



Hessen Digital Radio GmbH press release

The radio of the future needs new content – new radio formats presented at the Frankfurt Future Symposium for Digital Radio

(Frankfurt/Main, November 27, 2003) New content is crucial for the success of digital radio in Germany. This was the conclusion of managers and visionaries from many different areas of business at the Frankfurt Future Symposium on November 26 in Eltville. During the course of a day at Schloss Reinhartshausen, broadcasting strategists and managers from other industries exchanged ideas on the latest business models in the field of digital radio. For the first time, radio and television broadcasters, scientists, managers from the automobile, computer and music industries, representatives from trade, financiers, and marketing and sales experts from this band of industries discussed new business models resulting from the digitization of radio and television.

"We do not have format radio yet, but we will get it", said Dr. Hartmut Spiesecke of the German Federal Association of the Phonographic Industry at the Frankfurt Future Symposium for Digital Radio on November 26. Up to now there has been too little program variation in the landscape of German radio. "It is precisely this that provides an opportunity for digital radio", added Spiesecke.

Thomas Röhlinger, director of RADIJOGO, a non-commercial children's radio station, also believes that content and clear target groups are the way forward. "We need new formats and must get away from 'one size fits all' ", said Röhlinger. This would make it possible to develop new synergies and sources of capital.

On the fringes of the event, Oliver Dunk, director of Kaufradio, presented his concept. "The future of radio is digital, the foundations for new technologies are being laid right now", said Dunk.

Both the "RADIJOGO" station for children and the "Kaufradio" station, have been broadcast digitally in Berlin since the start of this year.

The equipment industry also sets great store in new content, in addition to user-friendly devices, for the success of digital radio on the market. "In England, we had the content first and then the mass market", said Ralf Reynolds from the English technology provider PURE Digital. His company currently sells 25,000 devices per month in Great Britain. Great Britain has been leading the way in Europe for digital radio for many years.

KarstadtQuelle New Media is also counting on the medium of radio for its new sales concepts – Rainer Hohler, Director of New Channels at KarstadtQuelle New Media invited those involved in the Frankfurt Future Symposium to joint talks on a possible sound-broadcasting cooperation.

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