

Press release

Hybrid digital radio services at the Geneva International Motor Show

Geneva, 2 March 2011 - At this year's Geneva International Motor Show, the EBU* has built a hybrid digital radio service together with Rouge FM radio, a commercial radio group in Switzerland and Swisscom Broadcast, the main operator for radio/TV broadcasting in Switzerland.

Rouge FM has put together a specific digital radio station for the show on a temporary DAB+ multiplex using Swisscom Broadcast infrastructure. The EBU has provided technical expertise and has adapted its open source visual radio production platform to provide a visualisation service on DAB+ and RadioDNS.

Swisscom has worked with Nokia to adapt their DAB+ headset for Symbian mobile phones to display slides associated to radio programmes, making them clickable to follow web links associated with the slides. In addition to this specific programme, other radio stations are present in the multiplex. In particular car manufacturers, who expressed an interest, have their own dedicated channels. The stations can be received in cars fitted with digital radio, on mobile phones with DAB+ adapters, other portable DAB+ devices and the public can also see the result on home receivers displayed on a stand**.

This trial is an opportunity to show advanced digital radio services in the largest independent motorshow in the world. Cars are the major listening environment for radio outside the home, and the availability of digital radio as standard in cars is a key enabler for successful digital radio services. Importantly, these services showcase a commercial broadcast group extending their brand with thematic and event stations as well as providing an enhanced experience through new visualisation services.

Note to editors:

*The EBU serves 85 national media organizations in 56 countries in and around Europe. It represents its Members and promotes the values and distinctiveness of public service media in Europe and around the world. The Eurovision and Euroradio networks deliver news, sports, events and music to EBU Members and other media organizations. Services to Members range from legal advice, technical standardization and development to coproduction and exchange of quality European content. For more information about the EBU: www.ebu.ch

**Photos are available on the [EBU website](http://www.ebu.ch)

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