



## Analogue & Digital Radio Worldwide

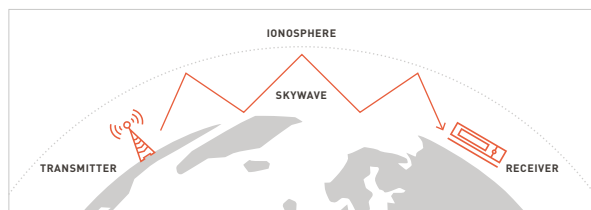
### MASS COMMUNICATION VIA SHORTWAVE HAS UNIQUE ADVANTAGES EVEN IN THE INTERNET AGE

#### Global radio transmission via shortwave

Simple, non-discriminatory reception of information on portable end user devices, independently from network providers and technical infrastructure: These are the unique features which continue to make shortwave an important form of mass media. Therefore shortwave is an important platform for public and commercial radio broadcasters as well as political and religious organisations to distribute their programmes.

#### How it works

Shortwave radio is radio transmission using shortwave radio frequencies, generally 3.9–26.1 MHz (75–11 meter-band), just above the medium-wave AM broadcast band. Shortwaves are directed at an angle into the sky can be reflected back to earth at great distances, beyond the horizon. Shortwave radio is usually used for broadcasting voice and music to shortwave listeners over entire continents or even larger areas.



#### Advantages of Shortwave Radio

- › Analogue or digital radio with one transmitter around the globe
- › Audio transmission and data-transfer are possible
- › Flexible transmission booking (daily, weekly, monthly or on-demand)
- › Reach thousands of people with one transmitter
- › Signals are hardly to disturb compared to Internet or satellite
- › Easy to receive with low-cost receivers

**Immer auf Empfang.**

## Shortwave stations of our partner service providers around the globe



### From Germany to the whole world

- › For providers of radio programmes intended for reception around the globe, Media Broadcast offers comprehensive consulting services and customised solutions for broadcasting signals via shortwave. We offer all required services- from one source, from IT-supported calculation of the desired transmission parameters and coordination of the suitable frequencies to technical broadcasting of the signals via our shortwave station in Nauen near Berlin. The programmes are broadcast from this location with a transmitter power of up to 500 kW, enabling- global reception by using partner stations on other continents.

### Distribution of the content

- › The programme content can be delivered to our transmission site through several channels: Via the internet, via satellite or via telephone and data lines. Recorded contributions can also be supplied on data media.

### Long experience of shortwave planning

- › As a longstanding member of the frequency coordination associations HFCC and G9, we have the contacts and experience required to offer our customers the best possible transmission frequencies.

### Digital broadcasting

- › Additionally, the digitisation of the shortwave signal with DRM (DigitalRadio Mondiale) creates new worldwide broadcasting possibilities through this traditional distribution infrastructure, with a sound quality approaching that of VHF (FM) reception and additional capability for innovative data services.

### Benefits of Media Broadcast as Your Service Provider

- › Full Service Provider for broadcasting and media industry
- › Partnership with several broadcasting- stations around the globe
- › One point of contact, responsible for planning, coordination and realisation of your programmes and frequencies
- › Experience in the field of radio broad- casting since 1964

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