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IDMG

**INTERNATIONAL DMB
ADVANCEMENT GROUP**

31 members from 17 countries



DMB Mongolia
RNI Radio, Latvia
DigiBNetworks, Malta
Mobile TV PTY, South Africa

Radloday
Europe

DIGITAL AUDIO BROADCASTING+
MORE STATION AND BETTER SOUND QUALITY

THE FIRST
DAB+
SMARTPHONE



Radloday
Europe

Radloday
Europe

LG Stylus 2

The world's first DAB+ enabled smartphone went on sale in over 20 countries in Q2.



What we did **right**

1. Educated manufacturers on DAB+/DMB
2. Convinced them that radio is important
3. Told them why radio matters
4. Showed them the internet won't solve everything
5. Got MNOs interested and involved
6. Talked to manufacturers
7. Met with subsidiaries (usually independent companies)
8. Demanded access to an API
9. Involved technical people from our side
10. Contributed with substantial marketing



11. Were very persistent

What we did **wrong**

1. Did not spend enough time with subsidiaries
2. Failed to ensure that LGs HQ and the subsidiaries were aligned
3. Agreed to go for a bigger than normal phone
4. Did not demand a high-end model
5. Did not have an open and universal API to offer









When *the* **USP** is DAB+,
that must be
clearly communicated.

LG Stylus DAB+



6. Failed to insist on DAB+ in the name

LG
WTO BIAŁY LGH960A.APOLWVH
SMARTFON

System: Android v.5.1
 Wyświetlacz: 5,7" 1440 x 2560, Gorilla Glass 4
 Pamięć: 32 GB + microSD do 200 GB; 4 GB RAM
 Bateria: Li-Ion 3000 mAh
 Procesor: Qualcomm Snapdragon 808

Aparat 13 i 8 MP, laserowy autofocus, OIS
 dany: LTE, Wi-Fi, Bluetooth - GPS, tak

Kamera przed: 5 MPix - Tap
 Kamera tylna: 808 MPix

MedoMot
GWARANCJA PLUS
 OKRĘGŁA TRYLETIA GWARANCJA
 SZCZĘŚLIWY I SPRZYJLIWY

LG Stylus 2



5,7 calowy wyświetlacz IPS HD

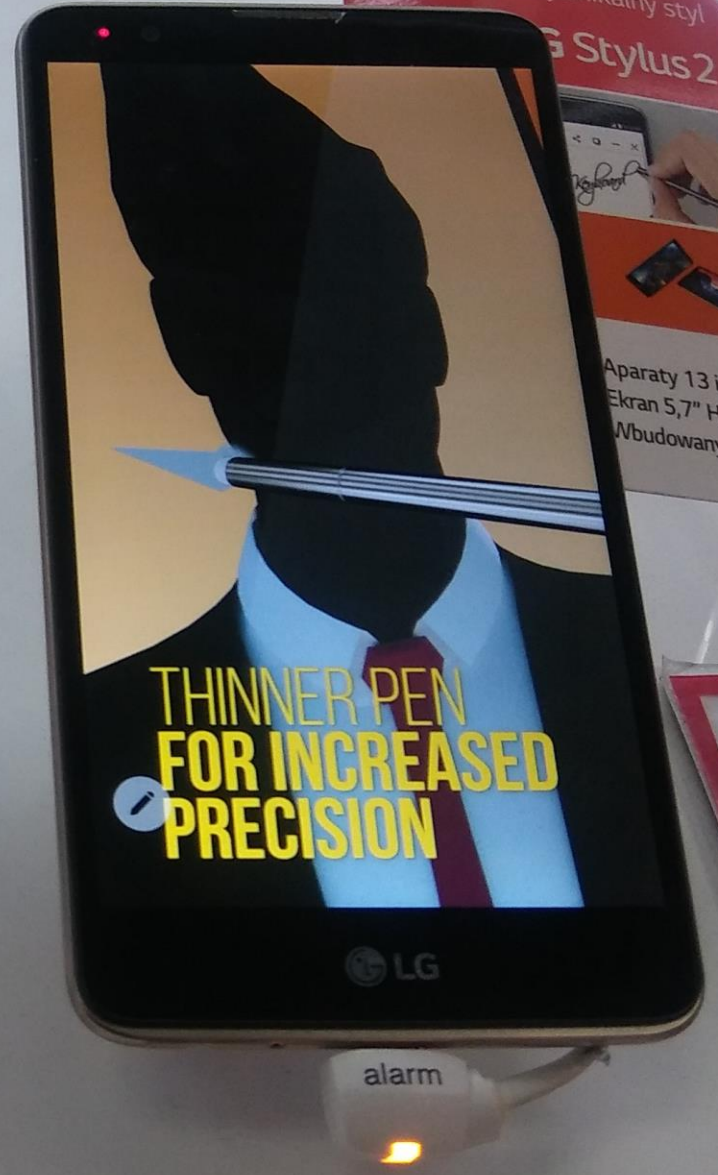
- duży, wyraźny ekran o gęstości 257 PPI
- wbudowany rysik

