

PRESS RELEASE

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For immediate release

Paneda selected as DAB+ partner for Fresh Media Radio Group in Bulgaria.

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Fresh Media, the largest radio group in Bulgaria and operating some of the best-known radio brands throughout the country, has chosen Paneda as its partner for DAB+ systems. Paneda has supplied a server-based DAB+ system to Fresh Media.

Fresh Media now preparing for the next step in the future roll out of DAB+ in Bulgaria, investing in know-how and education. Fresh Media hereby strengthen its position for the future rollout of DAB in Bulgaria.

Johan Ericsson, Sales Manager at Paneda says,
“We are very happy to support yet another new Radio Group in the DAB family and look forward to a long-term relationship with Fresh Media and its associates”.

Atans Genov, Executive Director at Fresh Media says:
“We are impressed with the knowledge and professionalism that Paneda possesses, and the system shows a competent system, easy to handle with several unique features that we appreciate, we look forward to working with Paneda and their fantastic support team”.

About Paneda:

Paneda develops and sells DAB+ related equipment on an international market and continues to expand its market shares with its DAB+ Head-End range of components, currently having over 200 DAB/DAB+ multiplexers in operation world-wide. Up to this date Paneda has also delivered over 200 tunnel brake-in systems with DAB+. In the DAB+ offer there is also an emergency warnings system over DAB+, with complete solutions for different kinds of such applications.

Paneda also operates its own digital TV network (DVB-T2) in Norway having over 165 transmitter sites.

About Fresh Media:

Fresh Media Bulgaria is the largest radio group in Bulgaria operating some of the best-known radio brands throughout the country. Whether it be BG Radio, Radio 1, NRJ, Radio City, Radio1 Rock, Veronika, Radio Nova, City TV if you are looking for music, entertainment, or news. Fresh Media Bulgaria is there at scale. Across our brands we broadcast to over 1 million adults each week meaning that more than 1 of 3 people across Bulgaria listen to a Fresh Media station!