

## Press release

Stockholm, 26 May 2010

### **The Dance Band Channel (Dansbandskanalen) has developed a unique application for images in digital radio**

**The Dance Band Channel is the first in the Nordic region to offer a unique service for images in digital radio. The application was developed in cooperation with Teracom and it enables listeners to interact through digital radio devices via MMS.**

Digital radio makes it possible to offer such services as downloading, text information, the ability to pause or rewind during a broadcast, traffic services, promotional messages and moving images. It creates the conditions for new, commercial possibilities. One possibility that is currently being tested is to allow listeners to use digital radio as a means of sending their own images. The project is a cooperative effort between the Dance Band Channel and Teracom.

"We currently have more than 3,000 fans interacting via Facebook and following our broadcasts from dance band halls throughout Sweden. The new application provides us with a commercial opportunity to enable our listener to send images of themselves, regardless of whether they are at a dance band hall or at home, in front of the radio," says Robin Calmegård, Producer for the Dance Band Channel and DB Media.

The application was developed as part of the digital radio pilot project. The pilot project is a cooperative effort between the program companies that are conducting test broadcasts using the second generation technology for digital radio, DAB+. The broadcasts are taking place at three locations in Sweden – Stockholm, Uppsala and Gävle. This makes it possible to reach more than two million residents with the selection in the digital test network.

"It is useful for us to obtain experience of the new technology and the opportunities that it offers. Being able to add images to radio and allow listeners to interact are just some of the advantages of digital radio," says Per Borgå, Product Manager at Teracom.

<sup>1</sup> (2) Teracom is Sweden's first media operator. We offer services in the areas of radio, TV, data communications, co-location and service in our nationwide infrastructure. The Group consists of Teracom, Boxer and PlusTV. Via Boxer and PlusTV, we offer households Pay-TV services in Sweden, Denmark and Finland. The Group's annual sales are approximately SEK 3.4 billion and there are approximately 600 employees. More information is available at [www.teracom.se](http://www.teracom.se).

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**About the application:**

In order to use the service, you must have a mobile phone with a built-in camera that is able to send messages (MMS) with images, audio and text. It costs SEK 5 to send an MMS, plus any operator charges.

1. Take a photo with your mobile phone and send it as an MMS to 72550.
2. Write “dansband” as the message.
3. View the results during the broadcast on your digital radio. If you do not have digital radio, you can see the results at the follow website: <http://www.dansbandskanalen.se>

**Facts about images in radio:**

Broadcasts of slideshows in digital radio are already taking place on a regular basis in several countries, such as Switzerland, Australia, Italy and Great Britain. Program companies have become more and more creative in their use of images, which is considered to be a way of increasing knowledge of one's own brand. In Australia, for example, commercial radio and public service radio broadcast a large selection of images, including news, weather, traffic camera images, logotypes and even images from the finish line at horse racing events. The commercial players recognize a potential to increase advertising revenues and for public radio, there is value in experimenting with images in order to give listeners a heightened audio experience.

At the following website, <http://dab.kedja.se> you can find many examples of how images can be used in digital radio, such as weather services, listener information and traffic information.