

# FRENCH RADIOS ARE NOW TOGETHER FOR THE DIGITAL TRANSITION

Paris, September 22nd - The main groups of French radios gathered within a new organization, the "Groupement pour la Radio Numérique" (Consortium for Digital Radio) in order to "define a joint position on the deployment of digital radio". They called today, Friday September 22 "for the fast launching of digital radio in France" in 2007, in the tread of digital television.

These leaders who account for 90% of the radio audience in France are: Lagardere Active Broadcast (Europe 1, Europe 2, RFM), NextRadioTV (RMC, BFM), NRJ Group (NRJ, Nostalgie, Chérie FM, Rires et Chansons), Radio France (France Inter, France Info, France Bleue, France Culture, FIP, LeMouv'), RTL (RTL, Fun Radio, RTL2) and the 130 independent radios from the Syndicat interprofessionnel des radios et télévisions indépendantes (SIRTI).

Here are some extracts of the official statement published today by the Consortium:

"Radio, whose popularity is not lunatic, with 84% of the French populatio listening everyday, must in its turn engage in digital broadcasting and offer an improved comfort of listening, a high quality digital sound and data associated with the programs."

"The digital transition will also have to allow the extension of coverage for the many national, multitown, regional or local radios, which are not able to reach their public and their territories with analog [... ] The deployment of digital radio will have to thus, be based on the diversity of the existing radio offer in France, one of the richest in the world."

The operators also consider "promising" the evolution of the DAB standard, the first European standard for digital radio, while also considering that this new broadcast network "is not exclusive of other digital broadcasting radio technologies."

In this respect, they wish that the interoperability of digital networks will be assured and judge that "radio must find its place on digital television networks such as DVB-H and DVB-T." In this context, the Consortium wishes that equipment suppliers arrive "at a dialogue in order to ensure interoperability for receivers and a fast initialisation of the deployed park."

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