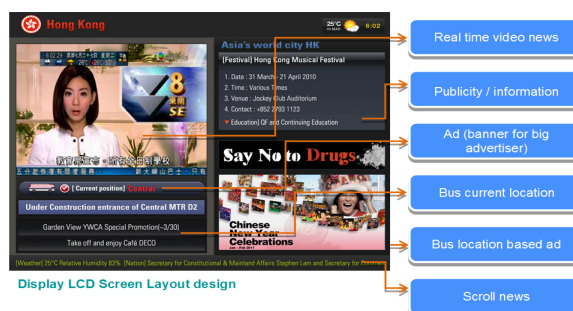
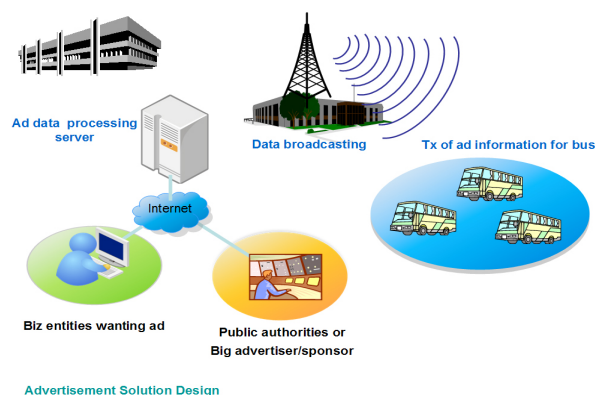
Advert: SMCNS Transport Advertisement Application

SMCNS Transportation Local Advertisement application uses TPEG or BWS data channel of DAB/DAB+/T-DMB broadcasting in order to provide real time delivery content like DAB Audio or DMB video broadcasting with local news, public relations news and location based advertisement service simultaneously in LCD screen to the passengers.

Each Bus for example can be equipped with DABAIR-Mini USB type receiver installed PC with GPS receiver and present advertisement content based on the location selected by advertisers where they prefer to promote their products, food, services etc. .i.e. near the central station.

It offers to passengers to enjoy DAB Audio or DMB video broadcasting with local news, public relations news, local advertisement service simultaneously in one LCD screen. The effect of the advertisement is expected to much higher than conventional methods available at public transportation.

This solution comes with low-cost, efficient real-time information (various image / text information) transmission and also easy and fastest information update by using On-Air broadcasting. In the head-end side, advertisement data processing server is necessary with the data encoder to connect to general T-DMB/DAB/DAB+ head-end systems. Advertisers can also easily update their content by logging in via internet.



For more information, please contact sales@smcns.net.
www.smcns.net



INNOBIZ INNOBIZ certified
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Professional Equipment

The new WorldDMB member, Ingenieurbüro Mulka, presents a selection of their product portfolio.

DAB-XPlorer

The DAB-XPlorer analyses data streams in DAB networks, supporting the Ensemble Transport Interface (ETI) according to ETS 300 799 and the Receiver Data Interface (RDI) according to EN 50255. At the same time it is possible to record and replay entire data streams. Optional tools for a detailed analysis complement DAB-XPlorer, e.g. the FIC-XTractor or the PRBS-Analyzer.



UEB400-DXP

The professional full-rate DAB/DAB+/T-DMB receiver UEB400-DXP enables the real-time analysis, the recording of entire DAB ensembles via the air and the following transformation into ETI-NI/NA. The time position of the received Null symbol in relation to 1 PPS can be detected by the integrated GPS receiver. The result can be used for monitoring and for a fine adjustment of the SFN.

DTC100 DAB Transport converter:

DTC100 provide a flexible and robust solution for transporting DAB, DAB+, DMB-A and T-DMB content over IP networks. DTC100 can convert between different physical interfaces for STI and ETI transport. The unit is fully compliant with WorldDMB standard EDI (Encapsulation of DAB Interfaces). DTC100 allows for distribution over IP networks in a Single Frequency Network (SFN).



FACTUM
ELECTRONICS

Fraunhofer DAB/DMB ContentServer and DAB/DAB+/T-DMB Receiver Kit

At IBC2010, Fraunhofer IIS will present the Fraunhofer DAB/DMB ContentServer R5, a professional all-in-one solution for broadcasters' on-air content that encompasses real-time audio encoding, data service management and multiplex generation.

On the receiver side, Fraunhofer IIS will showcase the DAB/DAB+/T-DMB Receiver Kit, a market-ready all-in-one solution for manufacturers of digital radio receivers, including audio decoding, baseband processing and data service support.

Fraunhofer IIS has been active in compressed audio and digital broadcasting technology for more than 20 years and remains world's authoritative source for audio and multimedia technologies and products.

Visit us at IBC booth 8.C81.

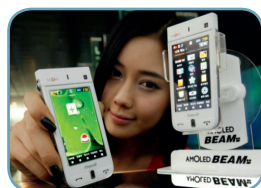
Fraunhofer
IIS

Receivers for Eureka! August 2010

DMB or DAB/DAB+

LG C710

As yet unconfirmed, the LG C710 started life as the LG Aloha. Eagerly awaited, this LG phone features the Android 2.1 OS, with a 3.5 inch AMOLED 800 x 400 touch display screen. There is also a full QWERTY sliding keyboard, a 5 mp camera, WiFi capability and a DMB tuner. As yet not commercially available.



AMOLED Beam SPH-W9600

Samsung have launched a phone featuring a 9-lumen pico projector – capable of shooting photos, video and presentations of sizes up to 50 inches onto your surface of choice. The phone also features a 3.3-inch AMOLED WVGA touchscreen, 5-megapixel camera and a DMB tuner. Available soon in South Korea, pricing unavailable.

