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"The European Digital Radio Alliance EDRA"

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EDRA (The European Digital Radio Alliance)



- ➤ The **objective** of this group is to make digital radio the standard and the preferred choice of listeners across Europe.
- ➤ EDRA's <u>strategy</u> 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.

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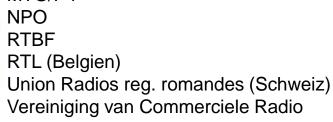




MTG/P4

























E Český rozhlas

- EDRAs 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.

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- ➤ EDRA will significantly increase the <u>number of members</u>: private and public radio stations from all over Europe (South-East).
- ➤ EDRA ist planning to extend the <u>steering board</u> 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.