



Press release: Hessen Digital Radio GmbH

SKY RADIO is launching a DAB service Germany: it has been on the air since January 31, 2004, in the Frankfurt/Main area

(Frankfurt am Main, December 31, 2004) The German state of Hesse began 2005 with a new DAB digital radio station. SKY RADIO went on the air with a digital (L-band) program in the Frankfurt/Main area on December 31, 2004. "This is the latest stage in our efforts to finally offer listeners more variety and more new digital radio stations in Hesse," says Dirk Risse, managing director of Hessen Digital Radio GmbH. Tom Adams, managing director of SKY RADIO DEUTSCHLAND, announced his station's digital radio launch on the L-band. The Kassel-based radio station can currently be heard on 18 different FM frequencies in Hesse and is now available via DAB in digital sound quality throughout the Frankfurt area.

SKY RADIO is the third new radio digital radio station to go on the air in Hesse in the space of a month. "The digital versions of the two music stations *planet radio* and *harmony.fm* started broadcasting on December 9, 2004. SKY RADIO is now adding variety to the range of stations available on DAB," explains Dirk Risse, managing director of Hessen Digital Radio GmbH. Risse is confident that he will be successful with his idea of not just mirroring FM stations 1:1 on DAB, but adding new stations to make DAB more interesting. At present, there are 4 stations that can be received via digital radio all over Hesse and as many as 5 stations in the Frankfurt/Main area.

SKY RADIO DEUTSCHLAND's managing director Tom Adams wants his station's DAB launch to also have a significant impact on media policy: "Of course, our primary aim is to offer to our listeners a new, additional way of listening to our program. But by broadcasting via DAB we also want to show that the German regional media authorities' policy of continuing to back digital is the right one." Adams announced his intention of using spots to advertise digital broadcasting technology on his station. "If we use digital radio, we intend to go the whole hog," he adds.

SKY RADIO HESSEN belongs to the Dutch-based SKY RADIO group. Its slogan is "gossip-free radio" and is Hesse's first nonstop music station. SKY RADIO HESSEN broadcasts news and information from Hesse, Germany and the world every 30 minutes.

By digital radio

In addition to broadcasting radio in crystal-clear sound quality, digital radio can also be used to transmit data such as service information – road traffic news from the motorways in Hesse and the timetables of trains from the following stations: Frankfurt Hauptbahnhof (Central Station), Frankfurt Flughafen (Airport), Kassel-Wilhelmshöhe, Giessen, Fulda, Wiesbaden and Darmstadt. The departure and arrival times of flights from Frankfurt airport are also available. Furthermore, Hessen Digital Radio GmbH currently supports the data services provided by the TMC (Traffic Message Channel) in digital radio. This technology enables nationwide and dynamic transport navigation.

For further information on digital radio in Hesse, please go to www.HessenDigitalRadio.de.

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