

ALL IN MEDIA LAUNCHES NEW COMPANY FOR SOUTHEAST ASIA REGION

All In Media, the leading supplier of digital radio software and mobile phone apps to the European and Australian radio industries has announced the launch of All In Media Malaysia.

The new company will cover the entire Southeast Asia region, where it will supply and support the expanding DAB digital radio market. All In Media Chief Executive, Chris Gould, made the announcement earlier today at WorldDMB's digital radio session at the ABU Digital Broadcasting Symposium (6 -9 March 2012, Kuala Lumpur).

Based in Kuala Lumpur, All In Media Malaysia will provide a regional presence for broadcasters across the Southeast Asia region. It will enable broadcasters to provide new interactive services to listeners and will help stations manage their data services. All In Media has already secured a number of new clients for its AIM Rapid DAB data management system.

Jørn Jensen, President of WorldDMB, the organisation dedicated to the roll-out and growth of the DAB family of standards said "Southeast Asia is an important region for DAB, and it's encouraging to see All In Media bringing their DAB expertise to this market."

The Malaysian company will be run by Managing Director Steve Barnes. All In Media's founder and Chief Executive, Chris Gould said "With 15 years' experience developing services for telecoms, digital TV and radio, plus an intimate knowledge of the area, Steve is the ideal man for the job. We are looking forward to expanding All In Media and bringing our DAB systems and smart phone apps to the Southeast Asia region."

The expansion of All In Media follows new contract wins for the company in Europe and Asia. Its Australian office continues to benefit from a successful DAB⁺ roll out which has drawn nearly 1 million listeners to the medium in just two years. And in Hong Kong, the company's business continues to grow. Elsewhere in the region, countries such as New Zealand, South Korea, and Singapore have digital radio infrastructure in place and are at varying stages of development. The market is perfectly timed for the launch of All In Media Malaysia.

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About All In Media

AIM is the leading supplier of digital radio software and mobile phone apps to the European and Australian radio industries. Its management systems are the most widely-deployed DAB data management products in the world, and it has released over 180 smartphone apps for radio stations. Chris Gould and Jason Malaure founded All In Media in 2007 in order to open up interactive services to broadcasters quickly and effectively. The company has gained a reputation for providing innovative solutions to market leading radio clients worldwide.

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