Aparaty 13 i 8 MP

- podświetlenie zdjęć selfie
- wykonuj selfie gestem dłoni

Nowoczesny wygląd, dobre parametry

- 4-rdzeniowy procesor 1,2 GHz
- 1,5 GB RAM / 16 GB, slot Micro SD do 32 GB
- bateria 3000 mAh, wymiowana



Odkryj swój unikalny styl

LG Stylus 2



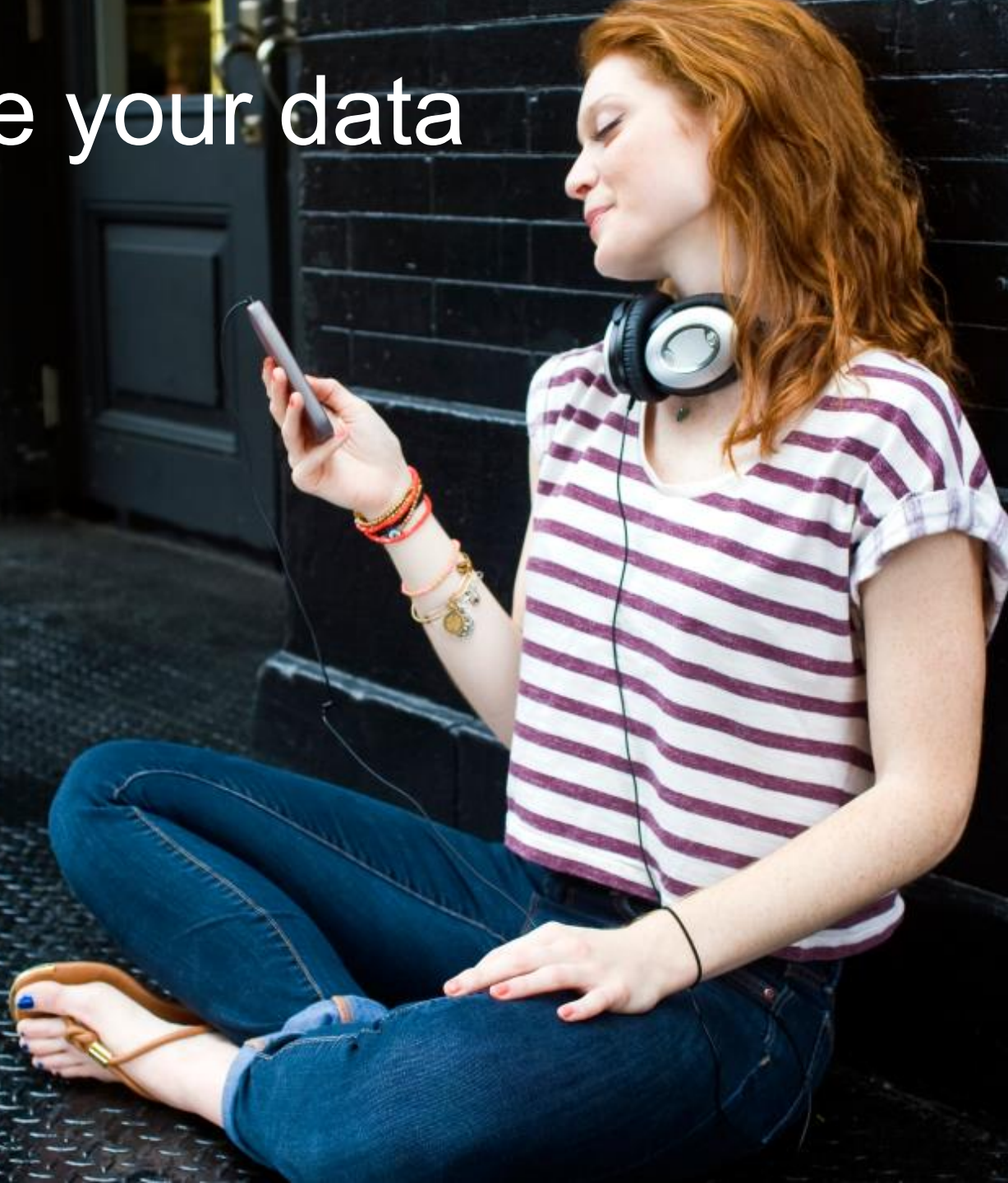
Aparaty 13 i 8 MP
 Ekran 5,7" HD
 Wbudowany rysik



Why others will follow.

