

WORLD DAB FORUM AND DIGITAL RADIO MONDIALE AGREE TO COOPERATE OVER FUTURE OF DIGITAL RADIO

Leading organisations send strong signal to digital radio broadcasters and manufacturers

30th August, 2003

IFA, Berlin - Two leading lights in the digital radio community have struck an agreement to collaborate on the development of their systems, paving the way for the digital radios of the future.

The World DAB Forum and the Digital Radio Mondiale™ (DRM™) Consortium announced their co-operation today, during a press conference at the IFA consumer electronics event in Berlin, Germany.

The two organisations, which have many members in common, have agreed to co-operate in fostering conditions that are favourable for both digital systems. It is anticipated that this close collaboration will pave the way for a new genre of future digital radios on the market, enabling listeners to receive any digital radio service without having to worry about the underlying transmission system.

Annika Nyberg, President of The World DAB Forum, said: "The relationship we have forged with DRM is good news for digital radio broadcasters, manufacturers and – most importantly – listeners. DRM and its members have a tremendous amount to offer in terms of technology and ideas. This promises to be an exciting chapter in the history of digital radio."

"Since DRM's international debut in June of this year, broadcasters are now transmitting live, daily DRM programmes. The next step is for consumers in markets worldwide to have access to DRM's excellent audio and reception quality," said DRM Chairman Peter Senger. "DRM is a market-driven system, so we are committed to strategic alliances that will increase listeners' options across the globe. We are delighted to collaborate with the World DAB Forum."

About The World DAB Forum

The World DAB Forum is an international, non-governmental organisation whose role is to promote the awareness, adoption and implementation of DAB Digital Radio worldwide.

Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to converting the technology behind DAB Digital Radio – the Eureka 147 system – into a commercial marketing success.

www.worlddab.org

About Digital Radio Mondiale (DRM)

On June 16th, 2003, 16 leading broadcasters made radio history by sending the world's first DRM broadcasts across the globe. Since then, the number of stations transmitting live, daily DRM programmes and periodic specials has risen to 27. DRM programmes now reach Europe, the USA, Canada, the Middle East, Australia and New Zealand.

DRM is the world's only non-proprietary, digital system for short-wave, medium-wave/AM and long-wave with the ability to use existing frequencies and bandwidth across the globe. DRM provides clear, near-FM quality sound and excellent reception quality.

The DRM system was developed, tested and standardised in a mere five years by the DRM Consortium. Founded in Guangzhou, China in 1998 and headquartered in Geneva, the consortium has expanded into a group of 82 broadcasters, network operators, equipment manufacturers, broadcasting unions, regulatory bodies and NGOs representing 29 countries.

www.drm.org

For more information contact:

Rebecca Dorta, World DAB Forum

+44 (0) 207 288 4642

Siriol Evans, DRM

pressoffice@drm.org