

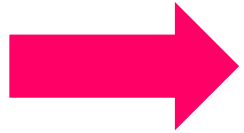


DAB: the road to success

Patrick Hannon, President, WorldDAB

Vienna, 10 November 2016

Introduction



- Progress to date
- Lessons learnt
- Next steps

56% of Europeans can receive
DAB / DAB+

First countries moving to Digital Switchover

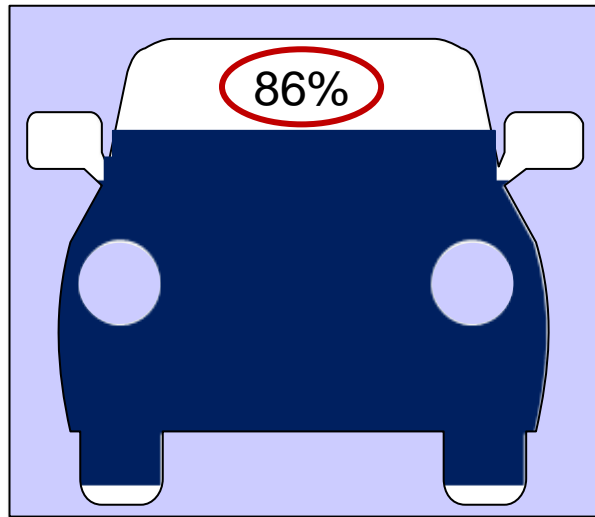
DAB radios are reaching the mass market

**50 million receivers
sold**

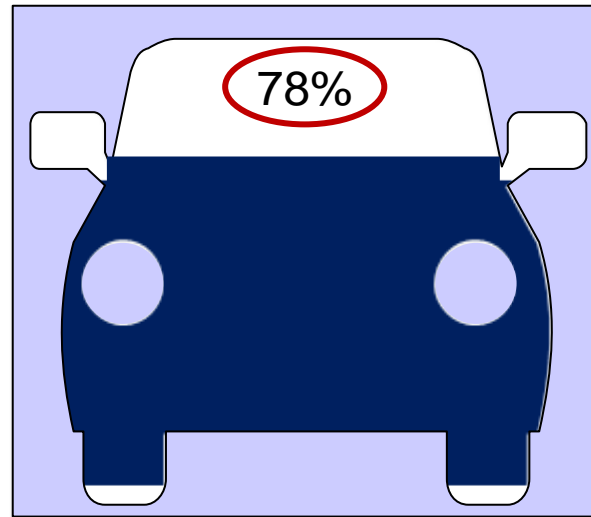
Available from EUR 20

In advanced markets, DAB is widely available in cars

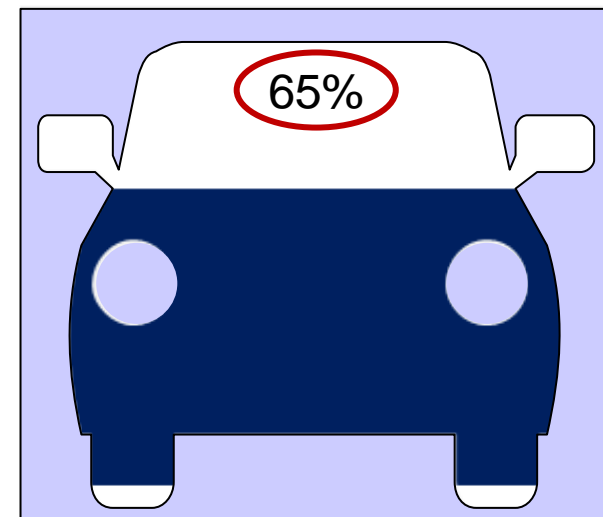
% of new cars with DAB+ as standard



UK