Doesn't waste your data

idag
INTERNATIONAL DMB
ADVANCEMENT GROUP



1 hour radio streaming

70MB

Included in a phone subscription

~~**1GB**~~

0.5GB

**20 hours commuting
while listening in
one month =
1.4GB.**

Better coverage: 99.9% in Norway
99.7% (indoor)



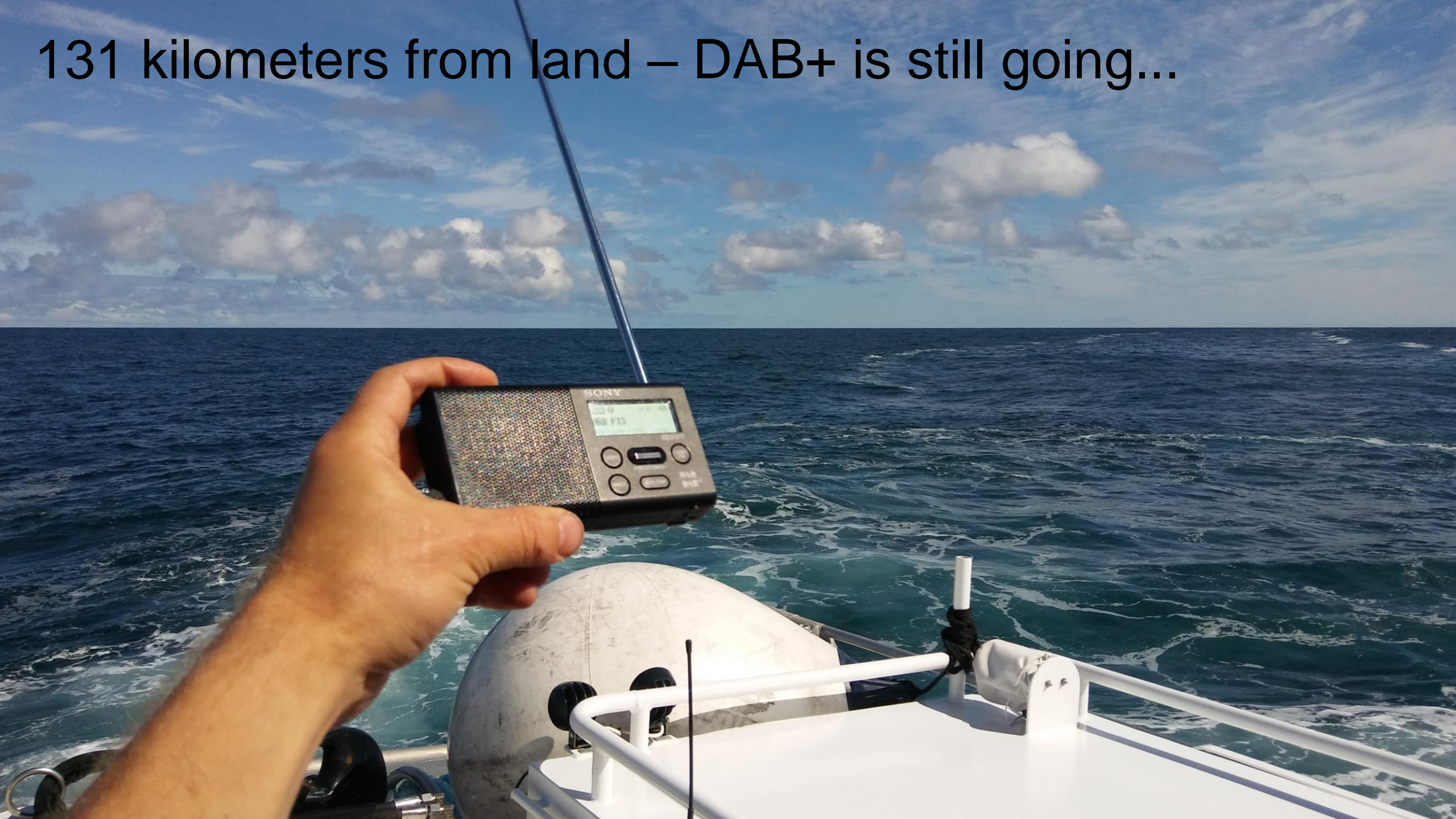
Coverage 50 kilometers from land







131 kilometers from land – DAB+ is still going...





