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WORLDDAB NEWS:

* DAB CHRISTMAS 2004 WORKSHOP

The WorldDAB Marketing Workshop "**DAB Christmas 2004**" which took place in Berlin on 10 May was well attended and feedback following the event has been very positive. With DAB coverage in place, top of the range receivers being produced and consumer awareness rising, the audience came away with the clear message that **DAB DIGITAL RADIO IS HERE!**

The participants at the conference were made up of DAB receiver manufacturers, European retailers, and marketing experts from 15 different countries, responsible for the roll out of DAB in their respective countries.

Presentations given by experts across the international DAB industry informed the audience of the exciting DAB developments around the world, and provided best practice marketing models on how to take DAB forward in emerging markets. A presentation from Comet Group Plc clearly demonstrated a retailer's strong support for DAB and left the participants at the event with powerful messages on the value proposition presented by DAB Digital Radio.

Top receiver manufacturers each had 60 second slots running alongside the presentations, in which they gave dynamic adverts of their latest DAB offerings. The DAB exhibition area displayed over 50 different DAB products across the full range of models currently available, including in-home tuners, kitchen radios, clock radios, boomboxes, CD players, midi-systems, in-car receivers and handheld devices.

The presentations and pictures of the event will be available in the [events](#) section on the WorldDAB website by the end of the week.

* WORLDDAB PROGRAMMING WORKSHOP

The WorldDAB Programming Workshop is scheduled to take place in Munich on 20 - 21 October and the WorldDAB team is looking for members to provide contact details on potential invitees. Rock Antenne is kindly hosting the event targeting radio station controllers or equivalent to provide them with strategic information essential to keeping their listeners and growing audience share.

Please contact [Rebecca Dorta](#) at the WorldDAB Project Office with contact details of key programmers that you think should attend this event.

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NEWS FROM SWEDEN:

Swedish Radio has started its 7th digital service 'SR Minnen' (SR Memory), putting all 7 of the planned digital only channels in place. SR Minnen is broadcasting entertainment, literature, plays and unique documentaries from recent decades.

Swedish Radio are currently running an on-air and internet campaign for its digital only channels, which will run until the end of May and again in September, when the 'Radio Festival' in Stockholm is planned for 10-11 September. Here DAB Digital Radio will be a major feature.

For more information, please contact [Anders Held](#) or visit www.sr.se/digitalradion

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NEWS FROM TAIWAN:

Regulators in Taiwan are soon to begin advertising six new DAB ensembles. There will be three national multiplexes covering Taiwan, Penghu, Kinmen and Matsu, and three regional multiplexes serving northern, central and southern Taiwan. Services are expected to be on-air within three years.

For more information, please contact [Donald Ng](#) at the [Asia DAB Committee](#).

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NEWS FROM GERMANY:

The IMDR are running a DAB competition in conjunction with their DAB advertising campaign. Prizes include Woodstock DAB53 receivers!

To take part just visit the digitalradio.de website until the 4th of June.

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NEWS FROM ITALY:

On May 3rd the Italian President has signed the new telecommunications bill (formerly known as the Gasparri law), now known as law 112 of 2004. This law regulates the entire communications sector, with one of the articles dealing expressly with DAB digital radio. It states that following consultation with the Ministry of Communications and the radio industry, Italy's Communications Authority has to present a regulation for the issue of a regular licensing regime for digital radio broadcasting (until now it was only experimental) within three months of the issue of the law.

This will effectively pave the way for the DAB digital radio roll out across the country, as there will finally be a clear regulation in place.

For more information on this, please contact [Hanns Wolter](#).

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NEWS FROM AUSTRALIA:

Australia embraces DAB digital radio as trials continue in Sydney. Leading Sydney retailer,

Harvey Norman Auburn, has opened the first consumer “digital radio consumer centre”, at an event supported by local radio stations and personalities. Shoppers won DAB radios, met their favourite radio stars, and experienced DAB digital radio via product from PURE Digital, Sangean, Ministry of Sound and Grundig. Commercial Radio Australia welcomed Harvey Norman on board as a strategic partner in the digital radio trials. The store is a recognised leader in technology products.

