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## Germany's Private Broadcasters Roll Out RadioDNS Nationwide

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**After extensive testing, Germany's private radio broadcasters are now preparing to implement Smart Radio nationwide.**

"Smart Radio is RadioDNS with the combination of FM and Internet", said Klaus Schunk, Chairman of Audio and Radio Services, VPRT. Mr Schunk went on to say, "Our vision is a multimedia radio that fascinates the listener."

Combining the power of broadcast with the innovation of the internet, RadioDNS is open technology that makes radio better. It provides the link between what you're broadcasting over FM, DAB, HD Radio (or other broadcast platforms), and what you can also provide over an Internet connection.

The test phase, first announced at [Mediantage Munich](#), allowed the broadcasters to test RadioDNS services first, and create the ideal conditions for hybrid radio broadcast. As Karlheinz Hörhammer, CEO of Antenne Bayern and ROCK ANTENNA said, "The much-asked chicken and egg question for device innovation has now been solved."

VPRT, the Association of Commercial Broadcasters and Audiovisual Services, is calling for manufacturers and the car industry to bring Smart Radio to devices by supporting and implementing RadioDNS.

Stations implementing Smart Radio with RadioDNS include Antenne Thuringia, radio TOP 40, HIT RADIO FFH, planet radio, harmony.fm, RTL 104.6, 105'5 Spree Radio, and Radio Regenbogen. This brings the total number of listeners receiving RadioDNS in Germany to 46.8m daily.

There will be more information on Germany's innovations with RadioDNS at our [General Assembly](#) in February 2014.

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Notes to editors:



The RadioDNS logo is a trade mark of RadioDNS, and is registered in certain countries

\*RadioDNS is open technology that lets broadcast radio and the internet work together: enhancing the listener experience, and making radio better.

\* RadioDNS is a not-for-profit international association, providing the RadioDNS service and support to broadcasters and device manufacturers wishing to use the technology.

\* The project has 27 members from the United States, Europe and Australia, and over 60 supporters, with over 1900 stations currently using the technology

\* RadioDNS works equally across FM and HD Radio, and the DAB/DAB+ digital radio standards used elsewhere in the world.

\* The project was started in 2008, and formally established in March 2010.



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