

Headlines from Around the World

Welcome to the summer edition of the HD Radio Worldwide Update, summarizing world news in HD Radio broadcasting for the months of May, June and July.

Brazil: More transmitters purchased and more stations are going on-air with HD Radio broadcasting. (See below for more details).

Canada: Further testing taking place by the CBC, CRC and a joint venture of commercial radio stations. Initial results are expected by the end of the summer. Further interest has been shown from many other countries including **Argentina, Chile** and **Venezuela**.

France: TowerCast, in partnership with the Syndicate of Independent Radios and Televisions (SIRTI) and the NRJ Group, began testing HD Radio broadcasting from Paris in April 2006. The tests have focused on coverage and interference. Initial tests report smooth installation with TowerCast's lead for testing digital technology, Anders Rällvik, commenting, the "performance test results look very good so far." With less than 50W of digital power, early results indicate that reception is possible throughout the entire city of Paris.



Lance Eichenberger, Ruoss AG, demonstrates the HD Radio Transmitter at the "HD Radio Field Trial and Demonstration" in Switzerland.

Switzerland: In early April, the first HD Radio transmissions were broadcast from a small transmitter on the roof of the Radio Sunshine studio. "The first subjective impressions, provided by the behavior of the system in the field, are very impressive and were surprisingly positive," said Markus Ruoss of Ruoss AG. The next phase will involve further laboratory tests and small broadcast trials, as well as preparations for installation at the Radio Sunshine main transmitter in Rooterberg. Experts have since been able to put HD Radio technology through its paces during the "HD Radio Days" held at the Swiss Museum of

Transport in June. Everyone agreed that the first results for this radio technology, new to Europe, is impressive. Over 200 experts, radio operators, sponsors, government agents, and media representatives from around Europe experienced the superior reception capabilities of the HD Radio system during 90-minute bus rides through a technically challenging area in central Switzerland. Three digital programs, namely Radio Sunshine, Energy Zurich and a voice service were transmitted simultaneously on an existing analog FM frequency. (See below links for details).

Poland: Preliminary testing of HD Radio broadcasting has taken place in Warsaw. An HD Radio presentation and training seminar provided, held in the Polish Radio headquarters, brought over 50 attendees.

Thailand: In March 2006, an HD Radio transmission system was installed in the Bangkok public transportation system. Plans target bus commuters with specialized audio programming on the secondary HD Radio channels. The system is operated by RNT Television Plc, which has a contract to broadcast to Thai buses using a portion of the existing licensed FM frequencies.

Indonesia: In April, the first AM HD Radio station in Asia began operation in Surabaya, on a frequency of 1062 kHz at a transmitter power level of 10kW. The new station owner quoted that the coverage of the signal was excellent and the digital audio quality was better than expected. Also, testing on FM has taken place in Jakarta on a temporary trial basis. Further testing is pending approval from Indonesian regulatory authorities.

HD Radio Rollout Update

As of July 31, 2006:

- **917** HD Radio stations on-air
- **1438** HD Radio stations licensed
- **282** HD Radio stations multicasting

Check out the updated look of the HD Radio consumer website:
www.hdradio.com

Also, listen to the fun new HD Radio spots:
www.hdradioalliance.com

Here's What's Happening in the News



HD Radio Days in Switzerland: HD Radio Tests and bus Tour in Lucerne Switzerland

<http://www.hd-radio.ch/downloads/medienmitteilunge.pdf>

7/27/06: Streaming Magazine: Kagan Forecasts Radio Revenue Growth For '06; HD Radio Expected To Generate Billions Long Term

<http://www.radioink.com/HeadlineEntry.asp?hid=134433&pt=todaysnews>

7/19/06: HD-Radio Home Website Adds an HD Radio Forum

A place where visitors can ask questions and get answers about HD Radio broadcasting. It can be reached via the following links:

www.hd-radio-home.com

<http://chronic-fatigue-advisor.com/phpBB1/index.php>.

7/10/06: Brazil: Rádio Globo Purchases Harris Transmitters

The transmitters will be used at sites in Rio de Janeiro and São Paulo and will also be outfitted with Harris Dextar excitors for HD Radio broadcasting. Rubens Campos, general director of Rádio Globo, said "Going digital, especially on the AM band, is the only way that radio can grow its audience." The company has a 3DX-50 transmitter at the Belo Horizonte site, broadcasting analog and HD Radio signals since last September.

<http://www.rwonline.com/dailynews/one.php?id=9339>

<http://biz.yahoo.com/prnews/060710/nym049.html?v=57>

6/28/06: Broadcast Electronics Announces First HD Radio System Sold Into Europe

Broadcast Electronics (BE) announced the purchase of a BE HD Radio system by Swiss station 88 Radio Sunshine.

http://www.bdcast.com/news/index.php?o=full&news_id=83

6/19/06: First Known AM HD Radio System in Asia Turned On

Return of private AM radio to Indonesia; a medium-wave system on 1062 kHz was installed on Radio Sangkakala in April.

http://www.bdcast.com/news/?o=full&news_id=81

6/8/06: Reader's Digest's America's 100 Best: The 2006 List

Review from the world renowned magazine.

<http://www.rd.com/content/openContent.do?contentId=26667>

5/17/06: Shively Labs™ Filter Selected for HD Radio™ Demonstration in France

Shively Labs announced its Model 2914 filter was selected as part of the TowerCast HD Radio™ demonstration in Paris, France.

<http://www.shively.com/>

5/15/06: RadioShack Rolling Out HD Receivers in Pilot launch

<http://www.RadioShack.com/HDradio>

5/3/06: BE Points Up International HD Radio Activities

Broadcast Electronics is emphasizing its HD Radio activities in other countries.

<http://www.rwonline.com/dailynews/one.php?id=8947>

5/2/06: Indy 500 to Be Multicast; Station Calls It a First

WUSN(FM) will carried the Indy 500 on its HD2 multicast channel.

<http://www.rwonline.com/dailynews/one.php?id=8936>

4/30/06: El Mercurio Newspaper Chile

Article describing main worldwide digital radio standards. According to the article, Chile's Undersecretariat of Telecommunications is waiting for the Association of Radiobroadcasters of Chile (ARCHI) to request a standard before considering one of the 3 standards (IBOC, DAB or DRM).

<http://diario.elmercurio.com/2006/04/30/internet/internet/noticias/867D8936-8588-456C-8211-6007CAB84317.htm>

4/26/06: Indiantelevisión.com: Study shows consumers 'quickly' embrace radio's digital platforms

MUMBAI: The proliferation of digital broadcast platforms such as Internet radio, satellite radio, HD Radio and podcasting is a testament to the popularity of radio programming in US

<http://www.indiantelevisión.com/headlines/y2k6/apr/apr343.htm>

4/23/06: Harris Wins Multi-Year HD Radio Deal From Cumulus

The country's second-largest radio group will convert at least 80 percent of its stations to the HD Radio system by 2012 using Harris transmission platforms.

<http://www.rwonline.com/dailynews/one.php?id=8871>

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