



Press Release

For Immediate Release: 18th May 2016

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DRM Enterprise Award – Asia Pacific Region 2016

The DRM Consortium is launching its second DRM Enterprise Award to be presented to an individual or an organisation that has promoted Digital Radio Mondiale successfully, applied innovatively the technology and actively introduced DRM in a specific market. The aim in awarding this prize is to spread the word about DRM, stimulate interest and take-up, bring more knowledge and interest to new markets and consolidate interest in existing DRM markets.

To qualify for the award an individual needs to be nominated by two credible endorsers aware and ready to testify about the good work of the nominee.

The first DRM annual prize was aimed at the Pacific Islands and was awarded in 2014 to SIBC, the public broadcaster in the Solomon Pacific Islands.

The winner of the 2016 award and cash prize will be selected by an independent board of specialists, made up of representatives drawn from organisations within the region and representatives of the DRM Consortium.

The award was launched officially at the DRM General Assembly held in Germany in April. Its aim is to stimulate interest in the DRM standard in various parts of the world that can benefit from the full introduction of digital radio, like the various countries of the Asia Pacific Islands region. The deadline is September 15th and the award will be announced before the end of the year.

DRM Consortium Chair, Ruxandra Obreja, hopes that: "The second enterprise award will recognise the efforts of one exceptional individual or organisation prepared to explore and turn into reality the many benefits of Digital Radio Mondiale and digital radio. The attractive features of DRM like the many data services, its traffic information capability or the emergency warning functionality offer new opportunities and applications to meet real and urgent needs of people in many parts of the Asia Pacific continent."

For more information on the award, to get your nominees on the list, please write to: projectoffice@drm.org.

About DRM

Digital Radio Mondiale™ (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies.

The DRM standard comprises of two major configurations: 'DRM30' intended for broadcasts on short, medium and long wave up to 30 MHz and providing large coverage areas and low power consumption. The configuration for the VHF bands above 30 MHz is called 'DRM+', tailored for local and regional coverage with broadcaster-controlled transmissions.

All DRM configurations share the same audio coding, data and multimedia services, service linking, multiplexing and signalling schemes.

DRM provides high quality sound combined with a wealth of enhanced features: Surround Sound, Journaline text information, Slideshow, EPG, and data services.

For more information and DRM updates please visit www.drm.org or subscribe to DRM news by writing to pressoffice@drm.org.