Samsung YP-RB

With a 3-inch (400 x 200) WQVGA TFT LCD screen, the YP-RB is an MP3 player with 4GB, 8GB or 16GB storage capacities expandable via microSD. The integrated T-DMB tuner has a 360-degree rotation for hard-to-receive signals and folds away when not in use. The Samsung YP-RB is available in Korea, price unavailable.



A full list of products is available on the WorldDMB website: www.worlddab.org

Receivers for Eureka! August 2010

DMB or DAB/DAB+



iRiver S100

The iRiver S100 is available in a range of pastel colors for you to choose. Featuring a 2.8-inch QVGA display, the S100 also has a 4GB/8GB memory, and an SD card expansion. With a DMB mobile TV tuner and an FM radio, the S100 supports a wide range of formats including MP3, WMA, WAV, OGG, ASF, FLAV, APE, MPEG-1/2/3, WMV and H.264. Commercially available, price unknown.

Pantech Izar (IM-A630K)

The Pantech Izar is a smartphone designed specifically for women. The device runs on Android 2.1 (soon to be 2.2) and features a T-DMB tuner, multi-touch display, 5MP camera with autofocus, Bluetooth, T-DMB, apps support and an app for managing finances. Commercially available in Korea, price unknown.



Kogan Wi-Fi Digital Radio Deluxe DAB+

With Internet radio, DAB+/FM radio and an iPhone/iPod dock, the Kogan can also connect to almost any audio device via its auxiliary port. A 3.5mm auxiliary cable is included in the box. With stereo sound and an OLED screen, the Kogan WiFi Digital Radio is commercially available for approx €138.



John Lewis Retro DAB

Retro by name and retro by design, this DAB radio also offers an FM function. The John Lewis Retro DAB has 20 presets and a built-in clock. With an option of battery or mains power, the Retro DAB is commercially available and retails at approx €36.

TEAC CR-H258i DAB/AM/FM CD Receiver

The CR-H258i is an iPod Docking CD Micro Component Receiver with USB/SD/iPod interface. Offering playback of almost any type of music media - CD, CD- R/RW, MP3 disc, SD card or USB memory files, the sound quality is excellent due to 25W + 25W amplifier. Featuring a clock with timer, sleep and alarm functions, the CR-H258i is available now and retails at approx €300.



Denon D-M38DAB

The follow up to 2008's D-M37 micro Hi-Fi, the D-M38DAB's direct USB input means you can connect your iPod, iPad or iPhone, and the app playback means you can relay your Last.fm and Spotify playlists too. Featuring DAB/DAB+, two audio inputs and outputs and a CD player, the D-M38DAB is commercially available now for approx €397.

PURE EVOKE-1S Marshall

The EVOKE-1S Marshall features a black vinyl wrap, brass effect front and authentic Marshall badge. It has both digital and FM radio, an input for your iPod/MP3 player, Intellitext and textSCAN and 30 station presets. With USB upgrading available, the Marshall is commercially available from August from approx €90.



Vita Audio R2i review

This DAB, DAB+ and FM tabletop stereo integrates a Universal iPod Dock which supports and charges all iPod models produced from January 2004 onward. Available in Rich Walnut veneer, Dream White or Midnight Black high gloss lacquers, the R2i is commercially available now from approx €335.

LG FB164DAB

The LG FB164DAB is a mini hi-fi system with digital DAB/DAB+ and analogue radio. Also featuring USB playback and direct recording, it offers iPod connectivity, as well as DVD and CD playback. The FB164DAB is commercially available and retails from approx €395



New members for 2010



We are delighted to announce that membership of the WDMB Forum has already exceeded all targets. Here are the latest members to join – if you have any questions about membership, please contact caroline.brindle@worlddab.org

News in brief...

Australia: 13.08.2010 – Commercial Radio Australia... **Digital radio trial on air in Darwin.**

United Kingdom: 12.08.2010 – PURE... **PURE launches FlowSongs.**

Denmark: 06.08.2010 – Danish Broadcasting Corporation, Danmarks Radio (DR)... **Digital Radio Back on Track in Denmark.**

United Kingdom: 05.08.2010 – **Digital listening reaches 20 MILLION MARK.**

Upcoming events 2010

3rd - 8th September 2010
IFA, Berlin, Germany

10th - 14th September 2010
IBC, Amsterdam, Netherlands

13th - 15th October 2010
Medientage Munich 2010, Munich, Germany

15th October 2010
Radiofest - National Radio Conference -- Melbourne, Australia

19 - 20 October 2010
ABU General Assembly

19th - 21st October 2010
Seil and Satis Le Radio, Paris, France

21st - 23rd October 2010
Broadcast India 2010, Bombay, India

1st - 5th November 2010
Africa Media Broadcast 2010, Johannesburg, South Africa

WorldDMB at IBC 2010, Amsterdam: 9-14 September

45,000 people visit IBC every year, making it easily one of the most important dates on the calendar for the global electronic media industry.



This year WorldDMB will be booking meetings with key players from the world of digital broadcast. If you would like to book a meeting with us, please contact letty.zambrano@worlddab.org

WorldDMB Networking Drinks Sunday 12th September

Join us on Sunday 12th September for informal drinks and a chance to catch up with the worldwide digital broadcasting community. If you would like to reserve places at this event please contact: caroline.brindle@worlddab.org

World DMB members at IBC 2010



Agilent Technologies



Fraunhofer IIS

