

SHORT WAVE BROADCASTING



Multimedia all-rounder with global reach.

The short wave is the classic form of radio and news broadcasting. Where other frequencies reveal their inadequacies, the short wave really comes into its own. Despite the growth in internet and satellite communications, the short wave retains its unique appeal as a stand-alone radio medium. To put it quite simply, thanks to its virtually unlimited global reach, the short wave (3MHz to 30MHz) with all its nostalgic associations still counts as an indispensable all-rounder within modern broadcasting. And digital technology is giving it a new lease of life.

Millions of listeners.

Shortwave is quite simply the ultimate "crisis radio", and it is in particularly high demand from customers who broadcast to troubled or worn-torn regions of the world. As opposed to other media, like the internet or satellite transmission, short wave's strengths become apparent time and again in this segment: It allows people in troubled or war-torn regions to access the most current information in the easiest way possible.

MEDIA BROADCAST ranks as one of the most high-profile short wave providers. We have our own transmission facilities in Nauen and Wertachtal, operating at up to 500 kW. MEDIA BROADCAST has customers both at home and abroad who are reaching millions of listeners 24 hours a day. These include public service broadcasters as well as private and religious media, governments and political groups. Thanks to our complete service package, their radio programs reach a worldwide audience.

The DRM Consortium:

MEDIA BROADCAST is a permanent member of the international Digital Radio Mondiale Consortium. This association was founded in 1998 to drive forward the digitization of the classic radio frequencies below 30MHz (short, medium and long wave). It has around 90 members from 30 countries, representing broadcasters, radio federations, network operators, radio service providers, regulating bodies, manufacturers and research institutes.

We take care of everything.

The first step is to perform an IT-assisted calculation of the anticipated strength of reception in the target area. From this, we can calculate the technical transmission parameters and identify the precise broadcast frequency for the target area. Using this as a basis, we can tailor a plan to meet the particular frequency and programming needs of our customer and then prepare to install the technical facilities for feeding electronic data to the transmitter. If the customer approves of our solution and is not a member of the HFCC (High Frequency Coordination Conference), the respective transmission frequency is internationally coordinated within the framework of the HFCC. Customers who coordinate their transmission frequency themselves through the HFCC inform us of this to ensure transmission of their program. We will take care of registering transmission frequencies for all of our customers at the German Federal Network Agency (Bundesnetzagentur).

Program contents are distributed to transmitters or stations via the internet (FTP), satellite, fixed lines or telephone lines (ISDN). Pre-recorded programs (e.g. on CD etc) can also be transmitted.

New target groups.

Short wave has a great future. Digital technology is raising sound quality to approach that of VHF radio. The main force behind this development is the international "Digital Radio Mondiale Consortium", in which the TDF Group plays a major role.

Thanks to the introduction of the Digital Radio Mondiale (DRM) technical standard, the short wave market is undergoing a structural change. Digital short wave opens up new possibilities for data transmission. Users can supply their listeners with information that both accompanies and is independent of program content as well as data services and multimedia applications. This gives rise to new formats and additional marketing possibilities.

"MEDIA BROADCAST provides an exceptional level of all-round service. We even answer incoming mail from listeners and forward this to the customer. We set a standard for the rest of the industry to follow." (Walter Brodowsky, Accounts and Product Manager Short Wave)



Three questions and three answers.

What experience does MEDIA BROADCAST have working with wave?

"Over half a century. On the national scene, we began working with Deutsche Welle back in 1956. Since 1996 we have built up our international customer base to over 60."

What is special about the MEDIA BROADCAST short wave package?

"Our all-round service. Our service package takes care not only of booking airtime but also international frequency management and customer service in technical matters such as researching the conditions for coverage."

What opportunities does Digital Radio Mondiale offer?

"DRM provides not merely enhanced sound quality but also new scope for global data services and multimedia applications."