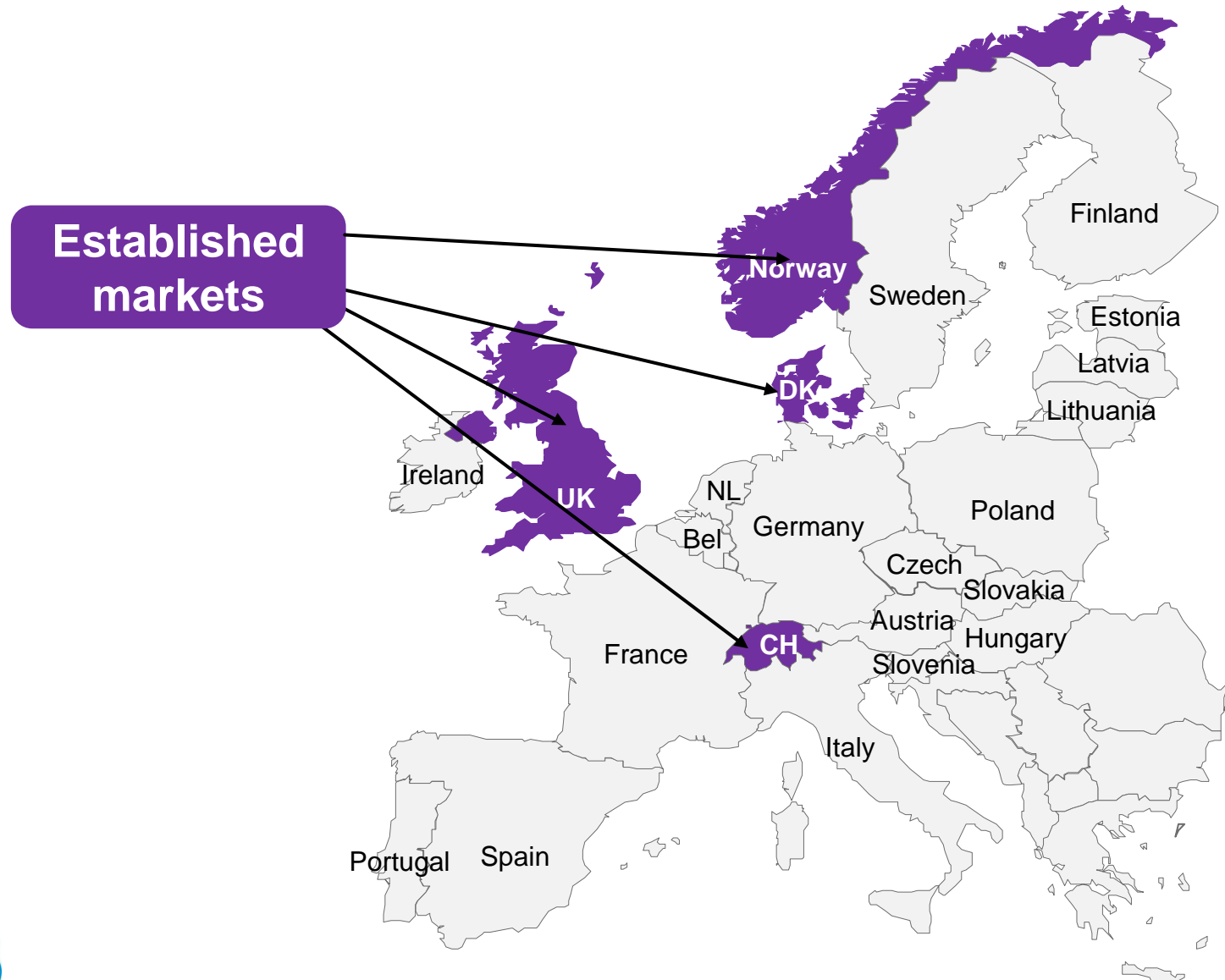


Norway

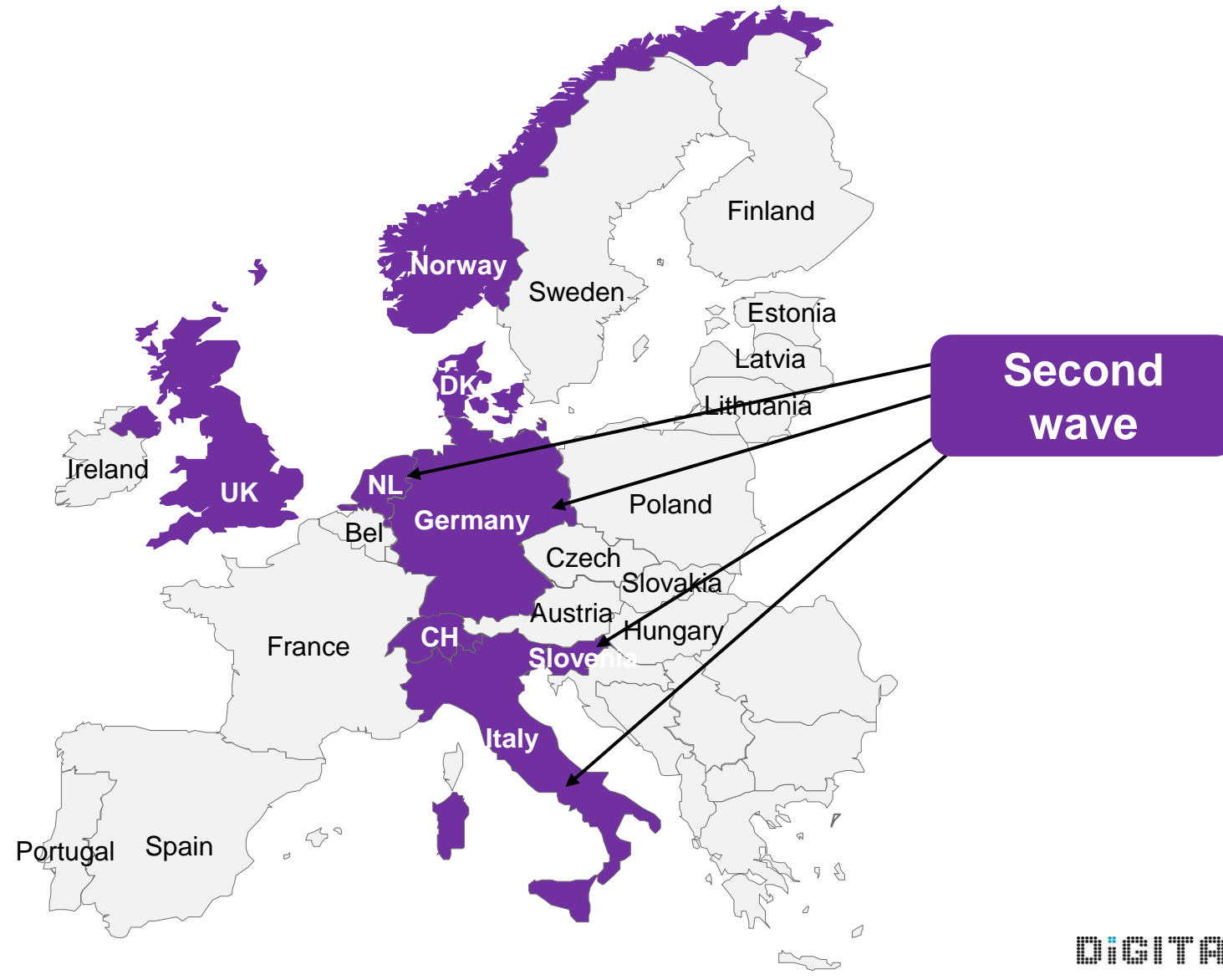


Switzerland

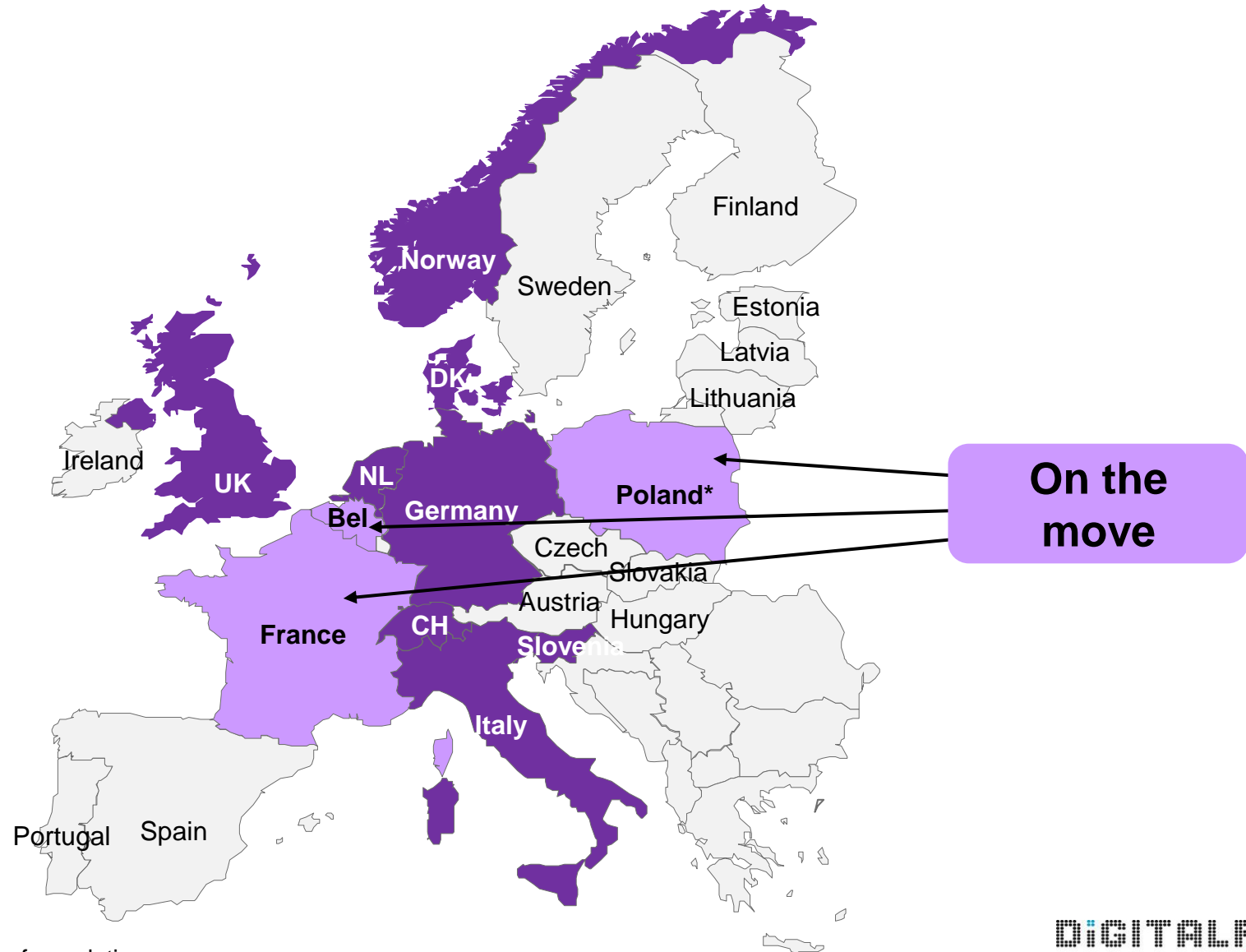
Eight years ago, four DAB markets: UK, Norway, Denmark and Switzerland



Followed by Germany (2011), Netherlands (2013), Italy (2014), Slovenia (2016)