And then
there is the
matter of
redundancy.

**WorldDAB, the EBU and IDAG
have formally **teamed up** to
better be able to incentivize
more DAB+ enabled smartphones.**

Open
Mobile
Radio
Interface

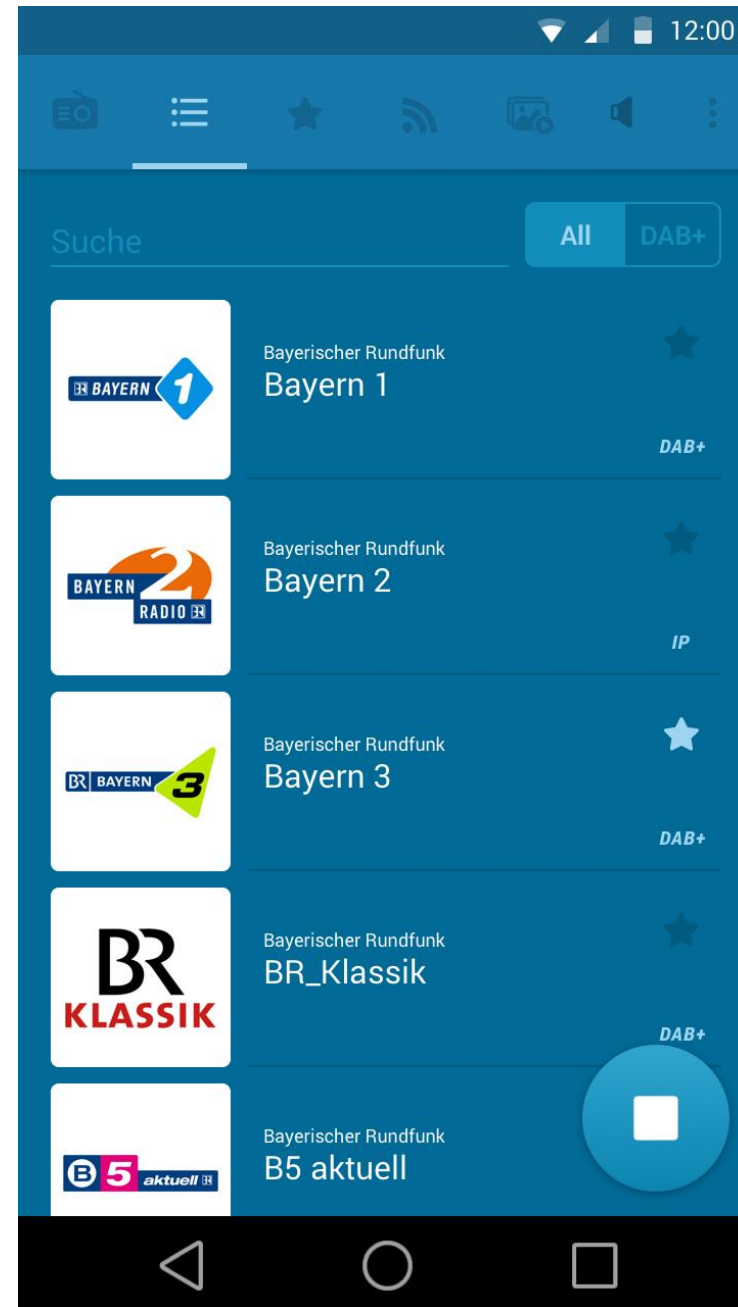
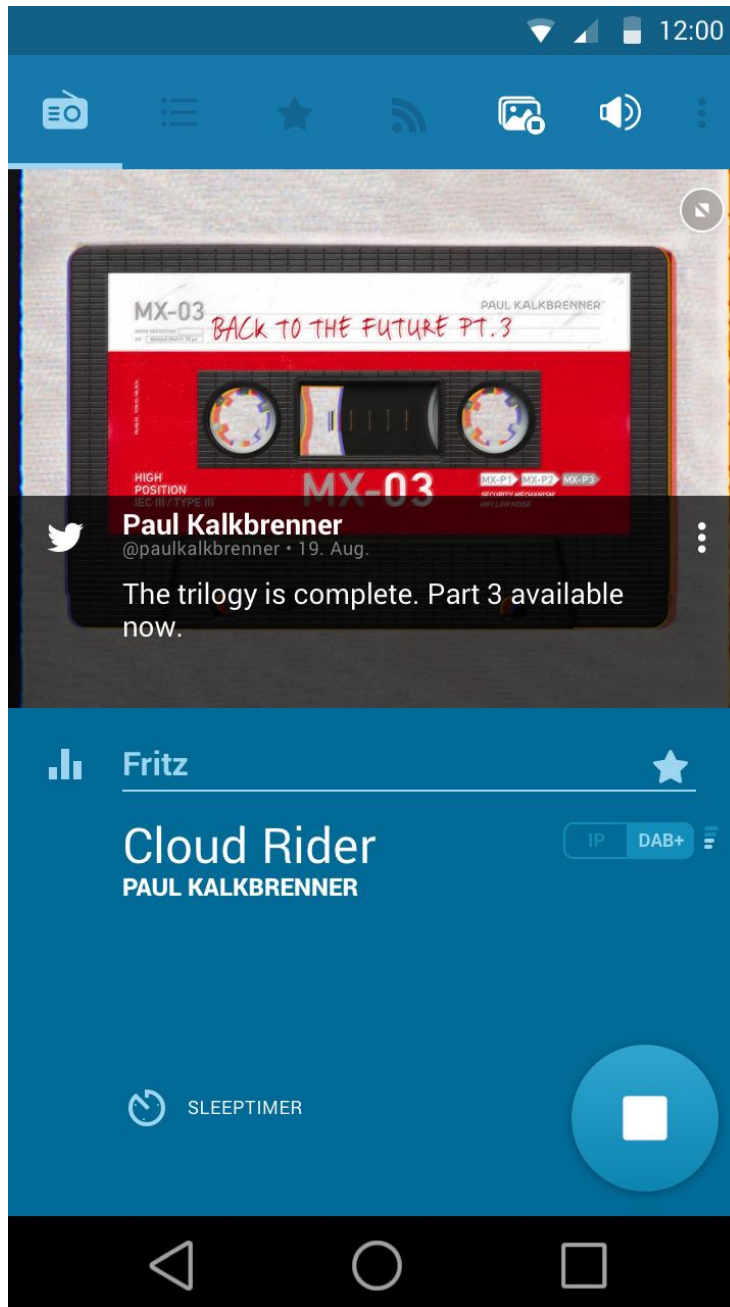


