

Issued by Radiodays Europe on behalf of

## The European Digital Radio Alliance

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Prominent broadcasters from across Europe have come together to form an Alliance to promote digital radio.

The agreement was reached by commercial and public service radio leaders in Paris this week.

The 12 companies involved run more than 300 radio stations and reach more than 130 million listeners. Meeting at the annual Radiodays Europe conference they elected the Director of BBC Radio, Helen Boaden, as the first President of the European Digital Radio Alliance.

Helen Boaden said: 'Members of the Alliance are sending a clear signal that they share a commitment to making DAB radio the predominant means of distribution in their areas of operation.'

'Digital radio offers great advantages to listeners but for too long we have seen it as a national issue. That fragmented approach has been holding back investment.'

'As DAB becomes the natural choice for consumers we want Europe to embrace it and manufacturers to offer DAB alongside FM in sets and vehicles, just as they did for medium-wave and FM, and at a price which is attractive to the consumer.'

'That will only happen if people see we are united in our determination to bring consumers the benefits of digital radio. The Alliance is here to provide that united front and to speak with one voice to manufacturers, governments and regulators.'

New broadcaster members with a commitment to DAB radio are welcome to join the Alliance. The founder members are:

ARD companies (Germany)	Deutschlandradio (Germany)
Die Neue Welle (Germany)	BBC (UK)
Global (UK)	Bauer Media Group (UK & Nordics)
NRK (Norway)	NPO (Netherlands)
RTBF (Belgium)	SRG SSR (Switzerland)
Czech Radio	Radio Arabella (Austria)



## **Additional Notes for Editors**

Members of the Alliance operate radio stations in the following countries: Austria, Belgium, Czech Republic, Denmark, Finland, Germany, Netherlands, Norway, Poland, Slovakia, Sweden, Switzerland and the UK. New members are welcome.

The steering group of the Alliance comprises Helen Boaden (BBC, chair), Travis Baxter (Bauer Media Group), Francis Goffin (RTBF), Helwin Lesch (ARD), Marius Lillelien (NRK).

The European Digital Radio Alliance is established in partnership with the European Broadcasting Union and is based at the Union's headquarters at L'Ancienne–Route 17A, 1218 Le Grand–Saconnex, Switzerland.