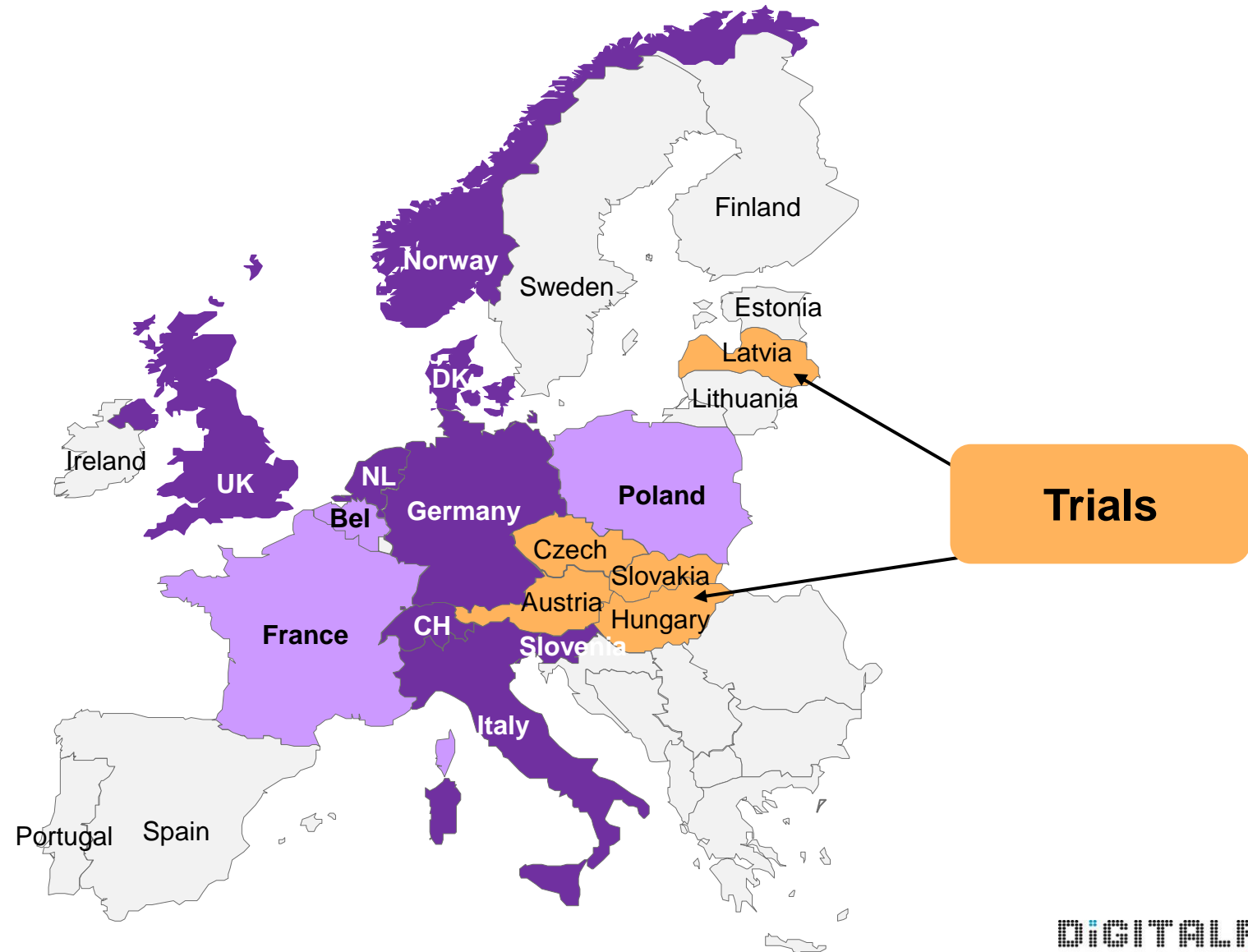


France and Belgium on the move; Poland is planning next steps*

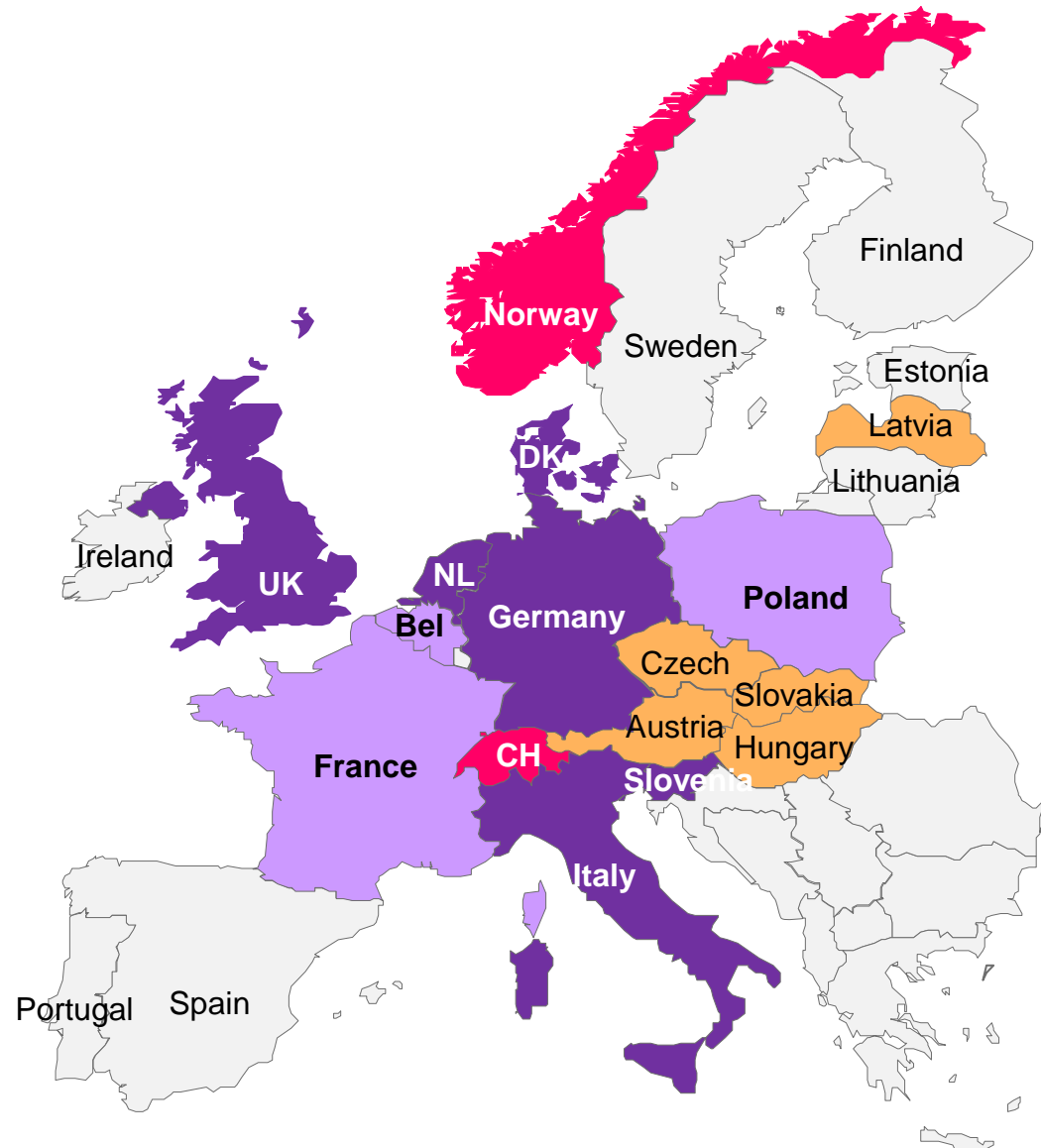


* Poland: coverage 56% of population