Please click here for the full press release, or contact [Emma Kate Ryan](#) for more information.

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NEWS FROM THE UK:

* Cumulative sales of DAB digital radios in the UK has passed the half million mark. GfK figures to the end of February 2004 show significant percentage growth of 229% year-on-year, putting cumulative penetration at 509,000 units.

* Findings from a survey carried out by Continental Research for MXR shareholders (Capital Radio, Chrysalis Radio, GMG and UBC Media) has revealed that in DAB-equipped UK homes surveyed, 69% of radio listening is via DAB digital radio. The survey also reveals that two thirds of DAB listeners claim to listen for longer, tuning-in for an average of 29 hours per week - those who claim to be listening for longer state an average increase of 11.9 hours per week.

68% claim to be listening to the radio more now they have DAB digital. The survey also highlights a dramatic preference for new DAB listening choices, with 82% of DAB respondents are now proactively listening to one or more new stations.

For more information, please contact [Mandy Green](#) at the [DRDB](#).

* GM Daewoo are running an airtime campaign in the UK for their new Lacetti with the theme "It's everything you wouldn't expect", specifically highlighting DAB as a feature. The campaign goes live at the end of week and will run on around 60 radio stations nationwide. For more information, please contact [Kevin Franklin](#) at the [DRDB](#).

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PRODUCT NEWS:

* In the UK, PURE Digital has launched the first DAB product with rewind, pause and record. **The Bug** is a unique design from Wayne Hemingway, co-founder of Red or Dead, the designer fashion label which is three times winner of the Street Style Designer of the Year award. In both looks and technology, it will appeal to a younger audience. It can also playback MP3 files (SD Card required), record to SD Card or to an external MiniDisc player and comes with alarm, sleep and timer record functions. The Bug is on sale from UK retailers for 220 euros.

Please [click here](#) for the full press release, or visit [PURE Digital's website](#) for more information.

* Bush has launched a new “boombox” DAB digital radio. The **FUSION004** boasts 2 x 7.5W RMS Output with Bass Boost and Graphic EQ settings. It is battery or mains powered, incorporates DAB Digital Radio and FM/MW and has both a CD player and cassette recorder. Its gunmetal grey finish with orange speaker cone detail is a far cry from the ‘Ghetto Blasters’ seen on street corners with break-dancers in the 80’s. The FUSION’s ultra sleek curves give it a unique, futuristic feel. It retails at approximately 260 euros.

* Roberts has announced its intention to launch the **Gemini 12**, a DAB only kitchen radio that will retail at around 140 euros.

* Sharp has announced the launch of their first product on the DAB market. The **FV-DB1E**, available in a high-gloss white or silver grille fascia, also with FM and alarm clock function weighs only 1.6kg and is mains or battery powered with an integral carry handle. It has 20 station presets and an optical digital output terminal so radio can be recorded in digital quality plus a line out to allow DAB radio to be output via a separate sound system if required. FV-DB1E is available from June.

Please [click here](#) for the full press release.

* Blaupunkt's latest in-car DAB digital radio, the **Woodstock DAB54**, has been announced. Building on the success and features of earlier Woodstock models, the DAB54 uses Bluetooth technology to connect the car radio wirelessly to a PDA. A DAB data output then makes it possible to transmit both programme and non-programme associated data which can be displayed on the PDA. The new radio handles CDs, MP3 music and digital SD and MMC memory cards, and will let you record digital radio programmes. The Woodstock DAB 54 has integrated data memory, so that when you press record, it remembers everything it has received during the previous 30 seconds.

Please [click here](#) to view the full press release.

