

DIGITAL RADIO

100 days of DAB+ in Germany – A clear commitment from the automotive industry to digital radio

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The automotive industry has shown a clear commitment to digital radio. Since the introduction of DAB+ 100 days ago digital radio has not only met but exceeded expectation. On the 8 November at the Bayerische Rundfunk in Munich the "Press Forum Digital Radio: 100 days of DAB +. More for the car" was held with a panel of experts in attendance who represented the automotive industry and broadcasters. **Dr. Bertram Hock, Head of Broadcast Receiver Development, BMW** said: "With the development that is currently being seen, I am sure that digital radio will be standard in-cars in Germany soon". Dr Hock then went on to say that he cannot announce when DAB+ will be standard in cars at this time. However, all the major automotive manufacturers based in Germany already offer DAB+ in most of its vehicles as an option. Dr Hock continued by saying that " You can see how much fun it has been for public and private broadcasters to organise digital radio and the first 100 days of digital radio on air demonstrates a good taste of what's to come in Germany."

Dr. Ralf Hinz, Team Manager of Advanced Radio & TV for Daimler showed the automotive industry's support for digital radio by stating that it is " the driver, the actual customer for radio in car, who is unable to fully access the internet, DAB+ however enables access anywhere. Therefore most models of Mercedes-Benz cars will now offer digital radio as an option. In the newer models there has been a transition to an advanced dual tuner and also additional services such as Dynamic Label, Dynamic Label Plus, Electronic Programme Guide and will support service following and switching to FM."

Dr.-Ing. Jocher Peter, Head of Development Radio, TV, Media, RSE at AUDI "Digital radio is the future of radio. Audi has for years offered - under the slogan 'Vorsprung durch Technik' – receivers for digital radio. This option is available in many of our infotainment systems and will be offered in all future models. Finally, the car is at the center of digital life. The customer wants to communicate and be entertained".

The ADAC, , the largest automotive club in Europe, supports the introduction of digital radio for stakeholders and drivers, **Peter Mikolaschek, Head of the Traffic Information**, emphasised that "Many of the ADAC mobility information and traffic information features that have not previously been available on TMC can now be transported by TPEG. Digital radio with new TPEG service, visual presentation digital travel and traffic information in connection with navigation systems, represents a good opportunity to disseminate travel information. "

Likewise, **Herbert Tillmann, Director of Production and Technology of the Bavarian Rundfunk (BR)**

sees radio and mobility as complimentary to each other, "Terrestrial digital broadcasting is the only system to provide mass market radio content, new digital services, additional coverage at a high quality. The Bayerischer Rundfunk since October has therefore broadcast, as part of a pilot project, the data traffic information service TPEG over its DAB / DAB + networks. "

Siegfried Schneider, President of the Bavarian Regulatory Authority for Media (BLM) was

"convinced that we face challenges in the mobile society that we live in and that these challenges can only be overcome if we develop attractive, intelligent traffic management systems and TPEG via DAB+ is the way. BLM and Bayerischer Rundfunk are therefore undertaking a major effort to bring the car and radio together."

BR, the Bavarian public broadcaster, has played a central role in the introduction of digital radio. The adoption of digital radio by Bayerischer Rundfunk is already extensive **Dr. Johannes Grotzky, head of the BR radio department** said, "In particular we are offering our five analogue stations plus five additional programmes via digital radio, so each BR digital station has an analogue "mother ship" to enable cross-promotion."

According to **Dr Chris Weck** from **Deutschlandradio** "digital radio has the technical requirements to meet the requirement for a nationwide broadcast of their programmes, additional digital services are not only offered on the internet, but also via this new digital distribution channel. Digital radio has arrived, thanks to the excellent programs available on the nationwide and national multiplex. "

Helmut G. Bauer, a member of the Steering Group for Digital Radio, Inc. Managing Director DRD

"After one hundred days, we can say that the train has started rolling and cannot be stopped, " he continued by saying that "Despite all opposition on 1 August 2011 new digital radio started successfully. Primarily through collaboration between public and private broadcasters digital radio was a success. The operators on the national multiplex are constantly expanding its digital content and offer, next year they will also expand the network further. "

Willi Schreiner, Managing Director of Absolute Radio said "as in the TV sector, there should be a legal requirement that all radios in the future must be equipped with a digital receiver. This will ensure that all new and "old" programs can also be heard in the car. We are no longer technology driven by driven by programme and content".

At the end of the event **Olaf Korte, Broadcast Group Leader Applications, Fraunhofer IIS,** highlighted that a "significant proportion" of its research facility was on successful launch of DAB + in Germany to send and receive side. For the first time there are many new possibilities for digital radio using the data services digital radio offers for example the radio station 90Elf is using "Journaline" to provide information on league games. Digital radio can also provide information "by broadcasting TPEG, which is particularly effective via mobile and is of importance to the automotive sector."

The press forum was initiated by the Bayern Digital Radio GmbH and the Digital radio project offices.

About Digital Radio in Germany

As of 1 August 2011 launched the nationwide digital radio in Germany. The new nationwide digital radio offering currently consists of three public and nine private offerings. To 08.01.2011 have been started: 90elf-Your Football Radio, Absolute Radio, Radio Germany, Germany Kultur, DRadio knowledge, ENERGY, ERF Plus, radio Horeb, Kiss FM, Classical Radio, and LoungeFM RADIO BOB!. Since 1 November 2011 also broadcast live on sunshine. The radio programs are program-related. Additional services (text and images) added. In addition to the nationwide broadcast Digital radio programs are in the individual federal states and the national programs broadcast by ARD on the air: as in Bavaria, Baden-Wuerttemberg, North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Saxony, Saxony-Anhalt and Thuringia and in Berlin / Brandenburg. In the coming months, the prices in the other states launched. All programs will continue with ARD program associated supplementary services such as text and images to be received.

For more information, visit www.digitalradio.de.

About the Project Office Digital Radio - www.digitalradio.de

The Digital Radio Project Office, based in Baden-Baden is a joint initiative of the ARD of Germany and the radios Digital Radio GmbH, Germany (DRD), a Group of private operators. The goal of all involved is to digital radio as "radio to establish the future "in Germany. The project office is responsible for the activities to coordinate and inform the public about the capabilities and adoption of new Digital radios to inform national and regional level. The accompanying Information and launch campaign is supported by the devices industry, public and private broadcasters, network operators and the from politics.

About the Bayern Digital Radio GmbH - www.bayerndigitalradio.de

The Bayern Digital Radio GmbH was founded in mid 1998 and is headquartered in Munich. The company's core business is the rapid and efficient expansion of digital radio transmitter networks in Bavaria. The company combines the know-how of the Bayerischer Rundfunk, MEDIA BROADCAST GmbH and the Bayerische Medien Technik GmbH. In addition, through the participation of the Bavarian Regulatory Authority for Media (BLM), the interests of commercial broadcaster are secured.

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