



Press Release

## **Hessen now listens digitally**

**Program broadcasters, equipment manufacturers, transmission network operators and the Hessische Landesanstalt für privaten Rundfunk agree: In Hessen the future of radio is digital**

**Frankfurt/Main, 16 August 2001 - On the start of the regular operation of digital radio in Hessen, the first Hessen Digital Radio Day was launched today in Frankfurt/Main. "The aim of the event is to inform consumers about the revolution in radio and enable digital radio to be experienced by a wide range of listeners", explained Dirk Risse, Managing Director of Hessen Digital Radio GmbH, about the basic idea of the event.**

At today's press conference the parties concerned stressed the importance of the new radio standard. "With the commencement of the regular operation of digital radio, Hessen is prepared for the future of radio, for it is certain that the new radio standard will determine the future of radio", said Wolfgang Thaenert, Director of the LPR Hessen. Klaus Morell, the Managing Director of F.A.Z. Business Radio, explained that the digitalization of radio was an important step towards ensuring the future of the medium of radio, and that analog VHF radio would eventually cease in the next few years. This view was also supported by Hans-Dieter Hillmoth, the Managing Director of Hit Radio FFH: "Over the medium term VHF scarcely has a chance of survival against the digital combination of television, Internet and mobile communication." However, Hillmoth also called upon policy-makers to provide stronger financial support for program broadcasters in Hessen. For the planning security of the program broadcasters, it was also important to fix 2005/2006 as the deadline for the discontinuance of the VHF frequencies. With regard to the current reluctance of Hessische Rundfunk (HR), which had not applied for one of the digital radio frequencies, Risse believed that it was only a question of time before HR would jump on the digital radio bandwagon: "Our hand is still outstretched."

Andreas Stopp, of the public broadcaster DeutschlandRadio, stressed the capacity of the new broadband medium: "Digital radio offers the consumer a whole range of new forms of application - it will thereby become a multimedia entertainment and information carrier with a great many additional benefits for all listeners".

Radio and RTL Radio. Risse gives his assurance that the programs will be offered as soon as the program broadcasters have concluded the appropriate

