

## **EU Commissioner: Praise for WorldDMB and Public Support for Digital Radio**

*Brussels, March 3, 2011:* Neelie Kroes, Vice-President of the European Commission responsible for the Digital Agenda, has welcomed WorldDMB's efforts on behalf of the industry.

Speaking at the Association of European Radio's 20<sup>th</sup> Anniversary Conference in Brussels today (March 3, 2011), Commissioner Kroes told delegates they must think creatively to solve the issues holding back the proliferation of digital radio in Europe. "Let me give you just one example," she said. "In the absence of standards agreed by the market, in the absence of digital radio in 16 Member States, I welcome the efforts of the WorldDMB industry group. They have developed receiver specifications which integrate DAB, DAB+ and DMB standards in one receiver."

Commissioner Kroes reaffirmed the EU's commitment to pan-European digital radio saying: "Radio must not be left behind in the digital revolution". She also urged an end to apparent complacency about radio's future, saying: "We were not complacent about broadband when "dial-up" was considered by some as "good enough". We were not complacent about mobile phones when fixed line telephones seemed to be the norm for all. And we cannot be complacent about radio's future now."

The audience of European broadcasters heard perhaps the most positive statement on digital radio from the EU to date. The Commissioner's speech was peppered with encouraging words and tempered with common sense. She said: "I want radio to be at the forefront of [another] revolution: the digital revolution", adding "It is not for us in Brussels to dictate the pace or the way change should happen in this diverse sector. However, my role .... is to create the best conditions for those evolutions to happen."

Aware of the problems holding back the roll-out of digital radio, Commissioner Kroes called for all AER members to support her efforts to resolve the technical, political and economic issues that must be overcome. "It is important that you make your voice heard in wider debates," she told the conference.

She concluded by saying that she is optimistic that the radio Single Market has a digital future. "I am determined that you should have access to the full benefits of the Single Market. To get there, we will need EU-wide coordination. Rest assured, I am your ally in your efforts to give people the radio they want, how they want it."

WorldDMB President, Jorn Jensen says: "Support for digital radio from the EU is vital to the continued roll-out of services in Europe and this powerful speech from the Commissioner does much to build confidence in digital radio among broadcasters across the Continent."

This boost for digital radio follows positive news from Germany last week where funding has been approved for public broadcasters to develop their regional

DAB+ networks, and also for Deutschlandradio to rollout its part of the national network.

Read the speech in full here:

<http://europa.eu/rapid/pressReleasesAction.do?reference=SPEECH/11/141&format=HTML&aged=0&language=EN&guiLanguage=en>

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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.