Trials on air in Austria, Czech Republic, Slovakia, Hungary and Latvia

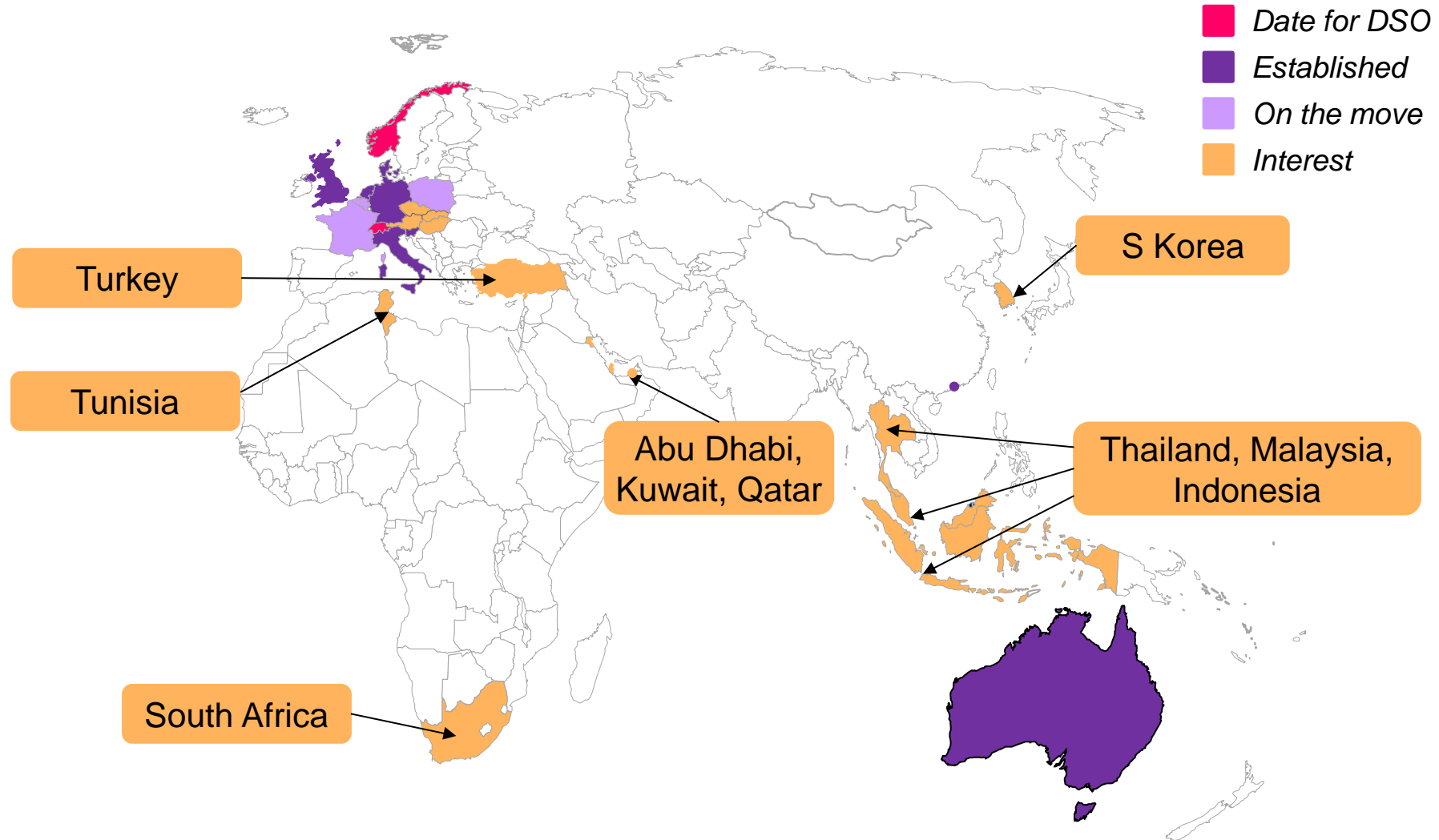


First countries moving to Digital Switchover (DSO)



