



PRESS RELEASE

February 24, 2014

First Broadcast in Sweden with New Technology.

DRM+ Enables Step-by-step Digitalization.

Today the first test transmissions with the new digital radio system DRM+ went On-Air in the Stockholm area. The test trial is run with a DRM+ transmitter on the 97.0 MHz FM band with a power of 500 Watts (ERP). The first six months of test trials are made in consultation with the Post- and Telecom Authority in Sweden (PTS). This first phase will create the basis for an initial technical evaluation and a second phase will comprise a more detailed evaluation.

Digital Radio Sweden (DRS) is a financially independent and politically neutral non-profit organization. The DRS' objective is to present alternative or complementary technologies to DAB and thus facilitate competent and well-informed policy decision making before switching from analog to digital radio.

The aim of DRS is to increase public awareness of digital radio. Today, the general assumption is that digital radio is synonymous with DAB technology. But digital radio is a common concept for digital distribution technologies for wireless broadcasting of which DAB is just one of four internationally recognized standards. We believe in the importance to invest in technologies that are future-proof and optimal also for small-scale broadcasters such as local commercial or community radio stations.

Furthermore, it is important to efficiently utilize the limited resources of the frequency spectrum. DRS want to safeguard public expenditure and protect consumer interests by promoting efficient spending of public funds (taxes and/or TV licenses).

For more information about Digital Radio Sweden and the Stockholm DRM+ field trials, please contact the board chairman Gunnar Bergvall (+46 708 158800) or for technical matters Lars Liljeryd (+46 707 331102). Also visit www.digitalradiosweden.se