



## **Press release Hessen Digital Radio GmbH**

### **'Zukunftssymposium' in Frankfurt, November 26, 2003, Schloss Reinhartshausen Digital revolution in broadcasting – Chances for innovative business models**

**Frankfurt am Main (Oct. 14, 2003) With its future-focused symposium, Hessen Digital Radio plans to set the scene for digital broadcasting in Germany. Executive manager Dirk Risse comments: "By holding the "Frankfurt Zukunftssymposium", we are following up on digital broadcasting's success at the Internationale Funkausstellung in Berlin. Above all for new market players, we want to put the spotlight on the business opportunities that the new broadcast technologies DAB, DRM, DVB-T offer for broad user groups." The symposium will be host to managers and visionaries from all sectors of industry who have a potential interest in digital terrestrial broadcasting for data in the form of sound, text and images.**

What are the prospects for the future of digital broadcasting over antenna? With a choice of DAB (Digital Audio Broadcasting), DRM (Digital Radio Mondiale) and DVB-T (Digital Video Broadcasting-Terrestrial), providers are still searching for the key to market penetration for the new technologies. According to Dirk Risse, executive manager at Hessen Digital Radio GmbH, although the Internationale Funkausstellung showed there is movement in this sector, the much coveted killer app has yet to be identified. "Digital broadcasting still needs more innovation and this is what we hope to see at our cross-industry symposium in Frankfurt," Risse says.

The special attraction of the "Frankfurt Zukunftssymposium" is its unusual format. It will offer a stylish setting for today's radio and TV companies to discuss the potential and chances of the digital revolution with managers from the automobile, computer and music industries, retailers, marketing and sales experts, financiers, politicians and scientists. On November 26, 2003, the former wine cellar at Schloss Reinhartshausen near Frankfurt am Main will act as the ideas, discussion and business platform for new players and alliances in Germany's digital broadcasting arena.

The "Zukunftssymposium" in Frankfurt is being organized by regional DAB network operator Hessen Digital Radio GmbH in conjunction with Digital Radio Nord GmbH.

For more information, visit [www.zukunftssymposium.de](http://www.zukunftssymposium.de) on the Internet.

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