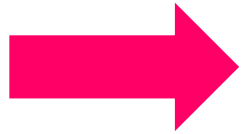
- Norway 2017
- Switzerland 2020-24

In rest of world, Australia in the lead; growing interest in other regions



Introduction

- The position today



- Lessons learnt

- Next steps

Key messages

- 1 DAB+ is core future platform for radio
- 2 Keys to success: political commitment and industry collaboration
- 3 Some markets are concerned about economics of going digital
- 4 Progress is slowed by continued sale of analogue receivers

1. DAB is the core future platform for radio

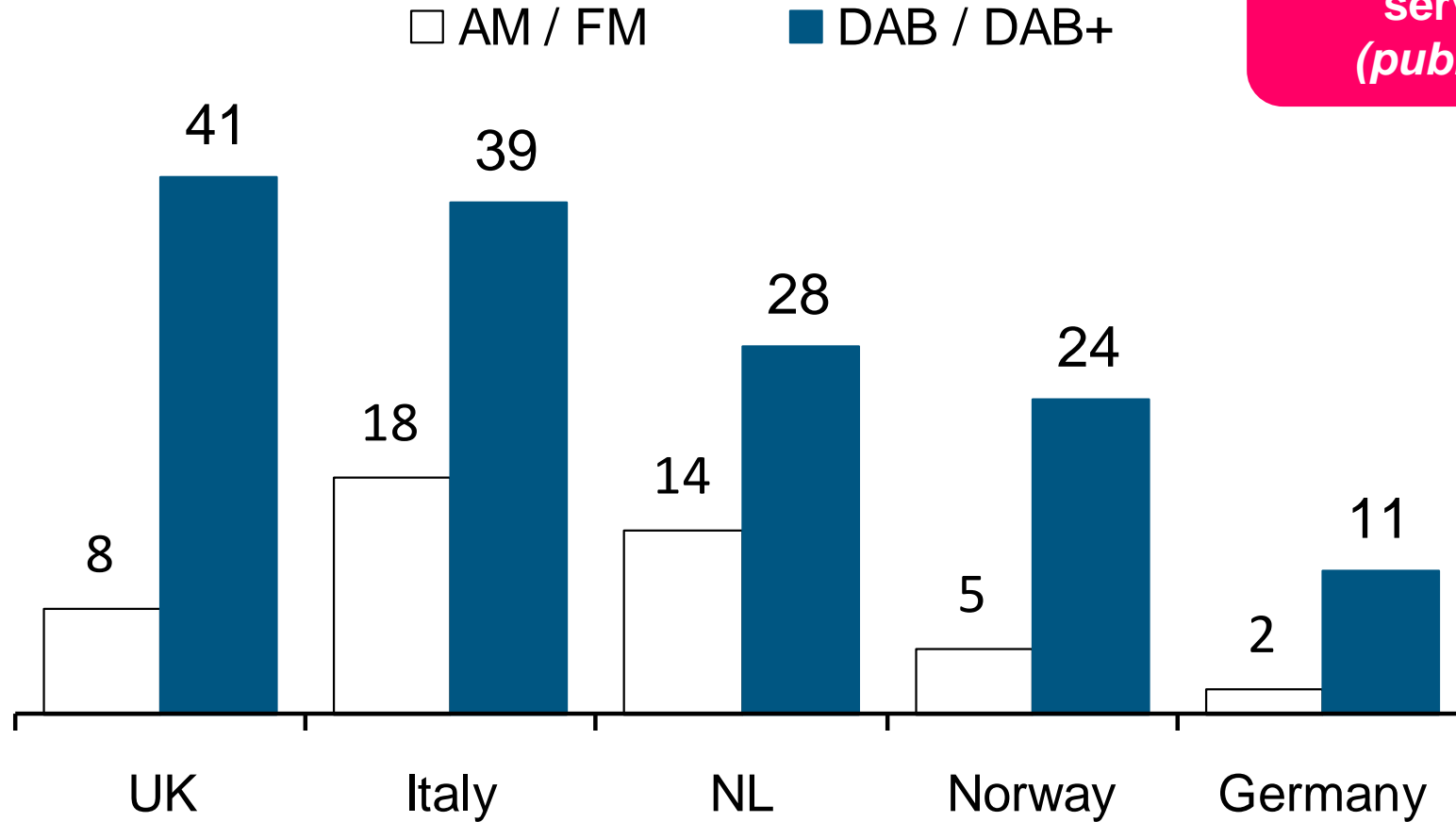


DAB: opportunities for innovation

- New content, new services
- Greater listening
- Increased revenues

Digital offers greater choice

National radio services

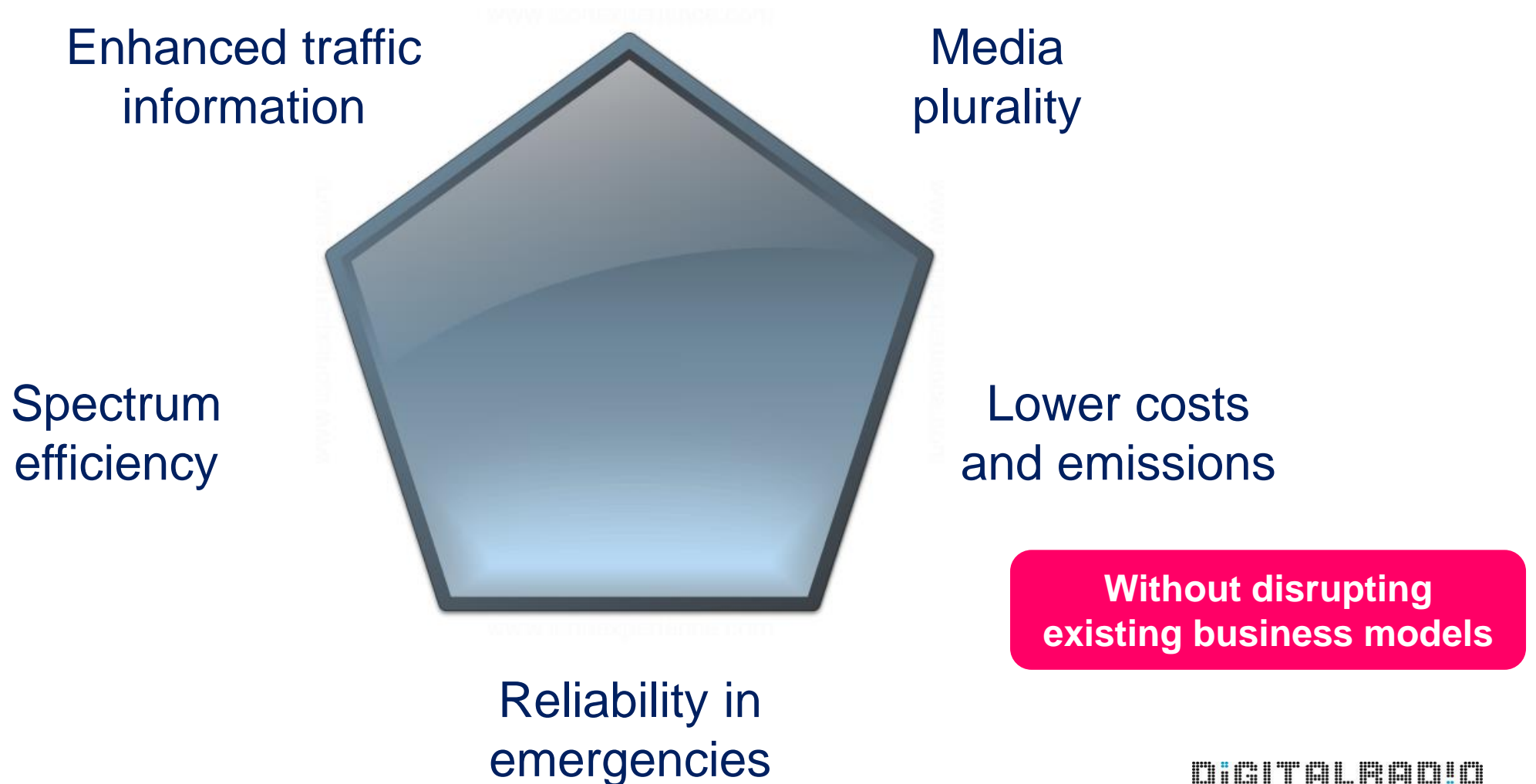


Up to 5x as many national services on DAB (public and private)

