



PRESS RELEASE

WorldDAB signs Smart Radio MoU

London, 19th December 2014

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WorldDAB, the international membership organisation responsible for the development of DAB digital radio technology standards and the worldwide promotion of the standard, has today signed the Smart Radio Memorandum of Understanding.

By signing this MoU, WorldDAB joins with European broadcasters (public and private) in order to encourage the uptake of digital radio in multiple devices - in particular, in smartphones and tablets.

Working through its members and with industry partners, WorldDAB will seek to support the development of technologies, content services and business models to help achieve this goal.

Patrick Hannon, President of WorldDAB, said: “Smart devices are playing an increasingly important role in the consumption of audio content. As a growing number of countries adopt DAB/DAB+, our aim is to ensure that listeners can enjoy the full benefits of free-to-air digital radio on any audio device. Hybrid solutions, combining broadcast and IP, will play a key role in this future.”

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About WorldDAB

WorldDAB is the global industry forum for digital radio, facilitating the adoption and implementation of broadcast digital radio based on DAB, DAB+ and DMB, the digital radio standards of choice for broadcasters across Europe, Asia Pacific and other regions. WorldDAB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content.

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