



## **New digital radio station as RNT Lyon project grows**

*Lyon, 20 December 2011:* It was announcement today, by the leader of the RNT Lyon project, VDL, that a further 15 commercial stations would go on-air in 2012.

The RNT Lyon project which started in May 2011 currently has 15 commercial stations broadcasting local content alongside new programmes on digital.

**RNT, Lyon Project Leader, Mr Yannick Andre-Masse, CEO of VDL** said "We are happy to see broadcasters from around France showing their support for digital radio by joining the RNT Lyon project. This has been an exciting year in terms of raising the profile of digital radio in France. Stations can see that broadcast digital radio can offer more to their listeners especially in France which has always had a strong radio landscape. Commercial broadcasters are leading the way, just as they have done in the past, to secure the future of radio."

The new stations bring more choice to listeners in Lyon. New stations on-air will include: ADO, Antinea Radio, Beur FM, Crooner, Euronews, Just Hit, Generations, La Radio Plus, Prestige FM, Radio Festival, Radio Public Santé, SNCF La radio and Urban Hit. Joining these stations will be new local stations: Radio Vinci Autoroutes Sud and Phare FM. The RNT Lyon project offers French listeners the benefits of digital radio; local and new stations on digital, ease of listening and user friendly new digital radio receivers.

These new stations join those which have been on-air since May 2011; 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. All of the stations currently on-air promote their digital services on analogue to ensure listeners know they can now listen on digital. RNT Lyon is committed to its slogan De Nouvelles radios à Lyon en numérique - "more radios stations on air with digital".

Full information on the RNT Lyon project can be found at the project website  
[www.rntlyon.com](http://www.rntlyon.com)

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

## **Notes for Editors:**

### **RNT Lyon 2011**

RNT Lyon is an 18 month demonstration of digital radio using the DAB family of standards. The demonstration will be launched 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. Further services will be added in 2012 from the following stations: ADO, Antinea Radio, Crooner, Generations, Le Radio Plus, Phare FM aux Portes Du Dauphine, Prestige FM, Radio Festival, Urban Hit. New local stations will include Cap Sao, Impact FM, Radio Scoop, Radio Vinci Autoroutes Sud, Sol FM and Tonic Radio. 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)