



## Digital radio demonstration launches in France

*Lyon, 20 May 2011:* Yesterday saw the launch of the digital radio project, RNT Lyon, in Lyon, France. At a press conference organised by the project leader, VDL, over 50 journalists joined the RNT Lyon partners to officially announce the launch of digital radio in Lyon. Radio listeners in the Lyon area can now tune in to 15 new stations on digital offering a variety of programme types.

Senior members of the Conseil supérieur de l'audiovisuel (CSA) Mr Patrice Gelinet and Mr Rachid Arhab opened the event with Mr Gelinet saying 'The digital radio roll out in France is taking longer than expected, but has not stopped'. Mr Arhab added, 'It's a great day for radio in France, and I am happy that we are speaking about digital radio in a positive way' He went on to emphasize that future tests and trials of digital radio should be directed towards the consumer.

Attending the launch were representatives from each of the 15 new digital stations on-air in Lyon. The stations represented at the press conference spoke of the 1980s decision in France to allow commercial radio. At this time they were seen as pioneers of radio. Once again there is the feeling that digital radio offers them the opportunity to become pioneers. Digital radio was seen by all to provide new opportunities in terms of content and revenue streams something which is attractive to all commercial broadcasters: "the future of radio is digital".

Stations included on the demonstration are; Africa N°1, Cap Sao, FG DJ Radio, France Maghreb 2, Impact FM, Latina FM, MFM radio, Nova, Oui FM, Radio Orient, Radio Scoop, RCF, Sol FM, Sud Radio and TSF Jazz. These stations will join in the promotion of the RNT Lyon project both on analogue and on their new digital stations.

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On display at the press conference were a large range of digital radio receivers provided by project partners; PURE, Revo, Sony, DUAL, Roberts, Lingo and Tivoli. These receivers covered all price ranges and included kitchen radios, hi-fi systems, iPod docking stations and iPod mobile adapters. Hybrid radios including digital, FM and internet connected radios showed that radio's future is one of combined technologies offering a rich radio experience.

The press conference also launched a listener awareness campaign providing information to educate consumers on the benefits of digital radio. To do this [www.rntlyon.com](http://www.rntlyon.com) a website is now live giving radio listeners in Lyon details of; what's on-air, where to buy a digital radio receiver, which areas in Lyon are covered by the digital signal and news on events and giveaways.

The RNT Lyon project is supported by local retailers Auchan, Boulanger, DARTY, Grosbill, FNAC, Musikit (Digital Group) & Virgin. Digital radio products are currently available in these stores and the [www.rntlyon.fr](http://www.rntlyon.fr) website includes store information so consumers can easily find a local digital radio retailer.

A debate on digital radio and its place in the French radio market and in the wider European zone ended the morning. Mr Yannick Andre-Masse, CEO of VDL, the project leader, said 'Again we need to focus on the listener, these new services offer listeners in Lyon something new and exciting in terms of radio. We are concentrating very much on getting the message out there – Le radio numérique c'est fantastique!'

The next event for the RNT Lyon project will be a public event in Place de la République, Lyon on 25<sup>th</sup> June 2011. Listeners will be able to hear some of the new digital station DJs live, with information given out and competitions to win some of the fantastic digital radio receivers now available!

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**For further information on RNT Lyon please contact: Yannick Andre-Masse, CEO, VDL [yam@vdl.fr](mailto:yam@vdl.fr)**

**You can also follow the RNT Lyon project on:**

**Facebook: [www.facebook.com/pages/RNT/215181075160235](http://www.facebook.com/pages/RNT/215181075160235)**

**Twitter: <http://twitter.com/#!/RNTLYON>**

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## **Notes for Editors:**

### **RNT Lyon 2011**

RNT Lyon is a nine month demonstration of digital radio using the DAB family of standards. The demonstration will be launching in May 2011 as 'RNT, la radio numérique à Lyon'. The focus of the project is to bring new digital radio services to listeners in Lyon, which is reflected in the project slogan "more radios stations on air with digital" (De Nouvelles radios à Lyon en numérique). The services on-air will include Africa N°1, Cap Sao, FG DJ Radio, France Maghreb 2, Impact FM, Latina FM, MFM radio, Nova, Oui FM, Radio Orient, Radio Scoop, RCF, Sol FM, Sud Radio and TSF Jazz. The project is supported by the digital radio receiver manufacturer PURE as well as French retailers: Auchan, Boulanger, DARTY, FNAC and Virgin. The aim of the project is to promote digital radio and raise awareness of the technology to consumers in the Lyon area. The RNT Lyon Project Leader is the French network and professional equipment manufacturer, VDL. The RNT Lyon website can be found at [www.rntlyon.com](http://www.rntlyon.com)

### **RNT Brand & Logo**

The RNT Brand 'RNT, la radio numérique à...' is the name of the RNT project - a demonstration of digital radio in France. The logo for this project can be shown with or without the name of the city in which the demonstration is being held. Currently, the demonstration city is Lyon 'RNT, la radio numérique à Lyon'. The focus of the project is to bring new radio stations to listeners in France, which is reflected in the slogan "more radios stations on air with digital" (De Nouvelles radios à Lyon en numérique). The logo and branding for the project will be used in all on-line and print promotion materials and campaigns. For more details on the RNT brand and logo can be found at [www.rntlyon.com](http://www.rntlyon.com)

### **RNT Project Leader**

The Project leader for RNT is VDL, an international Group of companies that delivers broadcasting technologies for Radio, Mobile TV and Network Providers. The Group is in the unique position to offer innovative solutions to its customers as both an experienced broadcaster and an equipment manufacturer. VDL have built a strong reputation and extensive field experience from the supply, installation and support of equipment for FM and Digital radio transmission, as well as technical expertise in commercial radio applications. VDL produce a range of head-end and monitoring products for DAB, DAB+ and DMB applications world-wide. More details of the VDL Group can be found at [www.vdl-broadcast.com](http://www.vdl-broadcast.com)