



## **DAB+ Technology Workshop and Transmission Demonstration in Vietnam**

Hanoi, Vietnam, 29 July 2013

Today saw the end of a three day DAB+ Technology Workshop and Transmission Demonstration, in Hanoi, Vietnam (26, 27, 29 July). The event was jointly organised by WorldDMB and Voice of Vietnam and was supported by the Asia-Pacific Broadcasting Union (ABU).

The workshop, organised in the lead up to the Radio Asia conference, 29 – 31 July was attended by 100 delegates from Vietnam, Thailand, Malaysia and Macau and reflects growing interest in the DAB+ standard in the Asia Pacific.

WorldDMB Asia Pacific Committee Chair, Joan Warner, who spoke at the workshop, said “WorldDMB offers broadcasters information on all aspects of the switch from analogue to digital. These workshops and demonstrations are tried and tested services that WorldDMB has offered to other markets that are also planning their rollout of DAB+. For Vietnam, DAB+ offers the opportunity for key broadcasters like VOV to offer more educational and cultural diversity.”

Showcasing DAB+ equipment and expertise from Australia, Hong Kong and Europe where digital radio is on air, delegates were the first to hear and see VOV radio stations live on air in DAB+. Delegates gained first-hand knowledge of the transmission equipment and experienced the digital quality audio and new text and slideshow features on a wide range of receivers.

A live drive test demonstration was conducted in vehicles in Hanoi, showing that even a low powered demonstration can reach significant audiences. Advice was provided on network planning, content development and the structural and regulatory considerations which will be needed when Vietnam plans the roll out of permanent high powered digital radio services. Vietnam is well advanced in the digitisation of its broadcast systems and this workshop will advance the planning for digital radio services.

Voice of Vietnam invited WorldDMB to conduct the workshop for senior management and regulatory personnel as well as broadcast engineers following similar events conducted recently in Bangkok and Jakarta. The recommendations from the workshop are:

- Choose powerful spectrum efficient technology – DAB+
- Start now

- Broadcasters keep analogue spectrum
- Broadcasters own the spectrum licence
- Broadcasters have first right to own and operate transmission infrastructure
- National Staged Project
- Planning for high power and indoor coverage
- New content and affordable receivers
- Marketing Strategy to inform listeners

**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 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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