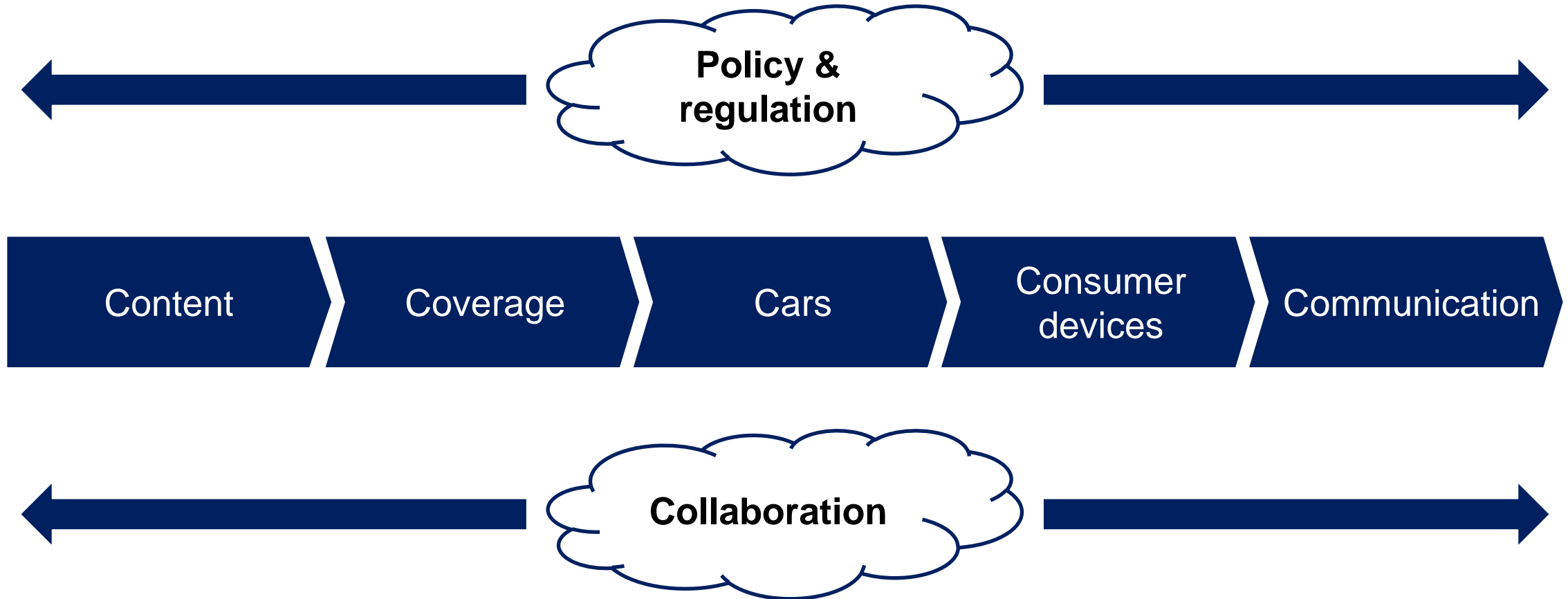
Digital offers clearer sound



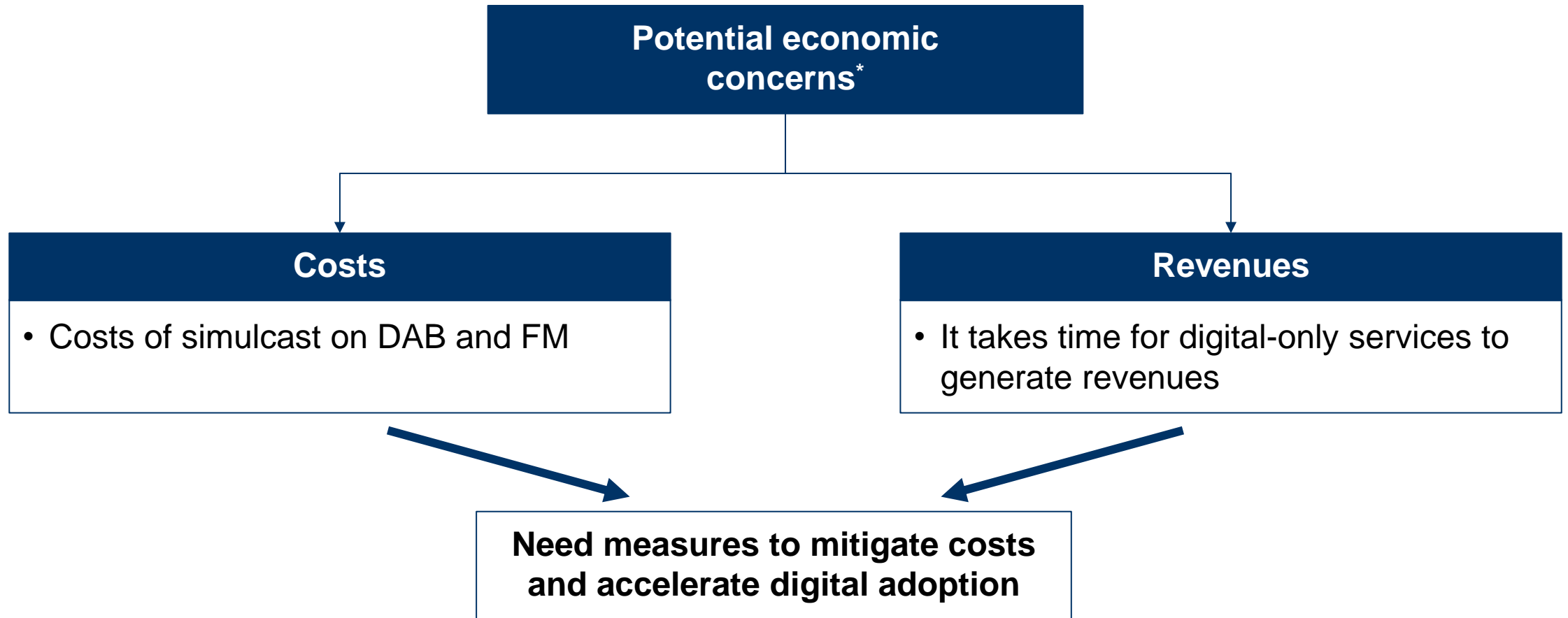
Digital delivers benefits for society



2. Keys to success are: political commitment and industry collaboration



3. Some markets are concerned about economics of going digital



4. Progress is slowed by continued sale of analogue receivers

Consumer

- In Europe, over 80% of receivers sold in DAB markets are analogue only (60% in UK)
-

Automotive

- Across eight DAB markets in Europe*, 69% of new cars do not have DAB as standard
-

No Single Market

- Digital is growing – but markets highly fragmented
- Undermines investment – constrains innovation and development

Introduction

- The position today

- Lessons learnt



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Objectives

- 1 Secure success of established DAB markets
- 2 Reduce barriers for less affluent markets
- 3 Leverage European / Australian experience in Rest of World

Use receiver regulation to help achieve these goals

Discussions at national level are already under way



- Germany: politicians, broadcasters and manufacturers have made proposals for national and European measures



- France: already has a digital receiver law*



- Italy: regulator AGCOM has called for government support



- Netherlands: Ministry of Economic Affairs has made submission to EU



- Tech UK – in discussion with members

Initial engagement has taken place with European Commission



Key request:

- From 2019, receivers with a display should have FM and digital capability

Rationale

- Address market fragmentation
- Encourage investment
- Deliver economies of scale

Now need to broaden this discussion between Member States and EU



Austria



Belgium



Czech



Denmark



France



Germany



Italy



Netherlands



Poland



Slovakia



Sweden



UK

Conclusions

- 1 DAB+ is core future platform for radio
- 2 Template for success is well established
- 3 International receiver regulation can accelerate progress in Europe – and rest of world

Thank you

For further information, contact:

www.worlddab.org