



USER STORY

**Powering Nationwide Radio
in The Netherlands**

KEY FACTS

Interviewee : Jeroen Millenaar, Manager Engineering, **Broadcast Partners**

Location : Netherlands (Terneuzen, Utrecht)

Products :

- Ecreso FM AiO Series 1kW and 2kW, Ecreso FM 10kW, 1+1 and N+1 systems
- APT codecs
- Audemat RDS Encoders (FMB80)

CONTEXT

Since 1979, Broadcast Partners has been the leading provider of FM and DAB transmitter networks across the Netherlands and Flanders. As the market leader in transmitter network management in the Benelux region, the company supports major radio broadcasters such as Radio 538, Qmusic, and NPO, while also delivering broadcast technology internationally and developing innovative solutions in-house.

Driven by their motto, “We make radio happen!” Broadcast Partners goes beyond technology supply - acting as a trusted advisor to clients in making strategic technical decisions. To maintain their leadership and meet the growing demands of modern radio transmission, the company sought to upgrade their infrastructure with solutions offering **energy efficiency, cost savings, and robust performance.**

Broadcast Partners has enjoyed a **long-standing partnership** with WorldCast, relying on their high-quality APT codecs for audio transport. A highlight of this relationship includes the **APT Multi-Channel Codec**, designed to transmit four audio channels - a system they describe as “**one of the most reliable we’ve ever used.**” Beyond the hardware, **WorldCast’s outstanding technical support** played a critical role in solidifying the partnership.

Additionally, Broadcast Partners has long integrated **Audemat FMB80 RDS encoders** into their network, ensuring seamless and reliable **radio data transmission** for years. These technologies laid the foundation for their decision to expand the relationship further with WorldCast Systems, this time through **Ecreso FM transmitters.**





SOLUTION

In 2024, Broadcast Partners rolled out a complete range of **61 Ecreso FM AiO Series (1kW–2kW) and Ecreso FM 10kW, 1+1 configurations, and N+1 systems**. This marked their **first major deployment of Ecreso transmitters**, alongside a simultaneous upgrade to over **50 new-generation APT codecs** with SynchroStream for their synchronized linear audio distribution network.

Key factors in choosing Ecreso included:

- **Exceptional energy efficiency**, delivering long-term operational savings.
- **Multiple built-in features**, including advanced control and monitoring, which streamlined setup and reduced reliance on external components.
- **Proven reliability** backed by responsive support, ensuring system integrity for large-scale deployments.

While they currently use **MPX inputs** due to existing client infrastructure, the **AiO Series' built-in APT IP decoder, SmartFM energy-saving technology, 5-band sound processor and built-in RDS encoder** provide future flexibility. The **intuitive GUI** also simplifies day-to-day transmitter management.

With **proven products and exceptional support**, WorldCast Systems continues to play a vital role in helping Broadcast Partners deliver **rock-solid, cost-effective radio transmission** to millions of listeners across the Netherlands.

“Ecreso transmitters have proven to be a reliable and efficient choice for our network. Their energy efficiency, built-in features, and robust performance have greatly streamlined our operations. Beyond the technology, our experience with the company has been excellent. They provide outstanding support and expertise, making them a trusted partner in our broadcast infrastructure.”

- Jeroen Millenaar, Manager Engineering, Broadcast Partners