



Press Release: Hessen Digital Radio GmbH

Positive half-way balance for Hessentag – great interest shown by the more than 210,000 visitors to Hessentag’s digital radio stand

Frankfurt am Main / Bad Arolsen (June 18, 2003) Many of the people who have visited Hessentag showed great interest in digital radio. “Halfway through, we had already welcomed a good many of the more than 210,000 Hessentag visitors to our stand,” explains Dirk Risse, Executive Director of Hessen Digital Radio GmbH.

The most prominent guest was Hesse’s Minister-President Roland Koch. Talking to Gerhard Rolletter, technical director at Hessen Digital Radio (photo), Koch asked when digital radio broadcasting would really get moving in Hesse. He was delighted to hear that digital radio programs are already being received in an area that represents over 80 percent of the whole Federal state. There are only a few hilly regions where more transmitters still need to be set up in order to guarantee interference-free reception. The state currently has 3 programs on air. As a special attraction for Hessentag, Rockfun24 is also broadcasting its program via digital radio, a channel that can normally only be heard on the Internet. The rock channel is out to attract attention at Hessentag with its special promotion “Looking for Hesse’s super prole.”

Through to June 22, 2003, Hesse’s private radio broadcasting company (LPR Hessen) and broadcasting network operator Hessen Digital Radio are inviting visitors to their joint digital radio stand at Hessentag (Hall 1, Booth 112). Alongside the latest radio appliances, there is plenty of information available on digital radio and, with a little luck, prizes to be won.

Contact:

Contact at Hessentag
Carmen Kautner
Marketing Hessen Digital Radio GmbH
Phone: +49 1 51 / 12 15 08 97
Email: Carmen.Kautner@HessenDigitalRadio.de

Contact
Dirk Risse
Executive Director Hessen Digital Radio GmbH
Phone: +49 69 / 9 04 32 70
Email: Dirk.Risse@HessenDigitalRadio.de