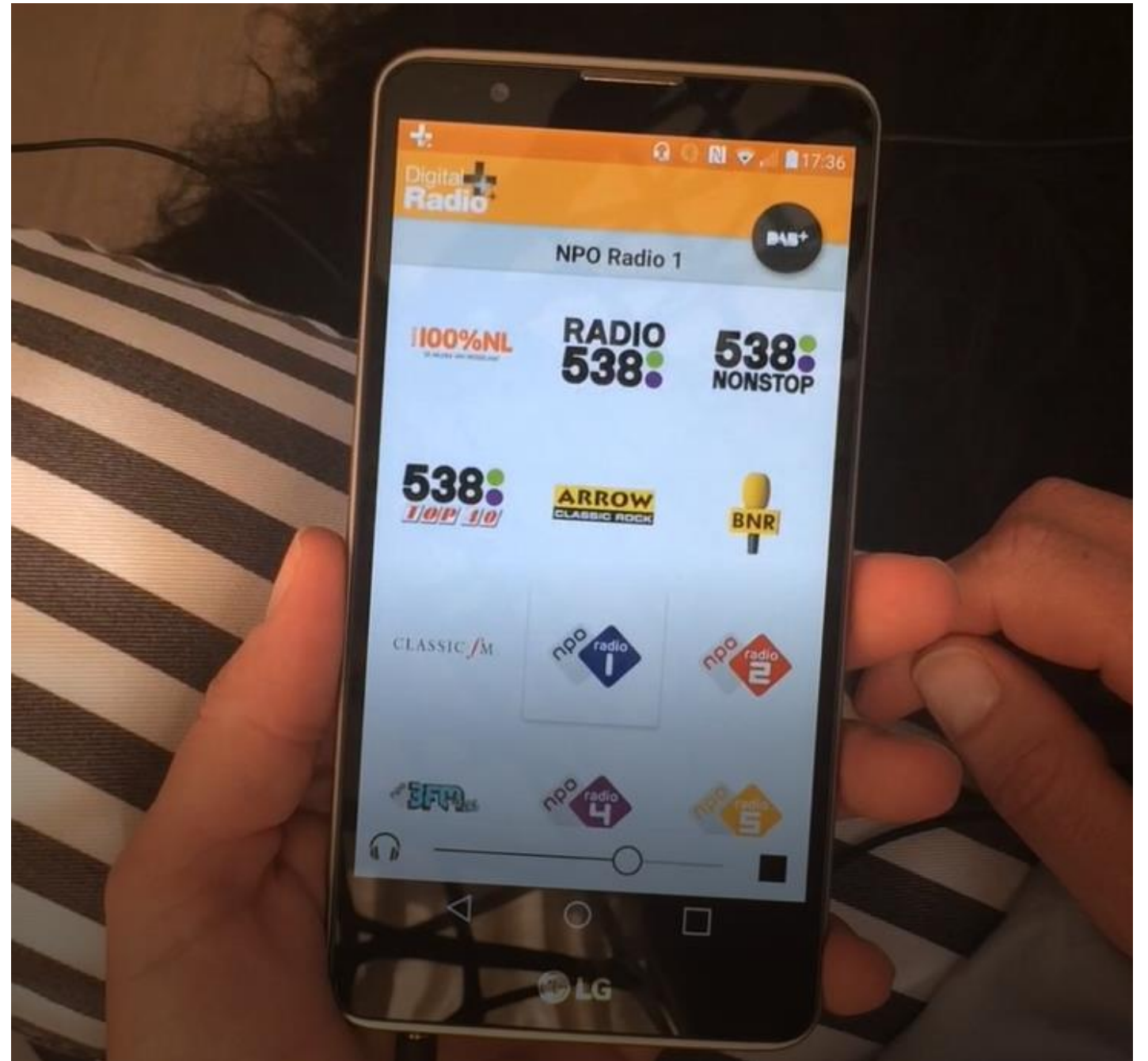
**OMRI is
the open and universal
smartphone “bridge”
between
the DAB+ chipset and the apps.**

