



# MEDIA RELEASE

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## ABU digital radio delegation visit Sydney

Twenty radio delegates from eight different countries are visiting Sydney this week as part of an Asia-Pacific Broadcasting Union digital radio delegation. The delegation will be hosted by Commercial Radio Australia in collaboration with the ABU Technical Department and includes representatives from MRTBN - Mongolia, RTHK - Hong Kong, RTB - Brunei, VOV - Vietnam, TBS - Japan, LRN - Laos, RTM & IPPTAR - Malaysia and Mediacorp – Singapore.

The ABU delegation is made up of senior executives in engineering, programming and management eager to understand how Australia made the transition to digital radio and follows visits in the past couple of months from Korean and Indonesian radio broadcasters.

Joan Warner chief executive officer of Commercial Radio Australia said Australia's successful switch on of DAB+ has created a great deal of interest internationally.

"The Asia Pacific region is an important market for DAB+. Radio listening figures are high and it's a major manufacturing region. The adoption of DAB+ in these countries would go a long way to reinforcing DAB+ as the global digital radio standard," said Ms Warner.

Leader of the study tour Mr Asaad Sameer Bagharib, Chairman of the ABU Technical Committee's Digital Radio Forum said: "The Australian commercial radio industry is a leader in the implementation of DAB+ and our members look forward to gaining valuable knowledge from our visit."

The three day visit will begin with an orientation session at Commercial Radio Australia followed by tours of DMG and Austereo's state of the art digital radio studio facilities. To understand the policy and regulation framework established in Australia, the group will meet with the Department of Broadband, Communications and the Digital Economy (DBCDE). Spectrum and licensing arrangements will be discussed with the regulator the Australian Communications and Media Authority (ACMA).

Part of Australia's successful digital radio switch on has been attributed to the all of industry approach with public and commercial broadcasters working together to switch on DAB+. The ABU delegation while in Australia will also meet with the public broadcasters ABC and SBS.

The visit includes a tour of the TXA Australia Artarmon broadcast site to inspect the DAB+ antenna, world's largest DAB+ transmitters and some of the multiplexers.

DAB+ digital radio technology switched on in Australia is the standard already adopted in Switzerland, Malta and Hungary, to be launched in Germany and Italy in 2010 and expected to be trialed and/or adopted in the Czech Republic, Malaysia, China, Indonesia, much of Scandinavia and other European and Asian markets.

**Media contact: Melissa Fleming - 0417 499 529.**

**For further information on digital radio visit: [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au)**