



## Digital Radio – Let’s Just Get On With It!

*London, November 2, 2010*

There was tough talk and heated discussion when the international DAB digital radio community met last week in Belfast for the annual WorldDMB General Assembly.

Broadcasters and manufacturers from around the world were united in a call for action as digital radio switchover moves from debate to reality, with several countries already legislating a timeframe for migration.

Hossein Yassaie, Chief Executive of Imagination Technologies, the parent company of leading DAB family of standards manufacturer PURE, gave the keynote speech. Yassaie said that with an agreed standard for DAB, DAB+ and DMB, the time for debate is over. **Europe needs clear leadership and a united strategy for the proliferation of digital radio** across the continent to advance quickly. In particular, he said, it is vital to the overall health of the sector that DAB launches in the German, French and Italian markets.

He went on to highlight the point that **broadcast radio remains the most efficient and greenest method of reaching a large population** and is the only viable solution for delivering radio to listeners in cars and on the move.

On the same topic, Simon Mason of Arqiva presented detailed analysis underlining the fact that **other mobile communication solutions such as 3G/4G are neither economically, nor technically realistic alternatives for delivering radio** on the move. Mason said it was time to stop debating the merits of such solutions and get on with the job at hand.

Yassaie’s words were echoed by BBC Director of Audio & Music, Tim Davie. Davie told the audience that migration from analogue to digital radio is a topic on everyone’s agenda. He spoke of the burden to broadcasters of dual transmission costs and said this “bump in the road” needs to be tackled quickly. Davie called for a clear roadmap to signal the industry when and how this would be achieved, so that broadcasters across Europe could plan ahead with confidence.

Some speakers were frustrated by the continued discussion of “other technologies”. It is clear that radio is a vital component in the consumer’s media day, and some delegates felt that, at this stage in developments, **the focus should be firmly fixed on content and programming, multimedia and usability** rather than on which technology is best. Many broadcasters believe the ultimate solution regarding technology is that of a hybrid device delivering DAB for broadcast, IP for back channels and FM for the interim period while switchover is achieved.

Overall, there was a general feeling from the conference of "let's just get on with it". WorldDMB President Jørn Jensen, said: "There was real energy and commitment from delegates at the General Assembly this year. Constructive debate has revealed a genuine desire from Europe's broadcasters to move forward with the united goal of seeing digital radio succeed across the continent. We now need to take this positive energy back to our various countries and work diligently with governments and regulators to achieve the path forward".

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**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. 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.

**Notes to Editors:** The DAB family is the most successful set of digital radio standards in the world. Created 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 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. 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. 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.