

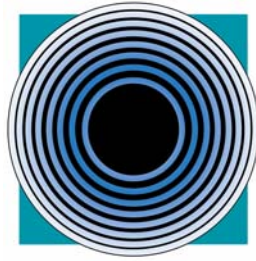
Digital radio: Radio standard of the future launched in Hessen

First Hessen Digital Radio Day on 16 August in Frankfurt

Frankfurt, 16 July 2001 - The future of digital radio has now begun in Hessen: The new digital radio standard is now in regular operation. In June this year the Landesanstalt für privaten Rundfunk in Hessen (LPR Hessen) allocated the broadcasting frequencies for digital radio. 14 program broadcasters, with a total of 20 radio programs, applied for the transmission slots. The tenders for Land-wide broadcasting by Hit Radio FFH, Wirtschaftsradio der Frankfurter Allgemeinen Zeitung (business radio station of the FAZ newspaper), the broadcaster for young people, planet radio, and RTL Radio were accepted. In the next few years digital radio will completely supersede VHF as the radio standard.

With the commencement of regular operation in Hessen the digital program landscape becomes a little more varied. To the four commercial and two public broadcasters, which broadcast across the whole of Hessen, there are added various regional suppliers whose programs can be received locally or specifically in the conurbations such as the Rhine/Main area for example. "Hessen has thereby arrived at the era of modern radio", as Dirk Risse, Managing Director of the transmission network operator Hessen Digital Radio GmbH, explains the latest development. Thanks to the DAB technology, with digital radio the program broadcasters can offer their listeners more than the usual offering of music and word. The digital form of broadcasting requires less transmission capacities, so that the range of broadcasts can be enhanced with numerous supplementary services. These include, for example, customized traffic announcements and weather reports as well as topical economic reports and background information on interpreters played. And, moreover, digital radio is impressive because of its perfect sound. "Through digitalization, radio becomes a multimedia entertainment and information medium with a great many additional benefits", explains Risse.

The first Hessen Digital Radio Day, which will take place on 16 August at the Frankfurt Zeilgalerie, offers a good opportunity to



experience live the new radio standard and the great variety of digital radio in Hessen. For a whole day competent contacts are at the disposal of interested visitors to answer questions all about the radio standard of the future. Risse describes the aim of the event: "We want to inform consumers about the new radio standard and create an awareness of the added value of digital radio." "We are supported in this respect by the program broadcasters, the terminal equipment industry and trade, and of course additional sponsors and partners are extremely welcome."

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