

German broadcasters move towards digital radio for Europe

German commercial broadcasters and the public service broadcaster Deutschlandradio have today signed the contracts with network operator Media Broadcaster to launch the first national DAB+ digital radio multiplex.

London, 15 December 2010

Today, Germany took an important step towards launching a national DAB+ digital radio network as German broadcasters joined together and signed contracts with the network operator Media Broadcast. The contract signing will mean **national digital radio services will be on-air from the public broadcaster Deutschlandradio and commercial broadcasters:**

- Die Neue Welle Rundfunk-Verwaltungsgesellschaft mbH & Co. KG
- Entspannungsradio GmbH i.G.
- ERF Medien e.V.
- Radio 97,1 MHz Hamburg GmbH (ENERGY)
- REGIOCAST DIGITAL GmbH

These national services will be launched in 2011 alongside regional DAB+ digital programmes from the public broadcasters and will offer German listeners more choice than before and bring them in line with other European countries who have chosen to go digital.

WorldDMB, the international, non-governmental body with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies, is delighted that agreement between Deutschland Radio, the commercial broadcasters and Media Broadcast GmbH has been reached as this fulfils the conditions set out by the KEF in June for the launch of regional DAB+ services by the public service broadcasters. "This paves the way for national digital radio in Germany and demonstrates a clear commitment on behalf of both public and commercial broadcasters to the country's digital radio future," says WorldDMB President Jørn Jensen. "It has an added significance for digital radio roll out across Europe, as Germany's decisions often influence those of its neighbouring States."

Germany joins a growing number of European countries who have chosen the DAB family of standards (DAB, DAB+, DMB) as their national digital radio standard including UK, France, Italy, Spain, Denmark, Belgium, Hungary, Malta, Monaco, Netherlands, Norway and Switzerland. Digital radio is also on test and trial in Croatia, Poland, Portugal, Ireland and Sweden. By going digital the radio industry is adhering to the EU Digital Agenda putting European listeners and businesses at the forefront of a digital revolution creating jobs and increasing investment within Europe.

European consumers will have access to new stations and programmes something which analogue radio can no longer provide due to saturation of FM bands in some countries. Governments and regulators across Europe have welcomed the DAB technology as radio of the future as it allows public broadcasters to continue to provide digital radio services which inform, educate and entertain all members of society **'everyone deserves the chance to participate in the digital world' said Mme Kroes, Vice President of the European Commission recently.** Free to air digital terrestrial broadcasting using

DAB, DAB+ and DMB allows all members of society access to digital radio furthering social inclusion in the digital age.

The developments in Germany echo the development of digital radio in the rest of Europe where radio is the next digital frontier and the DAB family is the standard for Europe.

ENDS

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Notes to Editors: The foundation standard DAB and related standards such as DAB+ and DMB can be seen and heard in nearly 40 countries from Canada to Australia, across Europe and the Far East. Countries including India and South Africa are testing DAB and developing consumer trials. More than 500 million people worldwide are within range of a DAB/DMB transmitter, and there are over 1000 services on air. Created from the onset to enable mobile reception with audio, video and multimedia capabilities, the DAB standard has recently extended its lead into the world of mobile multimedia delivery through its compatible DMB application. DMB offers a mobile TV and audio solutions and shares the same core standard, infrastructure and receiver technology. The launch of the world's first Mobile TV services took place in Korea in December 2005 using DMB technology and will be the basis for the launch of digital radio in France in 2009. DMB is on-air in China in five major cities including Beijing, and more DAB, DAB+, and DMB services are expected to launch in Europe during the next year. The addition of DAB+ as a highly efficient audio coding has been ETSI standardized and many countries throughout Europe and in the Asia Pacific are planning commercial launches of DAB+ digital radio services in 2009.

About WorldDMB

WorldDMB is an international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.