



# News Release

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## **DRM Chairman Peter Senger Receives Lifetime Achievement Award at IBC 2003**

Amsterdam – Today, Digital Radio Mondiale™ (DRM™) Chairman Peter Senger became the first-ever recipient of the European Broadcast Union's (EBU) Lifetime Achievement Award for Services to International Broadcasting. The award was presented by Radio Netherlands Director General Lodewijk Bouwens at the International Broadcasting Convention (IBC) 2003, where Peter Senger was presenting a lecture on digital broadcasting. Senger has led the DRM consortium since its inception in 1998, and has been Executive Director of Marketing, Distribution and Technology at Deutsche Welle (DW) since 2002.

"Peter Senger is a travelling ambassador for the industry, ensuring that technology in our sector maintains relevant and cutting edge," said Bouwens, who is also chairman of the EBU's International Radio Group. "He has represented the interests of not only his own station, but of his broadcasting colleagues across the continent. We believe Peter's outstanding lifetime devotion to this business should be recognised, celebrated and applauded."

The DRM consortium has 83 members representing 29 countries. In just five years, DRM created the world's only non-proprietary, universally standardized, digital system (also called DRM) for short-wave, medium-wave/AM and long-wave that uses existing frequencies and bandwidth. DRM's international debut occurred in June, when 16 leading broadcasters transmitted the world's first, live DRM programs. Since then, the number of media organizations sending daily or periodic DRM broadcasts has risen to 26. With clear, near-FM quality sound and excellent reception that offers a dramatic improvement over analogue, DRM will revitalize radio in markets worldwide. DRM receivers are expected to be available in shops in 2004.

Senger's work as a high-profile pioneer of digital radio broadcasting began in 1994, when he joined the Steering Board of the World DAB Forum. He represented the interests of international broadcasters in that role until 1998. He was also Chairman of the Module for Satellite Services. At the IFA 2003 consumer electronics show in Berlin last month, Senger and World DAB Forum President Annika Nyberg announced the cooperation of DRM and the World DAB Forum, paving the way for DRM- and DAB-capable consumer receivers.

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Peter Senger started his DW career in 1965, after completing his studies in Broadcast Engineering in Berlin. For 16 years, he worked at various DW overseas relay stations in Africa, Europe and the Caribbean.

In 1981, Senger returned to Germany, where he led DW's Radio Frequency department for 13 years. In this role, he participated in delicate frequency coordination conferences, when countries in Eastern and Western Europe were cautiously trying to break down the Iron Curtain.

From 1995 to 2002, he served as DW's Chief Engineer and Deputy Technical Director. In this post, he was in charge of new technologies, as well as the planning and operation of the satellite network that transmits DW's television and radio programs worldwide. In 1998 he was nominated for the Communication Section of the German Space Center "Deutsches Zentrum für Luft- und Raumfahrt e.V./DLR."

Over the years, Senger has travelled extensively on behalf of DW and has delivered hundreds of presentations, lectures and press conferences covering a range of industry issues. He has been active in several committees examining the implementation of digital audio broadcasting and satellite radio.

Senger is also a member of the board of German TV, a pay-TV service combining the efforts of the public broadcasters ARD, ZDF and DW for program distribution in the North American market. He has led teams analysing the impact of new media and television on international audiences.

### **About DRM**

DRM is showcasing its live broadcasts on a range of receivers -- including the first, second-generation DRM consumer radio, for distribution later this year -- at IBC through September 16<sup>th</sup>, in Hall 8, Stand 480.

The DRM system was developed, tested and standardized in a mere five years by the DRM Consortium. Founded in Guangzhou, China in 1998 and headquartered in Geneva, the consortium has expanded into a group of 83 broadcasters, network operators, equipment manufacturers, broadcasting unions, regulatory bodies and NGOs representing 29 countries.

DRM's universal standardization means that it is applicable worldwide. DRM can integrate audio with data and text, so additional content can be displayed on DRM-capable receivers to enhance the listening experience. DRM applications include fixed and portable receivers, car radios and PC-based receivers. And many existing transmitters can be easily modified to carry DRM signals as well as analogue.

DRM audio samples are available online at [www.drm.org](http://www.drm.org) (English) and the DRM Koordinations – Komitee Deutschland web site (German) at [www.drm-national.de](http://www.drm-national.de).

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## DRM Members

DRM's members are Commercial Radio Australia (Australia); Nautel Ltd., Radio Canada International/CBC (Canada); Academy of Broadcasting Science of China (China); RIZ Transmitters (Croatia); HFCC (Czech Republic); ESPOL, HCJB World Radio (Ecuador); Digita Oy, Kymenlaakso Polytechnic (Finland); CCETT, 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, IZT, IRT, Medienanstalt Sachsen-Anhalt/Digitaler Rundfunk Sachsen-Anhalt, Micronas GmbH, Robert Bosch GmbH, Sony International Europe, SWR Südwestrundfunk, TELEFUNKEN SenderSysteme Berlin AG, T-Systems International GmbH, University of Applied Sciences - FH Merseburg, University of Hannover, University of Ulm, VPRT (Germany); Antenna Hungaria, Communications Authority Hungary (Hungary); Basamad College, Tehran (Iran); Hitachi Kokusai Electric Ltd., JVC Victor Company of Japan, Ltd., NHK (Japan); Libyan Jamahiriya Broadcasting (Libya); Broadcasting Centre Europe (Luxembourg); Asia Pacific Broadcasting Union (Malaysia); 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/The Voice of Russia (Russia); Arab States Gulf Cooperation Council (Saudi Arabia); Government of Catalonia, Universidad del Pais Vasco, (Spain); Swedish Radio International (Sweden); EBU, International Committee of the Red Cross, ITU (Switzerland); Arab States Broadcasting Union (Tunisia); BBC, Christian Vision, QinetiQ, RadioScape Ltd., Roke Manor Research Ltd., VT Merlin Communications, WRN (U.K.); Broadcast Electronics Inc., Dolby Laboratories Incorporated, Dolby Laboratories Licensing Corporation, Harris Broadcast Corporation, IBB/VOA, IDT Continental Electronics, Kintronic Laboratories, Inc., National Association of Short-wave Broadcasters, Sangean America, Inc., TCI, a Dielectric Company, Via Licensing Corporation (U.S.A.); and Radio Vaticana (Vatican City).

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