



Press Release by Hessen Digital Radio GmbH

Attracting audiences via special-interest programs – Wilantis knowledge radio launched for the region of Frankfurt am Main as part of Digital Radio

(Frankfurt am Main on May 2, 2006) on May 1, Wilantis knowledge radio went on air in the State of Hesse, where listeners can receive it via DAB. A 24-hour full-program channel, it is available to audiences in the local broadcasting area of Frankfurt am Main. Wilantis is directed chiefly at listeners with an interest in information from the worlds of science, business, technology, and research.

“Frankfurt am Main is Germany’s international business and financial center – and we are providing the information that professionals need,” says Dr. Wolfgang Voßeler, managing director of Wilantis. And there was never any question in Dr. Voßeler’s mind that such information should be broadcast digitally. “Technology and the media are undergoing constant change, with a lot of benefit for users and, above all, quality improvements. Digital means program variety and opinion diversity. Not even conventional radio broadcasters can close off their doors to change.” Dirk Risse, managing director of Hessen Digital Radio GmbH, which operates the DAB broadcasting network, believes the Wilantis special-interest program ideally complements the existing offering of DAB programs.

Wilantis presents information reports every quarter hour as well as the latest news, business reports, and service information every half hour. Around 80 percent of the program consists of spoken content. Aside from the radio program itself, listeners can retrieve all archived reports at their leisure via the station’s website.

Wilantis wants to provide even more information content as of May. “We will be adding new content to the program,” Voßeler reveals, “and broadcasting additional ‘info packages’ during the drive time between 4 and 6 p.m. This content is targeted directly at professionals who spend a lot of time on the road.”

Wilantis also broadcasts via DAB in the States of Baden-Württemberg and Saxony-Anhalt. In Berlin, audiences can receive the station via DVB-T; and via VHF 88.6 in Stuttgart where it is headquartered.

In the broadcasting area of greater Hesse, listeners can currently receive Deutschlandfunk, DeutschlandRadioKultur, harmony.fm, and planet radio. Additionally available in the local broadcasting area of Frankfurt am Main are Radio fortuna, Sky Radio, and Nova Radio.

About digital radio

Digital radio not only enables broadcasting in crystal-clear audio quality, but also the transmission of data. This allows access to service information such as traffic reports or train schedules at Frankfurt Hauptbahnhof, Frankfurt Flughafen, Kassel-Wilhelmshöhe, Gießen, Fulda, Wiesbaden, and Darmstadt, for example, or flight information from Frankfurt Airport. In addition to these data services, Hessen Digital Radio GmbH currently also broadcasts the Traffic Message Channel (or TMC), a technology which enables dynamic traffic navigation throughout the country.

For more information about digital radio in Hesse, go to www.HessenDigitalRadio.de.

Contact at Hessen Digital Radio GmbH:

Carmen Kautner - Marketing

Phone: 069 / 904327 15

Email: Carmen.Kautner@HessenDigitalRadio.de