



News Release

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DRM Consortium Heralds Radio Sweden's International DRM Transmissions and Outlines DRM's Potential for Local and Community Radio in Sweden

Stockholm – At Radiohuset this week, DRM™ Chairman and Deutsche Welle COO Peter Senger heralded the success of Radio Sweden's DRM short-wave test transmissions into Europe, and outlined DRM's potential for community and local broadcasting in Sweden. DRM member SR International/Radio Sweden hosted this week's DRM consortium meetings, as well as a press conference featuring Gundula Adolfsson of SR International. More than 30 representatives of Sweden's broadcasting and public service sectors attended the press conference.

Senger illustrated the success of Radio Sweden's DRM test broadcasts with DVD and audio taken inside a car being driven through Germany last week. The car was equipped with a DRM-capable radio, which picked up the broadcasts with impressive clarity and excellent reception, even when the car was driven through tunnels. The DRM digital on-air system revitalizes short-wave, medium-wave and long-wave radio with clear, FM-like audio quality and superb reception, free from static, fading and interference.

Senger also outlined the advantages that DRM on medium-wave holds for community and local broadcasting in Sweden. "This week of meetings in Stockholm marks a new era of possibilities for digital broadcasting," he said. "We are very impressed with Radio Sweden's DRM success, and we believe that DRM can also provide new opportunities for local and community broadcasting within Sweden. We look forward to continued discussions with our Swedish colleagues in the months to come."

During the DRM board meetings, SR International brought forth an initiative in which broadcasters from various countries can work together to develop content specifically intended for DRM broadcasts. The initiative was approved, and a working group was formed to explore content development.

About SR International/Radio Sweden

Swedish Radio is Sweden's public broadcaster. Its multicultural and international branch called SR International provides programs in several languages to immigrant communities within Sweden, as well as overseas audiences. Its overseas service is known as Radio Sweden. Radio Sweden's broadcasts are in Swedish, English, German, Russian, Estonian and Latvian.

This spring, Radio Sweden started sending DRM test transmissions into Europe from its transmitter in Hörby, Sweden, in cooperation with Teracom and DRM member Coding Technologies GmbH. Radio Sweden's DRM programs in English and German are also rebroadcast via Radio Netherlands and Radio Canada International (RCI) into Europe and North America.

About DRM

The DRM consortium has 90 members from 30 countries. While DRM currently covers short-wave, medium-wave/AM and long-wave, the consortium recently voted to begin the process of extending its system into the broadcasting bands up to 120 MHz. This will enhance the range of non-proprietary, digital radio solutions offered worldwide by the DRM consortium and the World DAB Forum, which work together on projects of mutual interest. DRM's European commercial launch will take place later this year.

DRM Members

Commercial Radio Australia (Australia); TDP (Belgium); Nautel Ltd., Radio Canada International/CBC (Canada); Academy of Broadcasting Science of China, Communications University of China (China); RIZ Transmitters (Croatia); HFCC (Czech Republic); ESPOL, HCJB World Radio (Ecuador); Digita Oy, Kymenlaakso Polytechnik (Finland); CCETT, DRF Committee, Radio France, Radio France Internationale, TDF, Thales Broadcast & Multimedia (France); ADDX, APR, Atmel Germany GmbH, Coding Technologies GmbH, Deutsche Welle, DeutschlandRadio, DLM, Sender Europa 1, Fraunhofer IIS, Georg-Simon-Ohm – University of Applied Sciences Nuremberg, Harman/Becker Automotive Systems GmbH, IZT, IRT, Medienanstalt Sachsen-Anhalt/Digitaler Rundfunk Sachsen-Anhalt, Micronas GmbH, Nero AG, Robert Bosch GmbH, Sony International Europe, SWR Südwestrundfunk, TELEFUNKEN SenderSysteme Berlin AG, T-Systems International GmbH, University of Applied Sciences - FH Merseburg, University of Hannover, University of Ulm, VPRT (Germany); Antenna Hungaria, National Communications Authority Hungary (Hungary); Basamad College, Tehran (Iran); Hitachi Kokusai Electric Ltd., NHK (Japan); Samsung Electronics (Korea); Libyan Jamahiriya Broadcasting (Libya); Broadcasting Centre Europe, RTL Group (Luxembourg); Asia Pacific Broadcasting Union (Malaysia); Agentschap Telecom, Nozema, Radio Netherlands, Technical University Delft (Netherlands); Radio New Zealand International (New Zealand); Voice of Nigeria (Nigeria); Telenor/Norkring (Norway); Radiodifusao Portuguesa (Portugal); RTRN/Voice of Russia (Russia); Government of Catalonia, Universidad del Pais Vasco, (Spain); SR International/Radio Sweden (Sweden); EBU, International Committee of the Red Cross, ITU (Switzerland); Arab States Broadcasting Union (Tunisia); BBC, Christian Vision, Digital One Ltd., Imagination Technologies Ltd., QinetiQ, RadioScape Ltd., VT Communications, WRN (U.K.); Broadcast Electronics, Inc., Dolby Laboratories Incorporated, Dolby Laboratories Licensing Corporation, Continental Electronics Corporation, Harris Corporation, Broadcast Communications Division, IBB/VOA, Kintronic Laboratories, Inc., National Association of Short-wave Broadcasters, Sangean America, Inc., TCI International, Inc., Texas Instruments Incorporated; Via Licensing Corporation (U.S.A.); and Vatican Radio (Vatican City). ###