



Hessen Digital Radio GmbH press release

Successful program launch of NOVA RADIO in Hesse sees number of private digital radio programs increase to five

(Frankfurt am Main, May 1, 2005) The special-interest club sound station NOVA RADIO was successfully launched in Hesse today. Listeners in the local reception area (L-band) in the greater Frankfurt am Main area have been able to tune into the station with its mixture of e-jazz, house and chill-out music since 12 p.m. This was announced today by the broadcast network operator Hessen Digital Radio. NOVA RADIO is the fifth private digital radio station to be launched in Hesse in just 5 months.

For Dirk Risse, managing director of the station's network operator, Hessen Digital Radio, the DAB launch of NOVA RADIO in Hesse is further proof that more and more radio broadcasters are recognizing the advantages of digital radio. Especially for special-interest stations, the new broadcasting technology is the ideal opportunity to cost-effectively broadcast their programs to listeners in the best sound quality.

"Our alternative program format has already been greeted with a great deal of interest in Munich, Magdeburg and Halle," explained managing director of NOVA RADIO, Markus Stein. "We are now introducing a regional station in Hesse too." NOVA RADIO is broadcasting a new 24-hour program format that has not previously been available in this form in this broadcasting area. The private radio station mainly plays electronic music - house, e-jazz, ambient, lounge and chill-out – and thus contributes considerably to the program diversity in its catchment area. In the evening and at weekends, listeners can tune into special programs with national and international DJs as well as live broadcasts. As well as its on-air activities, NOVA RADIO also wants to establish itself as a contact point for the club scene in its catchment area. The target audience is open-minded 14 to 39-year-olds.

After planet radio, harmony.fm, SKY RADIO and Radio Fortuna, NOVA RADIO is the fifth station to be digitally activated in Hesse in the last 5 months. The two public service broadcasting stations, Deutschlandradio Kultur and Deutschlandfunk, complete the selection. Hessen Digital Radio managing director, Dirk Risse, also believes that the dedication of program providers in Hesse is affecting other market players. With the introduction of a nationwide DAB platform at the German Automobile Industry Association (VDA) in Frankfurt am Main, the automobile industry has also irrevocably set the course in this direction.

About digital radio

Besides allowing sound broadcasting in crystal-clear quality, digital radio also enables data transmission. For example, service information can be called up, such as information about the traffic situation in Hesse or arrival or departure times of trains from the following stations: Frankfurt central station, Frankfurt airport, Kassel-Wilhelmshöhe, Gießen, Fulda, Wiesbaden and Darmstadt. Furthermore, you can also call up the take-off and landing times of flights from Frankfurt airport. Moreover, alongside the data services, Hessen Digital Radio GmbH currently provides the so-called TMC (Traffic Message Channel) on digital radio. This technology makes dynamic traffic navigation possible nationwide.

For further information on digital radio in Hesse, visit www.HessenDigitalRadio.de.

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