

10 things you need to know about...



EDRF

1 EDRF is

An alliance fostered by the EBU and currently comprising:

- Digital Radio Mondial (DRM) – www.drm.org
- EBU – www.ebu.ch
- Internet Media Device Alliance – www.imdalliance.org
- RadioDNS – www.radiodns.org
- WorldDMB – www.worlddab.org

The alliance also is also seeking cooperation with the European Commission and the Association of European Independent Radio Stations, the AER.

2 EDRF brings together bodies committed to open standards for digital radio

With the advent of hybrid broadcasting, and the limited progress in some markets for digital radio services, those promoting broadcast and streamed radio services have many common interests.

3 EDRF's 3 objectives – 1. Radio policy

Help European instances establish policies for radio, by having a common, technology independent, view of digital radio amongst EDRF members, and those who regulate and influence digital radio

4 EDRF's 3 objectives – 2. Receiver profiles

Each member realises the value of developing coherent radio receiver profiles. Harmonising these across different technical platforms is an important objective, with a common understanding of the functionalities and services for each profile.

5 EDRF's 3 objectives – 3. Use cases for digital radio

Each country that has launched digital radio has had different experiences, and there is no one formula for commercially successful digital radio for every market. Nonetheless, there are lessons from each experience that could be brought together for all those contemplating digital radio services.

EDRF

European Digital Radio Forum



6 What are EDRF's timelines?

Each of the three main initial tasks should be completed by the end of 2010.

7 Can I become a member?

The members of the EDRF are all committed to open standards. Each member decides and nominates the individuals who take part in the work.

8 What are the next steps?

Independent of the delivery technology, there is much to do to guarantee digital radio's future: retailer help, automotive industry discussions, switch-off policies, hybrid opportunities.

9 What is EBU's involvement?

The EBU has fostered EDRF to promote a working relationship between the different radio organisations working on a common set of problems for the benefit of the public and industry. EBU leads some of the work and facilitates the meetings between the members.

10 Where can I find out more?

<http://digitalradioforum.org>