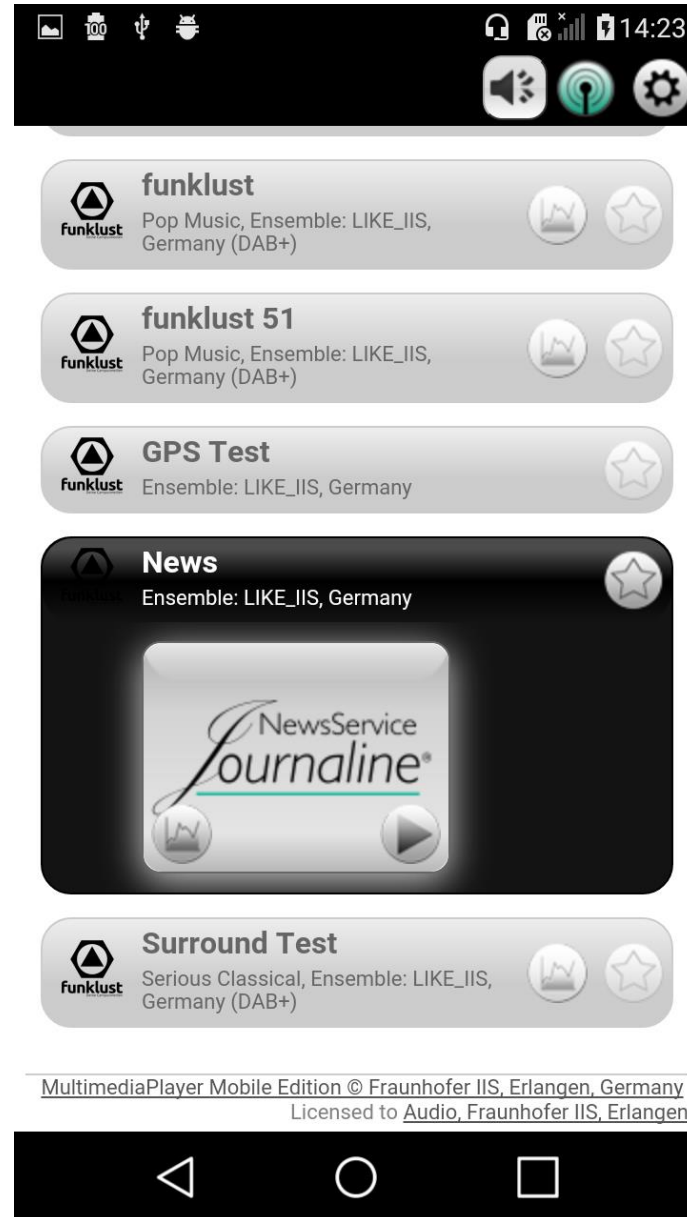
Announced during IBC, 2016.

