



Press Release

Radio for Hessentag festival – reception on Digital Radio throughout the state

Radio station Rockfun24 reports live every day from Idstein

Frankfurt am Main, 14 June 2002 Right on time for the start of this year's Hessentag festival, the broadcasting scene in the federal state of Hesse is to be enhanced by a further radio station: in the time from 14 - 23 June, the new broadcaster Rockfun24 is being launched. Rockfun24 is the only station which will report live all day about events to do with the Hessentag festival in Idstein. Looking after this are around twenty young reporters who will produce their contributions under the guidance of professional radio journalists at the location. The initiator of the radio station for Hessentag is Rockfun24 e.V., an organisation whose objective is to give young Hessians the opportunity to get into radio work. On the initiative of Hessen Digital Radio GmbH (HDR), it will now be possible to hear this innovative radio from 14 - 23 June by DIGITAL RADIO on channel 12 C throughout the entire state. It was originally planned to broadcast only via the Internet (www.rockfun24.de) and by FM in the regions of Bad Camberg/Idstein (88.5 MHz) as well as Wiesbaden/Mainz (88.6 MHz).

“Early on, we made a commitment for the station to be heard not only in individual regions but everywhere in Hesse“, declares Dirk Risse, Managing Director of HDR (www.HessenDigitalRadio.de). After all, Hesse's biggest and most important festival is an event of interest throughout the state. However, comprehensive radio coverage of Hessentag is not possible via FM: the reason, quite simply, is that the necessary frequencies are not available. So HDR offered to set up state-wide transmission via DIGITAL RADIO (channel 12C). This proposal met with the immediate approval of the Hessische Landesanstalt für Privaten Rundfunk (LPR) (the supervisory authority responsible for private broadcasters in Hesse) and the broadcaster.



Andreas Fauth, radio journalist and project leader of Rockfun24, is confident that state-wide transmission via DIGITAL RADIO will help to increase public awareness of his station. "As a young and dynamic radio broadcaster, it is important for us to get into the digital market of the future at an early stage. Now we have the opportunity." In his opinion, analog FM radio has long had its day. "The future of radio is in the combination of digital technologies." For reception at home, this means the Internet; for mobile reception, DIGITAL RADIO. "At the start of our station, we will be represented on both channels – the best thing that could have happened to us", says Fauth.

Digital radio receivers to be won

To hold its own against the big radio stations during Hessentag, Rockfun24 intends to convince – above all through direct reporting, extensive service information and infectious rock music. No other station will have as many reporters in Idstein, explains Fauth. "Our extensive team enables us to provide up-to-the-minute reports from all events, concerts and exhibitions." As a special highlight, there will be an interactive prize game for the listeners – 'Rock Memory'. Digital radio receivers of the latest generation are to be won; the prizes are provided by Hessen Digital Radio GmbH.

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