

## Denmark goes DAB in 2019

London, 10 October 2012

**The signing of a new media policy agreement by the Danish government for the period of 2012-2014 has seen a clear focus on DAB digital radio and its expansion with a proposed date for FM switchover in 2019**

The media agreement was broadly accepted across party lines demonstrating Denmark's commitment to DAB digital radio and providing industry stakeholders with a clear set of objectives and targets. Both sides of the Danish parliament have agreed to close the FM band by the end of 2019 if half of all radio listening has migrated to digital platforms.

As part of the agreement, the national single-frequency DAB block used by the public service broadcaster DR multiplex will be swapped in 2013 for two DAB regional frequency blocks now occupied by a single commercial multiplex. The frequency swap will also mark the switch-over of all Danish DAB transmissions to the more efficient DAB+ standard.

These changes will increase the total budget of DR to allow its nine regional FM only stations to migrate to DAB, and allow the commercial multiplex to develop further. 11 million Danish Krona (1,5million euros) have been allocated for a public information campaign about digital radio.

Danish Culture Minister, Uffe Elbæk said in a statement "The world is digital and therefore it is a natural continuation of previous efforts and policy decisions in the area that we now will speed up the digitisation of radio, just as we did with the TV a few years ago. We do this by continuing to expand the digital radio network, and not least by establishing, albeit with conditions, a date for the switch-off of FM. By setting a date, we are sending a clear signal to both the industry and the Danish radio listeners about where we are going."

**ENDS**

## **About WorldDMB**

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital radio broadcasting standards of choice in Europe and much of Asia Pacific. Its global membership includes public and commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. Broadcast radio professionals have access to this body of expertise which is delivered through leading-edge industry events, car manufacturers' workshops, tailored workshops and seminars and the WorldDMB website via the members-only information portal that includes an extensive online ETI library. More than 500 million people worldwide are within range of a DAB/DAB+/DMB Digital Radio transmitter, there are well over 1,000 services on air and several hundred varieties of receivers are available to market.

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