github.com/ebu/OpenMobileRadioInterface











09:32

THE EDGE
BEATS THAT MOVE YOU

MIKE E & EMMA
WEEKDAYS 6-9AM

Now Playing... Dirty Talk, Wynter Gordon

Click here for Station Website

Navigation icons: back, home, recent apps

Detailed description: This is a mobile app interface for 'The Edge' radio show. At the top, there's a status bar with the time 09:32 and various system icons. Below that is a navigation bar with a hamburger menu, the 'THE EDGE' logo, and icons for heart, volume, and speaker. The main content area features a promotional image for 'MIKE E & EMMA' with the text 'WEEKDAYS 6-9AM'. Below the image is a white box with the text 'Now Playing... Dirty Talk, Wynter Gordon'. At the bottom of this section is a blue button that says 'Click here for Station Website'. The very bottom of the screen shows standard Android navigation icons: a back arrow, a home circle, and a recent apps square.

09:31

2DAY
hit 104.1

Now Playing on
The Bad Touch
Bloodhound Gang

Next

Click for more information!

Now playing on 1041 2DayFM: The Bad Touch
by Bloodhound Gang

Click here for Station Website

Navigation icons: back, home, recent apps

Detailed description: This is a mobile app interface for '2DAY hit 104.1'. At the top, there's a status bar with the time 09:31 and various system icons. Below that is a navigation bar with a hamburger menu, the '2DAY hit 104.1' logo, and icons for heart, volume, and location. The main content area features a teal background with the text 'Now Playing on The Bad Touch Bloodhound Gang' and 'Next'. To the right is the '2DAY hit 104.1' logo. Below this is a grey button that says 'Click for more information!'. Below that is a white box with the text 'Now playing on 1041 2DayFM: The Bad Touch by Bloodhound Gang'. At the bottom of this section is a blue button that says 'Click here for Station Website'. The very bottom of the screen shows standard Android navigation icons: a back arrow, a home circle, and a recent apps square.



Mobile app interface for BAYERN 3 radio station. The top status bar shows 100% battery and 09:50. The app header includes the BAYERN 3 logo, a speaker icon, and a menu icon. The main content area features a video player showing a radio host at a desk with multiple microphones and computer monitors. A blue 'Linear' button is overlaid on the bottom right of the video. Below the video are three text-based content cards:

- Card 1: "Mark Forster: Chöre [Frühaufdreher-Hittipp]"
- Card 2: "12.10.2016 09:00:00" followed by "BAYERN 3 - Mein Lieblingsmix im Radio" and "Popmusik".

The bottom of the screen shows the standard Android navigation bar with back, home, and recent apps buttons.

Mobile app interface for Bayern 2 Sued radio station. The top status bar shows 100% battery and 09:52. The app header includes the Bayern 2 Sued logo, a speaker icon, and a menu icon. The main content area displays a list of audio content items, each with a timestamp, a title, and a play button icon:

- Item 1: "11.10.2016 09:05:01" followed by "Liselotte von der Pfalz - Ungeschminktes aus Versailles - 11.10.2016". Description: "Liselotte von der Pfalz wird 1671 mit dem Bruder des Sonnenkönigs verheiratet. Über das Leben in Versailles verfasst sie jede Menge Briefe: intelligent, humorvoll, schonungslos. Historisch und Weltliteratur! Autorin: Prisca Straub".
- Item 2: "10.10.2016 09:05:01" followed by "Symbol griechischer Volkskultur - Digenis Akritis - 10.10.2016". Description: "Digenis Akritis, der Held aus der byzanti....".
- Item 3: "10.10.2016 09:05:01" followed by "Das moderne Griechenland - Das moderne Griechenland - 10.10.2016". Description: "Am Anfang stand eine 'große Idee', der Tr....".
- Item 4: "09.10.2016 17:45:01" followed by "Der Sachsenspiegel - Gesetzgebung und Rechtsprägung - 09.10.2016".

The bottom of the screen shows the standard Android navigation bar with back, home, and recent apps buttons.

Open
Mobile
Radio
Interface

Combination is king.







