



France DRM: demonstration broadcasts
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DRM

A man in a white shirt and purple tie is smiling and holding a small green circuit board. He is surrounded by various audio equipment, including a car stereo, a boombox, and a portable player. The background shows a window with blinds.

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**France:
demonstration broadcasts**

DIGITAL radio mondiale

Revitalizing Radio in Markets Worldwide

Demonstration programmes broadcast on the latest multi-standard, DRM-capable consumer receivers.

In February, French commercial radio stations and public broadcasters demonstrated their DRM™ broadcasts on the latest multi-standard, DRM-capable consumer receivers during France's largest annual radio show, "Le Radio!" in Paris.

DRM France brings together French broadcasters, network operators, retailers and manufacturers involved in DRM implementation.

In conjunction with DRM France, BBC World Service, Deutsche Welle, RTL Group, Europe 1, Radio France, RFI and TDF transmitted live DRM programmes. MCR, Littoral AM, RNT, Radio Télérama, CIEL AM, Superloustic, Radio de la Mer, Loisirs FM and Radio Orient also joined in.

In addition, the temporary radio station for the event, "La Radio du RADIO!" also broadcast in DRM.

"Le Radio! 2006 is DRM's first opportunity to give the French radio industry its own, close-up look at the exciting, new, DRM-capable, multi-standard consumer radios," said DRM Chairman Peter Senger of Deutsche Welle, adding that Deutsche Welle regularly sent DRM broadcasts into France.

"France is a priority market for DRM's commercial launch, and DRM is well-positioned for market success in alliance with DRM France," added Michel Penneroux of TDF and Chairman of DRM's Commercial Committee.

The broadcasts were demonstrated on the latest consumer radios by Roberts, courtesy of DRM member Radio-Scape. The receivers have DRM/DAB/FM/RDS capabilities plus analogue short-wave, medium-wave/AM and long-wave and use Radio-Scape's RS500 module and Texas

Instruments' DRM350 multi-standard digital radio baseband. Both RadioScape and Texas Instruments are DRM members.

The latest DRM-related developments were also presented:

- AMSS, a new signaling system developed under the auspices of DRM and now being broadcast by the BBC World Service. AMSS allows new digital receivers to identify the broadcast when tuned to AM and put the station label on the tuning menu, as if it were digital.
- SMS+, which enables you, using a designated number, to send a message from your cell phone to a radio. The message can then be displayed on DRM-capable receivers.
- A new service for news headlines via DRM, called "Fils Info RSS."

Interested consumers will be able to order DRM-capable radios online in

the coming months at www.drm.org, as well as on DRM's national websites, including www.drmfrance.com.

DRM is the world's only open standard, universal, digital on-air system for short-wave, medium-wave/AM and long-wave. DRM has received the endorsement of the European Telecommunications Standards Institute (ETSI), the International Telecommunications Union (ITU) and the International Electrotechnical Committee (IEC).

The system provides near-FM audio quality and excellent reception, even over long distances. While DRM currently covers the broadcasting bands below 30 MHz, the DRM consortium voted in 2005 to extend the system to the broadcasting bands up to 120 MHz. The design, development and testing phases are expected to be completed by 2007-2009.

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DRM receiver

DRM Consortium

The DRM consortium, founded in 1998, includes broadcasters, broadcasting associations, network operators, manufacturers, NGOs and others. The DRM consortium has more than 90 members from 31 nations. DRM is online at www.drm.org (DRM Consortium Web site), as well as www.drmfrance.com (DRM France), www.deutsches-drm-forum.de (German), <http://www.radiostation.ru/drm/index.php> (Russian) and <http://www.usdrm.com> (U.S.A. DRM Group). The World DAB Forum and DRM announced their cooperation at the IFA consumer electronics show in Berlin in 2003. DRM and the World DAB Forum hold regularly scheduled, joint meetings on key technical and commercial topics.

Over 50 local, national and international radios currently use the DRM standard, broadcasting on both short and medium wave. Most European countries are heavily involved: United Kingdom with the BBC; Germany with Deutsche Welle; the Netherlands with Radio Netherland and France with Radio France, RTL, Europe 1, RMC, RFI etc..

Outside of Europe, China is the key to success for DRM: the idea being to manufacture DRM compatible receivers for a reasonable price. Only Chinese manufacturers are capable of producing DRM receivers at affordable prices. Of the 2.5 billion radio receivers in the world, 80% are made in China. If Chinese radio manufacturers push radio component manufacturers to produce DRM components, the market would be very attractive for both types of receiver: AM/FM + DRM and AM/FM + DAB + DRM.

Pierre Vasseur,
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DRM Members

Commercial Radio Australia (Australia); TDP, TDP Radio (Belgium); Nautel Ltd., Radio Canada International/CBC (Canada); Academy of Broadcasting Science of China, Communications University of China (China); RIZ Transmitters (Croatia); HFCC (Czech Republic); ESPOL, HCJB World Radio (Ecuador); Digita Oy, Kymenlaakso Polytechnik (Finland); CCETT, DIGIDIA, DRF Committee, Radio France, Radio France Internationale, TDF, Thales Broadcast & Multimedia (France); ADDX, APR, Atmel Germany GmbH, Coding Technologies GmbH, Deutsche Welle, DeutschlandRadio, DLM, Sender Europa 1, Fraunhofer IIS, Georg-Simon-Ohm – University of Applied Sciences Nuremberg, Harman/Becker Automotive Systems GmbH, IRT, Medienanstalt Sachsen-Anhalt/ Digitaler Rundfunk Sachsen-Anhalt, Micronas GmbH, Nero AG, Robert Bosch GmbH, Sony International Europe, SWR Südwestrundfunk, TRANSRADIO SenderSysteme Berlin AG, T-Systems Business Services GmbH, University of Applied Sciences - FH Merseburg, University of Kassel – Department of Electrical Engineering; University of Hannover, University of Ulm, VPRT (Germany); Antenna Hungaria, National Communications Authority Hungary (Hungary); Basamad College, Tehran (Iran); Hitachi Kokusai Electric Ltd., NEC Corporation, NHK (Japan); Samsung Electronics (Korea); Libyan Jamahiriya Broadcasting (Libya); Broadcasting Centre Europe, RTL Group (Luxembourg); Asia Pacific Broadcasting Union (Malaysia); La Red de Radiodifusoras y Televisoras Educativas y Culturales de México (Mexico); Agentschap Telecom, Nozema, Radio Netherlands, Technical University Delft (Netherlands); Radio New Zealand International (New Zealand); Voice of Nigeria (Nigeria); Telenor/Norkring (Norway); Radiodifusao Portuguesa (Portugal); RTRN/Voice of Russia (Russia); Government of Catalonia, Cadena SER - Sociedad Española de Radiodifusión, Universidad del País Vasco, (Spain); SR International/Radio Sweden (Sweden); EBU, International Committee of the Red Cross, ITU, VSP - Verband Schweizer Privatradios (Switzerland); Arab States Broadcasting Union (Tunisia); BBC, Christian Vision, Digital One Ltd., Imagination Technologies Ltd., QinetiQ, RadioScape Ltd., VT Communications, WRN (U.K.); Broadcast Electronics, Inc., Dolby Laboratories Incorporated, Dolby Laboratories Licensing Corporation, Continental Electronics Corporation, Harris Corporation, Broadcast Communications Division, IBB/VOA, Kintronic Laboratories, Inc., National Association of Short-wave Broadcasters, Sangean America, Inc., TCI International, Inc., Texas Instruments Incorporated; Via Licensing Corporation (U.S.A.); and Vatican Radio (Vatican City).



USB DRM receiver

