# DAB+ Delivering Radio's Future

Joan Warner
Asia Pacific Chair, WorldDAB
& CEO Commercial Radio
Australia

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# Radio most accessible media worldwide

- Free

- Accessible almost everywhere

- Robust & reliable in an emergency

- Innovative

# DAB+ is the global digital radio standard

## DAB GLOBAL STATUS

**405,000,000**
People now able to receive DAB services

**2,070**
DAB services now on air around the world

**55,000,000**
DAB receivers sold to Dec 2016, including automotive

**36**
Countries with DAB services on-air

WORLD **DAB**

COMMERCIAL RADIO AUSTRALIA

# Why choose DAB+

- AM & FM increasingly compromised

- More efficient – more stations using less spectrum

- Broadcasters need a future & don't need to wait until analogue TV switches off

- Energy and cost efficient

- Share multiplex and transmitter costs

- 100's of DAB+ receivers available worldwide

# DAB+ in Other Countries

**No one-size-fits-all approach**

**GERMANY**

Vertical integration

- Public broadcasters carry private services
- Three types of licence

**NETHERLANDS**

- Vertical integration
- Network built by broadcast partners
- Mix of public and private in the regions

**SWITZERLAND**

- National public network has 4 muxes
- Commercial stations part govt funded
- Local non-commercial mux heavily subsidised by govt

# Create New Stations Easily with DAB+

- **Digital Only Stations**

- **New Brands that can find an audience**

- **Branding & station creation much easier**

# Radio's Multiplatform Future

# Radio must remain inclusive NOT exclusive

- 1 hour streaming 70 MB – phone subscription includes  0.5GB
- Combination of IP & DAB+ is energy & cost efficient
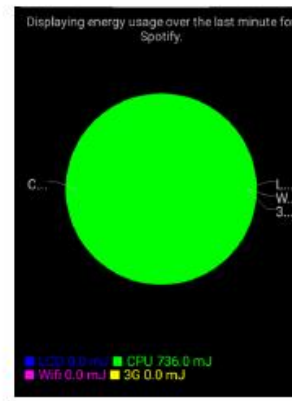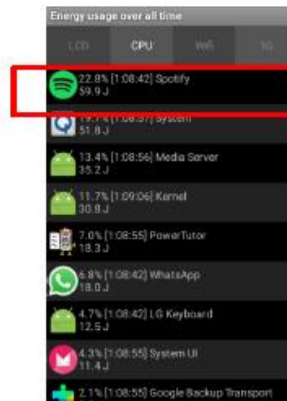
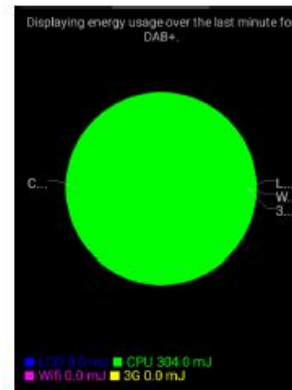**Energy consumed in one hour:**
DAB+: 6.8J
Spotify: 59.9J

**Average power consumption**
DAB+: 304mW
Spotify: 736 mW

**Streaming consumes much more power than DAB.**



**Measurements taken with Power tutor app, tested on LG Stylus2**

# LG Stylus DAB+



World's first smartphone with DAB+ digital radio

Listen to radio with no streaming or data costs

Digital **Radio**

**OPTUS** *yes*

*Virgin* mobile

LG Stylus DAB+

# Benefits for Listeners

- Entertainment on the go in digital quality sound

- Access broadcast DAB+ radio - no need for internet connection, no streaming costs

- A richer radio experience with new stations, broadcast images and live scrolling text

- Easy access to related online content

- Increased opportunity for listener interaction, with station websites and social media channels just one click away

# Listen, See and Click
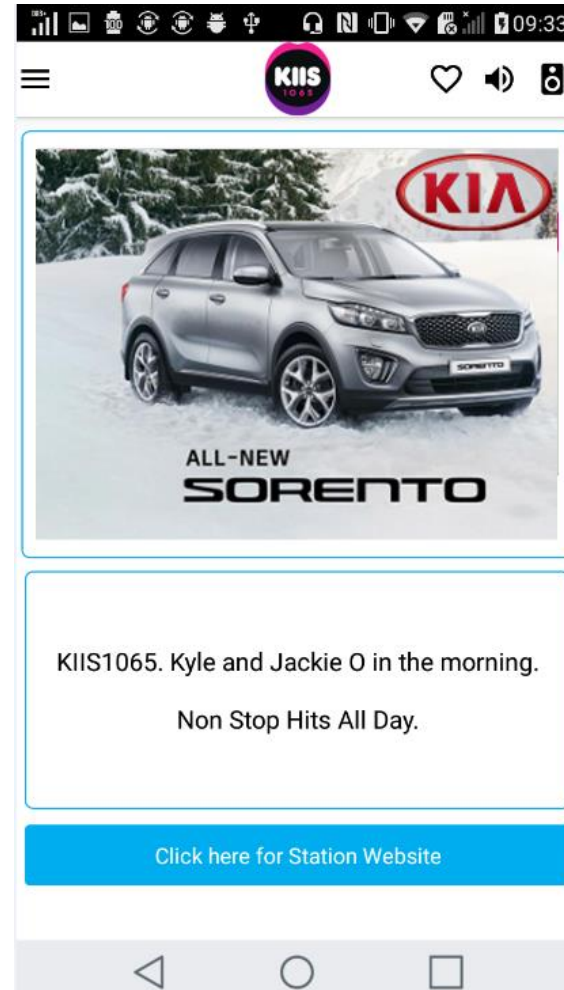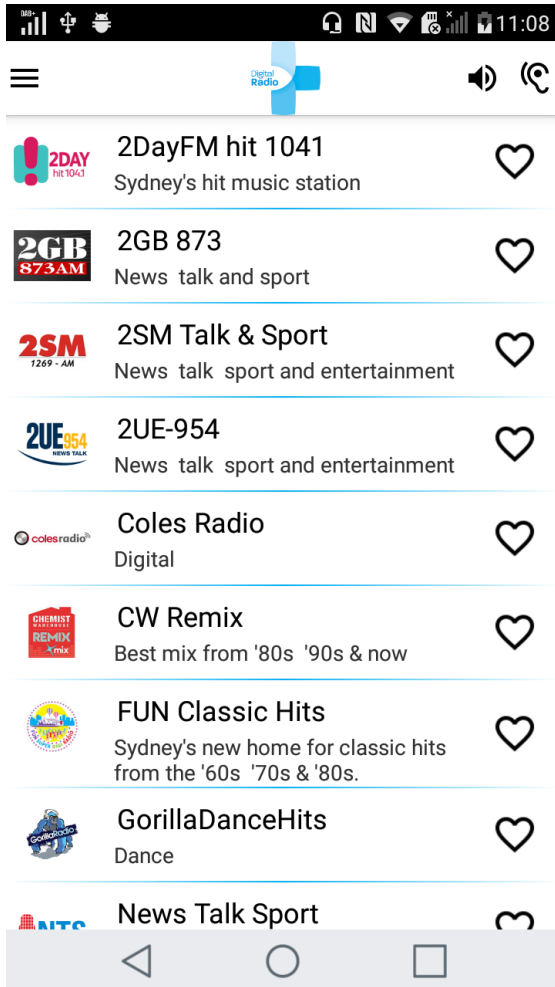
# RadioAPP Launch

