



## **Radio Fortuna with successful digital radio broadcasting start in Rhein-Main area - large listener response on very first weekend**

**(Frankfurt am Main, August 4)** Following an almost ten-month break, Radio Fortuna is now back on air. The local radio station for the Rhein-Main agglomeration is also broadcasting on digital radio for the first time - for 18 days on L-wave in the Frankfurt am Main area. The program can also be heard on FM to promote the new digital radio technology on the conventional FM frequency. Radio Fortuna broadcasts radio commercials every hour which demonstrate the major difference in quality between FM and digital radio. The 30-head radio team is not satisfied with the 18 days on air. "We are obviously really pleased to be able to broadcast our local program between August 1 and 15. That will be our eighth broadcasting phase", says Jochen Späth, Managing Director of Radio Fortuna. "We are however currently in the process of applying for continuous operation on digital radio."

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"Radio Fortuna is perfectly prepared for the digitalization of radio", says Jochen Späth, Managing Director of Radio Fortuna. "We broadcast from our fully-digital broadcasting studio in Heusenstamm and can be heard on digital radio without any loss in quality". Radio Fortuna produces its program for listeners above the age of 25 who are interested in regional information. In the first three days alone, 15 reporters set off to report about local events in the Rhein-Main area.

There was also no shortage of competitions: there was a surprisingly high listener response last Saturday to the travel program "Holiday". When holidays were being awarded, the telephones did not stop ring according to the radio staff. "The travel program was our flagship during the last broadcasting phases", said Späth. "The weekend proved that we have successfully resumed our journey. "The local radio program is trying to sensitize listeners to digital radio with innovative activities. In this way Radio Fortuna planned to hold a major prize competition for digital radio equipment during the Internationale Funkausstellung (International Radio Show) from 29.08. to 03.09. in Berlin. "We wanted to contribute to getting the digital radio equipment market going", said Späth.

"We would be really happy if Radio Fortuna gets a license in 2003 and can broadcast on digital radio on a permanent basis", hopes Dirk Risse, Managing Director of Hessen Digital Radio GmbH. "There are in any case program slots available."

The broadcasting network operator Hessen Digital Radio is doing everything in its power to make the digital radio service as attractive as possible. Since July 2003, it has been possible to call up service information in text format on digital radio in Hessen in addition to the radio program. Furthermore, the digital radio broadcasting network has recently been extended further. With the implementation of four new transmitters, the reception of digital radio has been optimized in wide areas of Hessen.

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