* TechniSat enters the German market with the launch of the **DABMAN 1**, now available in shops at an RRP of 169.99 Euros. The DABMAN 1 is a portable pocket sized DAB and FM radio, with integrated antenna in the headphones. Incorporating both Band III and L-Band, the DABMAN 1 can be used worldwide. Also available in the UK at a price of 192 euros, it can be ordered directly from the [TechniSat](#) website.

For the current DAB Product Guide, please [click here](#). For further details on DAB products please contact [Lisette Cooper](#) at the Project Office.

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TECHNOLOGY NEWS:

* The UK's only national commercial multiplex operator, Digital One, and ntl are currently undertaking a review of MPEG Layer II coders i.e. coders that meet the existing Eureka 147 specification and work with all existing receivers. From 7 June to 13th July 2004, Digital One will run subjective tests of three audio coders using the methodology of ITU-R recommendation BS.1116. Digital One invites expert listeners to participate in these tests which will take each participant two consecutive days to complete. The tests will be run near London, in the UK. Anyone interested in taking part should contact [Jacky Clark](#) at Digital One on +44(0)20 7288 4600.

* Factum Electronics AB will supply equipment for DAB digital radio to the Danish Broadcasting Corporation. Factum Electronics will deliver systems based on its modular architecture, including audio encoders, data transmission, multiplexers and management systems. Danish Radio will achieve 100% population coverage in 2004.

Please [click here](#) for the full press release.

* Kiss FM 91.9, Greece's first DAB radio station, has chosen Harris Corporation Broadcast communications Division to help transmit information to visitors at the 2004 Olympics in Athens. Harris will provide a complete audio head-end for DAB transmission for up to 20 audio channels comprising twenty D-ACE DAB encoders, a D-EMUX ensemble multiplexer and the PC software for controlling the entire system.

Please [click here](#) for the full press release.

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DATA NEWS:

UK radio group GWR and telecoms operator BT have announced a mobile digital datacasting operation for instant high speed multi-media content delivery to mobile devices using DAB capacity.

The new venture will use digital radio capacity to transmit instantaneously, at high speed, substantial amounts of multi-media content, such as news, sports and entertainment, to handheld devices such as mobile phones and PDAs. The incorporation of DAB (Digital Audio Broadcasting) digital radios into these devices should also lead to a significant increase in the number of digital radios in the UK.

It will utilise digital broadcasting capacity on the national commercial multiplex operated by Digital One, running alongside the eight national digital radio stations.

Please click the following for the full press releases from [GWR Group](#) and [Digital One](#).

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UP-COMING EVENTS:

*** BIRMINGHAM MOTOR SHOW**

WorldDAB are jointly exhibiting with the DRDB at the Sunday Times Motor Show Live in Birmingham, UK between **25 May - 6 June 2004**.

The stand will display 4 of the cars currently offering DAB: Opel/Vauxhall Astra, Daewoo Lacetti, Rover 75 and TVR T350T, showing that DAB is available across a wide spectrum of cars. This opportunity aims to raise the profile of DAB on an international level where both end users as well as manufacturers will be in strong attendance. JVC will also have a presence on the stand demonstrating their new DAB products, and there will be various promotions and DAB giveaways for the duration of the event. Come and visit us in **Hall 5, stand 5-040** to see the latest in-car DAB technology!

*** MOBILE ENTERTAINMENT MARKET, LONDON 2-3 JUNE 2004**

The Mobile Entertainment Market (MeM) event brings together the mobile industry with their partners from the entertainment and media industries. There is still time to register for this event, [click here](#) for more information.

UBC's Matthew Honey will be participating in a panel session on behalf of WorldDAB on Day 2, Track 6 of the event. Please [click here](#) to view the full programme.

*** BROADCAST ASIA, SINGAPORE EXPO, 15-18 JUNE 2004** A DAB Conference will be held in conjunction with Broadcast Asia, on 17 June 2004. Speakers from all across the DAB industry will participate, and WorldDAB's President Annika Nyberg will deliver the keynote presentation in addition to chairing a panel session at the end of the conference. Please [click here](#) to see all participants on the full programme.