

Press release

Date 4-3-2007

Listen to popular Danish channels on Swedish digital radio

It is currently possible to listen to eight new digital radio stations across the Stockholm area. Test broadcasting of two Danish commercial stations, 100FM and TV2 Radio, along with programming from Danmarks Radio has commenced. This is the first time that parties from outside of Sweden have been involved in the digital transmissions.

During a two-week period, digital radio listeners in Stockholm will be able to receive the eight new channels. The announcement was made during a seminar in Stockholm regarding the future of radio.

“We’re pleased and excited to be able to complement Swedish public service digital radio offerings for a period of time, giving the Swedish radio industry and listeners insight into what things sound like elsewhere,” says Crister Fritzon, President of Teracom.

The eight channels will be sent on a trial basis in the Stockholm area, in addition to being transmitted nationally on Danish digital radio. The channels to be broadcast are: Radio 100FM, Radio 100 FM Soft, TV2 Radio, DR Barracuda, DR Oline, DR P1, DR P2 Plus and DR P3. The test transmissions will continue through April 11 and will be sent via Teracom’s regional digital radio transmitter in Nacka.

Additional test transmissions could be forthcoming, as part of an effort to give interested parties a chance to become familiar with the technology and the development opportunities that digitization offer.

“We’re pleased that this initiative has abled us to come to Stockholm so that we can demonstrate Radio 100FM. It shows how fast our media is, while highlighting the need for a shared digital platform that will enable a broader range of offerings, with room for several radio stations. In Denmark, we are currently unable to offer our programs outside

of Copenhagen, but with digital radio we have an inexpensive and simple way to offer our program offerings to listeners throughout Denmark,” says Jim Receveur, director of Talpa Radio International’s radio station in Denmark, Radio 100FM.

Currently, Sveriges Radio’s digital radio transmissions are available in Stockholm, Gothenburg, Malmö and Älvsbyn, with the potential of reaching 35% of the Swedish population. The regular channels transmitted on the digital network are SR Atlas, SR Minnen, SR Klassiskt, P3 Star and P7 Sisoradio.

The digital radio transmissions recently made available in Stockholm uses the Eureka-147 DAB technology with MP2 audio codec. I.e. the same digital technology that on a regular basis reaches millions of european listeners and can be received by a wide range of affordable receivers in any shape, color and form.

For further information contact:

Lennart Ivarsson, Information Manager, Teracom, +46 (0)708 91 20 21

lennart.ivarsson@teracom.se

Per Gunnarsson, Product Manager Radio, Teracom, +46 (0)708 81 17 22,
per.gunnarsson@teracom.se

Additional information about the channels is available at:

<http://www.dabradio.de>

Teracom is Sweden's first media operator. We can offer various communications channels for radio, TV, Internet and downloading of audio and video. Our aim is to ensure that people have access to a diversity of media services, irrespective of time or place. The Group also includes subsidiaries th at offer supplementary services and products. The Teracom Group has annual sales of about SEK 3.0 billion, with some 675 employees. More information about Teracom is provided at www.teracom.se.