

Press Release German Digital Radio Project Office

Digital Radio Day, Useful Tips - Broadcasters present digital radio at IFA 2011

IFA 2011 'Digital Radio' Events

Berlin/Baden-Baden: One month after the launch of new digital radio in Germany "Digital Radio" is one of the main themes at the world's biggest consumer electronics fair IFA 2011, Berlin (2-7 September). Both public and commercial broadcasters are deliberately focusing on digital radio as part of their IFA presentations.

Deutschlandradio for one is providing information on digital radio at the **ARD stand Hall 2.2/101**. Deutschlandradio (with three programmes which can now be heard on digital, Dradio Wissen, Deutschland Kultur and Deutschlandfunk) will be showing a wide range of commercially available digital radio devices and be providing information on the regional and nationwide development of digital radio. Dietmar Boettcher, spokesman for Deutschlandradio said "Ultimately, we hope that our listeners – as well as a large number of local retailers – can find what suits them on digital radio. At this IFA we are demonstrating the diverse listener offering now available on digital".

Also at this year's IFA, football radio station 90elf presents its latest design concept. Together with the device manufacturer Philips, 90Elf is launching a specially branded digital radio device in the colours of the station **Hall 22/101**. You can win this amongst other prizes by joining the 90elf and Philips on stand game. Last but not least 90elf will also showcase its family of digital stations including RADIO BOB! another new programme in the nationwide digital radio multiplex. "It is important for stations that there is a concerted 'Sales Kick-Off' at IFA to help as a driver to increase awareness in the minds of the listeners and retailers that these services are now on-air" said company spokesman Nico Nickel.

Under the slogan "*Radio for the Future*" in **Hall 2.2** at the "Digital World" stand the ARD will also be presenting information on new programmes on-air and the data services now available on new digital radio. Visitors can experience digital radio for themselves, learn more about what's on-air and which devices are in the market while asking questions to the on-stand experts. Also, don't miss the opportunity to listen to the regional services offered by Rundfunk Berlin-Brandenburg (RBB) stations on digital in Berlin/Posdam since mid-August.

Digital Radio Day and Retailer Training

To underline the importance of digital radio at this year's IFA, there will be, for the first time, a 'Digital Radio' day. All key stakeholders from the digital radio sector in Germany and Europe are invited to visit the **Red Lounge between the IFA Summer Garden and Hall 6.3** on 5 September 2011 to join this event. Among other things, the day will start with a networking event - "Europe looks to Germany" focusing on the impact of the role out of digital radio in Germany for the rest of Europe, organised by WorldDMB. The Federal Ministry has also arranged a presentation with

retailers, manufacturers and the members of the Receiver Working group at which manufacturers will give previews of their new German product ranges. This event aimed at key decision makers and journalists offers a view of the development of products about to enter the digital radio market.

Another new feature is the digital radio retailer training session, on 3 and 4 September (**VIP Lounge1, Big Star**). Retailer training "All about digital radio in 45 minutes" will give any retailer attending the event information on digital radio which will ensure they are ready for digital radio! In this "flash" training programme experts explain which radio broadcasters are on-air with which programmes, where you can receive these programmes and when broadcasters will put new programmes on-air.

The ARD and ZDF Production and Technical Commission (PTKO) will also hold an event dedicated to digital radio on 2 September called "exit and restart - radio reception in Transition".

In addition to many new faces promoting digital radio at this year's IFA PURE the pioneering digital radio device manufacturer, as in previous years, invites you to its Digital Radio Press Conference on 2 September at 11.00 in **Hall 1.2 Stand 121**. Retailers can find out information on all aspects of new digital radio. The team at PURE will be joined in answering questions by the digital radio expert Helmut G. Bauer (Digital Radio Germany), Thomas Wächter (Media Broadcast), Willi Carpenter (Absolute Radio) and Ralf Reynolds (PURE).

For more information please visit www.digitalradio.de

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