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### **Eureca Research launches "The Digital Radio Briefing"**

**Bangor, Wales, UK, 2<sup>nd</sup> December 2004** - Eureca Research has just launched the first monthly briefing dedicated exclusively to digital radio broadcasting. This new publication provides a timely and detailed insight into developments in digital radio and will cover all digital radio broadcast technologies - Digital Audio Broadcasting (DAB), Digital Radio Mondiale (DRM), HD Radio, Digital Satellite Radio, etc. The major geographical focus of the publication will be Europe but there will also be articles covering important developments in North America, Asia and other parts of the world.

Each issue will contain a number of regular articles, for example:

**Country Focus** – an in-depth analysis of digital radio developments in a specific country

**Datacasting article** – an insight into the latest plans, trials and service launches of various digital radio datacasting initiatives

**Interview** – with a senior executive in the digital radio industry discussing current thinking on how to exploit the opportunities and resolve the issues facing the industry

**Receiver Update** – a review of some of the latest digital radio receivers across the world

**News in brief** – a summary of the most important news events encompassing all digital radio broadcast technologies in all regions of the world

#### **Articles in the November issue include:**

DRDB publishes DAB forecast for UK

Countdown to T-DMB services in South Korea

REVO – a new concept for car radios

Country Focus – Denmark

Satellite radio reports record subscriber growth

Interview: Peter Senger, Chairman of the DRM Consortium

News in brief

Receiver update

**Complementary copies of the November issue can be obtained by e-mailing [sales@eureca-research.com](mailto:sales@eureca-research.com)**

#### **Subscription price**

Introductory offer price: £350 or \$525 for 12 issues

Normal price: £410 or €615 for 12 issues.

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