



WorldDMB celebrates “springboard” year for digital radio with new Global Update Brochure

- **Released at IBC 2010, Amsterdam, The Netherlands**

London, September 10th 2010 This is an exciting time for digital radio across Europe and around the world. In the past twelve months, digital radio using the Eureka 147 family of standards, which includes DAB, DAB+ and DMB, has seen trials and commercial launches in several new countries, while existing broadcasters have strengthened their commitments to the technology by extending services and adding to coverage. The past year has been a real springboard for digital radio and the industry is more energised and positive than ever before.

WorldDMB President, Jørn Jensen says: “The latest developments in digital radio broadcasting around the world are hugely positive and at WorldDMB we are delighted to see so many of the strands coming together at the same time. Regulation, technology, transmission and content have all coalesced at once giving many countries a firm foundation on which to build a digital radio network. We will continue to provide support and information where it is useful to help ensure the transition from analogue to digital radio is smoothly accomplished to the benefit of both listeners and broadcasters.”

WorldDMB is the body responsible for defining the standards of the Eureka-147 family. To coincide with IBC this month, WorldDMB publishes its new Global Update Brochure with all the latest information on DAB, DAB+ and DMB developments around the world. Available free to WorldDMB members via hard copy or on-line at www.worlddab.org, the brochure is also available in hard copy to non-members for 100 Euros via the Project Office in London.

A year after launching DAB+ services, Australia has a listening audience of more than half-a-million, while set sales are triple the predicted number at 150,000. In Denmark where 33% of the population listens to DAB, the market is looking for a decision on the switch off of FM radio. The Digital Economy Bill passed in the UK this year re-emphasized the government’s commitment to digital radio and gave the UK industry the confidence to move towards analogue switch off.

Germany is working towards the launch of digital radio using DAB+ as a national multiplex is approved and Germany’s public service financing committee agrees to fund the roll out of national DAB+ network. In Italy, digital radio is moving ahead fast now that there is clear regulation on all aspects of broadcasting. Pilot services are planned for Rome, Torino, Naples and Cagliari in late 2010. In Ireland a new trial multiplex launched in the south-east of the country this year.

Sweden's new Broadcasting Act allows commercial radio companies to apply for digital licences for the first time.

Innovative new products have arrived on the market bringing interactivity via Internet connection, images via Slideshow and social networking using built-in apps to the latest DAB sets. Large, colour screens and touch controls add to the digital radio experience.

Services continue to grow with the UK delivering 460 DAB services via 48 local, regional and national multiplexes. Australia broadcasts nearly 170 services across 16 multiplexes. In Switzerland, 72 services are broadcast on five multiplexes. And in Denmark, 20 services are available on two national multiplexes. Many of these are stations exclusive to digital radio, bringing extended choice to listeners. Data are also increasing with EPG, Slideshow and traffic and travel proving to be popular services.

WorldDMB expects to see further international growth in the digital radio market in 2011 as more and more countries make Eureka 147 the standard of choice for digital radio.

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Date: 10th September 2010

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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.