



WORLDDMB Announces ETSI Standard for its Additional Audio Codec DAB⁺

London, 13th February 2007

WorldDMB, the international organization which promotes all Eureka 147-based digital broadcasting technologies, has confirmed that the additional audio codec for Digital Audio Broadcasting was formally published by ETSI yesterday (12th February 2007) as an official international standard. The name of the additional codec, DAB⁺, was announced earlier this month, and will be used by broadcasters, manufacturers and consumers all over the world.

The international organisation WorldDMB has confirmed that the European Communication Standards Institute ETSI has published the latest of WorldDMB's Eureka 147-based digital broadcasting technologies, which makes DAB+ an official, international standard. The standard's ETSI specification number is ETSI TS 102 563 V1.1.1 and has been published under the title of "Digital Audio Broadcasting (DAB); Transport of Advanced Audio Coding (AAC) audio".

WorldDMB's President, Quentin Howard, welcomed the announcement. "It's good news that DAB+ has been approved by ETSI and that the standard has been published. DAB+ now joins the WorldDMB family of internationally approved standards."

DAB⁺ is an example of the unique scalability and compatibility of Eureka 147-based digital broadcasting. It allows current DAB digital radio stations (which use MPEG Audio Layer II coding) to be broadcast along with the additional DAB⁺, and enables regulators and broadcasters to implement Digital Audio Broadcasting with improvements in spectrum efficiency and lower per-station transmission costs. WorldDMB expects roll out of DAB⁺ services and receivers to begin in a number of countries where DAB is currently in trial phase or has not yet been licensed during 2007. New receivers, which are currently being developed, will be able to decode stations using both options for audio coding.

ENDS

For more information contact Kelly Griffiths, WorldDMB on +44 20 7288 4642 or email Kelly.Griffiths@worlddab.org

Notes to Editors: The foundation standard DAB and related standards such as DMB can be seen and heard in nearly 40 countries from Canada to Australia, across Europe and the Far East. Countries including India, China and South Africa, are testing DAB and developing consumer trials. More than 500 million people worldwide are within range of a DAB/DMB transmitter, and there are nearly 1000 services on air. Created from the onset to enable mobile reception with audio, video and multimedia capabilities, the DAB standard has recently extended its lead into the world of mobile multimedia delivery through its compatible DMB and IP applications. DMB and DAB-IP are DAB's Mobile TV solutions and share the same core standard, infrastructure and receiver technology. The launch of the first ever Mobile TV services took place in Korea in December 2005 using DMB technology. Further DMB launches have taken place in Germany and services using DAB-IP for mobile TV have been launched in the UK. Further mobile TV launches are expected in Europe and China throughout the next year.

About WorldDMB

WorldDMB is an international, non-governmental organisation whose role is to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.