



# **WorldDAB Automotive 2017**

**21 June 2017**

**„The European Digital Radio Alliance  
EDRA“**

**Helwin Lesch**  
Member of EDRA  
Steering Committee

- The **objective** of this group is to make digital radio the standard and the preferred choice of listeners across Europe.
- EDRA's **strategy** is to promote a hybrid DAB/FM solution that will support all broadcasters and consumers in Europe. This will allow individual countries to go digital at their own speed.
- **Manufacturers** must offer FM and DAB side-by-side in both sets and vehicles, just as they have done for AM and FM, and at a price which is attractive to the consumer.
- That will happen when manufacturers see that a growing number of **broadcasters** are united in their determination to make DAB the preferred means of radio distribution within their own companies.

# EDRA (The European Digital Radio Alliance)



MTG/P4  
NPO  
RTBF  
RTL (Belgien)  
Union Radios reg. romandes (Schweiz)  
Vereiniging van Commerciele Radio

- EDRA's 12 founding members run more than 300 radio stations and reach more than 130 million listeners.
- The Alliance is chaired by Travis Baxter, from Bauer, a major force in the UK commercial radio scene.

- EDRA will significantly increase the **number of members**: private and public radio stations from all over Europe (South-East).
- EDRA ist planning to extend the **steering board** to 6-7 members. Private broadcasters from France, Italy and Switzerland should be adressed.
- **further points**:
  - press releases every two months (situation in Norway; second national mux in Germany, UK is reaching the 50% threshold)
  - Lobbying event in Brussels at AER (Association of European Radios)

**EDRA is a loose alliance of powerful members with the same interest. The alliance understands her strength in congruent aims, despite the competitive situation.**