

# **Content Session**

Session chaired by Ruxandra Obreja

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# DRM needs New Content

- DRM is not just a technology. Its aim is to maximise choice of content in superior sound.
- DRM needs to use all its features to give a full audio experience with the extra information that people are used to getting from other platforms.
- DRM cannot offer just the digital carbon copy of all the analogue channels put out by a broadcaster.
- DRM is about extra content that differentiates it from analogue

NEW PARTNERSHIP FOR NEW CONTENT AND NEW RADIO/AUDIO



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