- Aust radio industry launched RadioApp access to all DAB+, AM & FM stations via the app on smartphones, tablets etc more than 250 live and local Australian radio stations from around the country – public & commercial

- Offering listeners another way of accessing radio

# RadioApp Launch
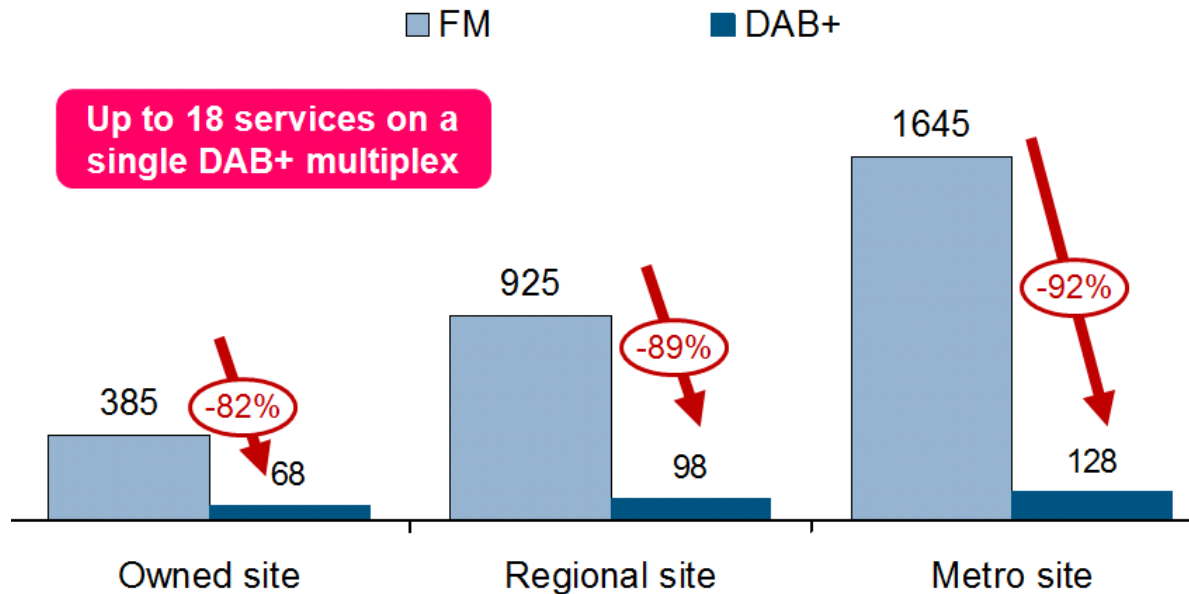
# The Best of Broadcast and IP

- DAB+ and streaming are complementary

- Combines reliability of broadcast radio with interactivity of internet

- Delivers advantages in battery life and data costs

- Overcomes blackspots – broadcast content still available when out of mobile network coverage

*"Streaming (for an hour a day)…blows the average mobile data plan out of the water. DAB+ makes sense if you can receive it and if it has the stations and content you want. It is also more energy efficient."*

IT Wire, May 2016

WORLD
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# DAB+ reduces costs

Annual cost to broadcasters of transmission per service[1], $k



**Up to 18 services on a single DAB+ multiplex**

| | FM | DAB+ |
|---|---|---|
| Owned site | 385 | 68 (-82%) |
| Regional site | 925 | 98 (-89%) |
| Metro site | 1645 | 128 (-92%) |

# 10 Steps to DAB+ Success

1. Select spectrum efficient technology – DAB+
2. Start now
3. Incentives -  keep analogue spectrum & get new digital spectrum licences
4. Govt pay less for public broadcasters transmission
5. Plan a national staged project
6. Save operation costs by careful coverage planning
7. New content
8. affordable receivers
9. Work to get vehicles & smartphones with DAB+
10. Marketing strategy to inform listeners - use analogue & online to cross promote digital radio