



## **2011 Per Erik Selemark Award for services to DAB presented to a pioneer of digital radio**

*London, October 31, 2011*

**Hossein Yassaie**, CEO of Imagination Technologies and parent company PURE Digital received the WorldDMB 2011 Per Erik Selemark Award for services to DAB last week at the 17<sup>th</sup> WorldDMB General Assembly in Zurich, Switzerland.

As a pioneer of digital radio, Hossein Yassaie was the driving force in developing a brand new, low cost DAB chipset, thus enabling sub-£100 digital radios and initiating the international mass consumer digital radio market. In his acceptance speech, Hossein stated that the mobile phone sector remained the challenge for digital radio, but that all technical issues were solvable. What is now required is strong communication to the mobile industry of confidence in the global future of digital broadcast, and certainty of FM switchover planning.

The second day of the 17<sup>th</sup> WorldDMB General Assembly was opened by the re-elected WorldDMB President Jørn Jensen. Jørn said *'To ensure the future success of digital radio all industry stakeholders need to work in collaboration to see the DAB family of standards become more readily available across a range of different consumer devices such from mobile, homes to tablets and in vehicles'*. The event included debates and discussions on the latest industry developments from a panel of experts from Europe, America and the Asia Pacific Region. The conference also saw new market data released where GFK's Alexander Dehmel highlighted the momentum currently being seen in the consumer market with positive sales figures being seen for digital radio receivers particularly in Germany.

The latest developments on digital radio roll-out were also presented from Hong Kong, Australia, Switzerland, Norway and Belgium delegates were also able to hear about the latest news on the car market. Richard Robinson, Strategy Analytics stated that "Affordability of receivers in car is a key factor to ensuring consumer market penetration" and Laurence Harrison of DRUK reported that 18% of new cars in the UK include digital radio, with Ford and Vauxhall leading the way.

Overall, the conference confirmed a renewed enthusiasm and confidence among digital radio proponents across Europe and around the world. It also demonstrated a proven model of cooperation for successfully rolling out digital radio technology in new markets.

**ENDS**

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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.