5

gov't demands

...by January 2015

5. At least 50% of daily listeners must listen digitally



5. At least 50% of daily listeners must listen digitally

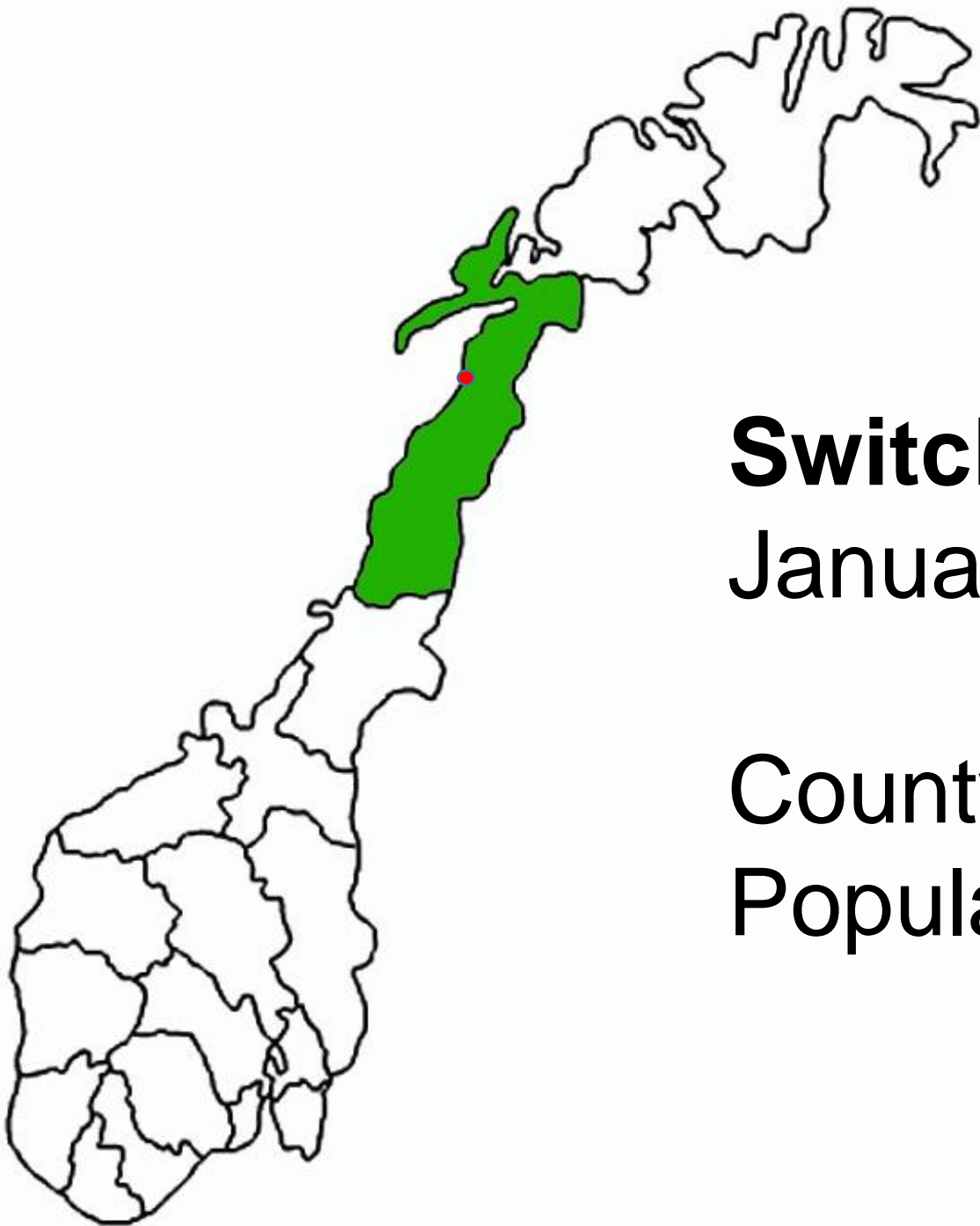
December 2014

52 % listened digitally

48 % did not

Sounds familiar?

Fmexit



Switch off #1 (of 6)

January 11, 2017 at 11:11:11

County: Nordland

Population: 4.7 %

Let me know if you would like an invitation to **Bodø**.

(Airport code: BOO).

Conference and reception on January 10 at 15:00:
RADIO'S DIGITAL LEAP: The World's First FM Switch-Off.

NRK

IDAG

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