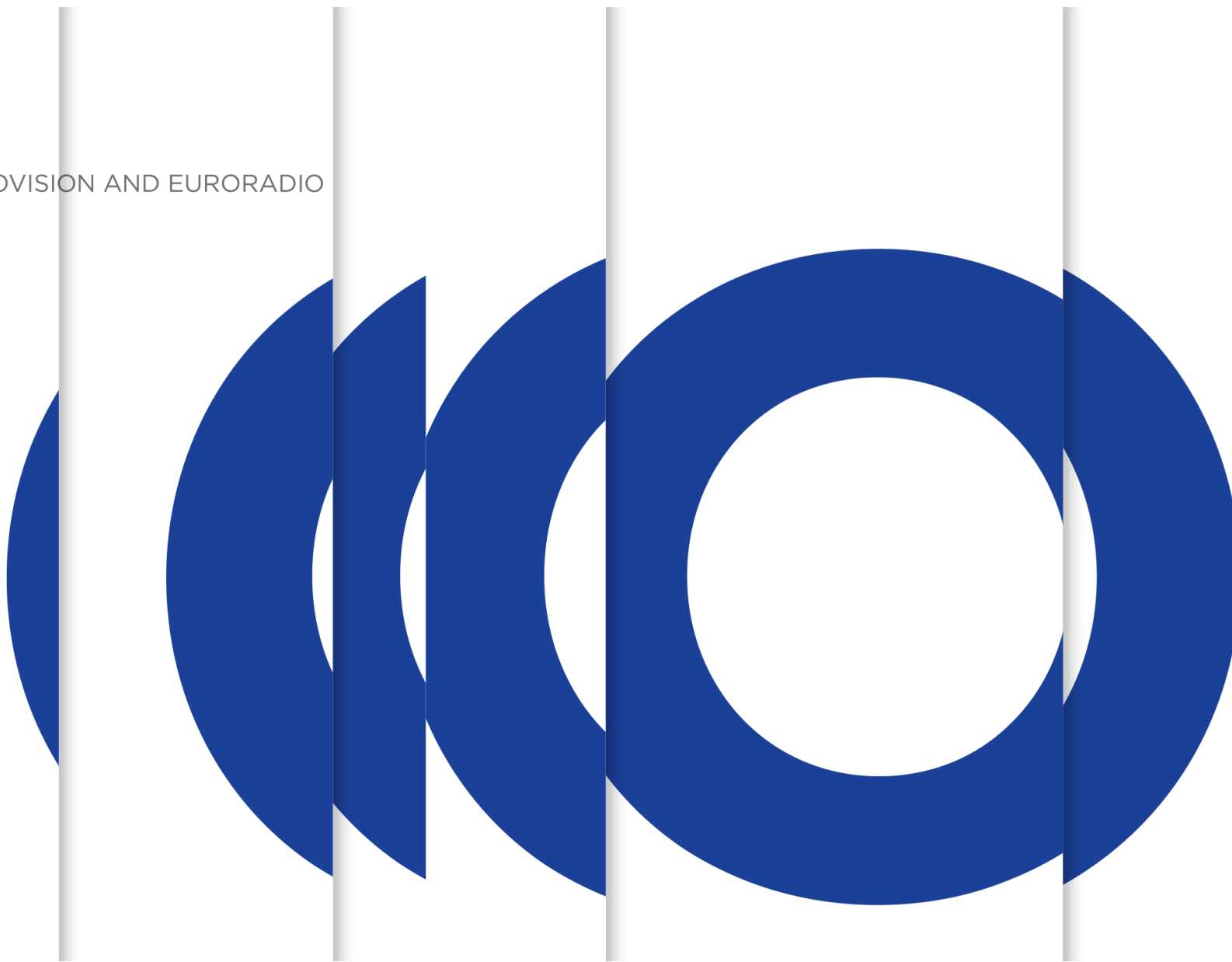


**EBU**

OPERATING EUROVISION AND EURORADIO



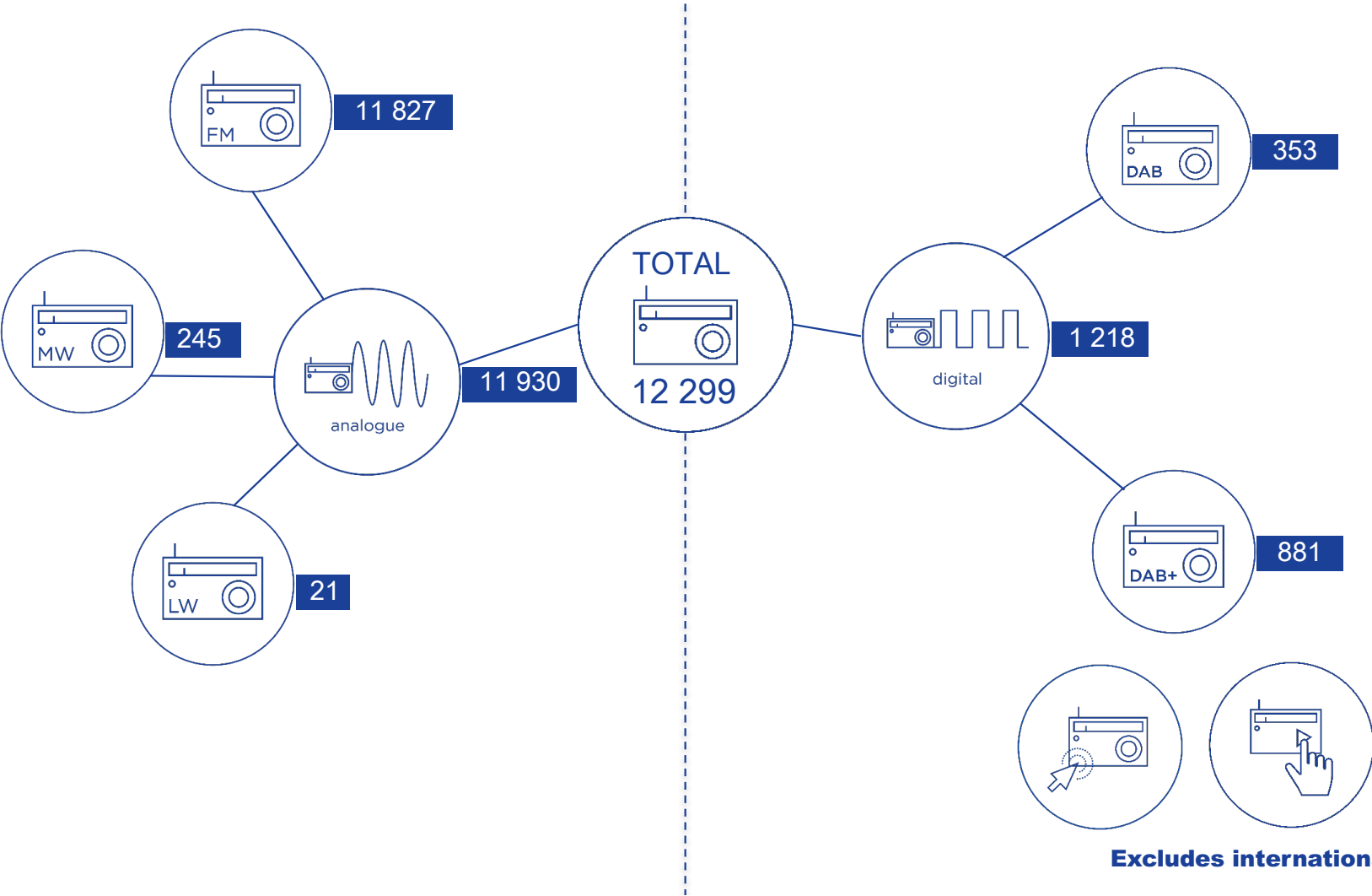
# **COLLABORATE TO CREATE RADIO'S FUTURE**

**Graham Dixon  
Head of Radio  
European Broadcasting Union**

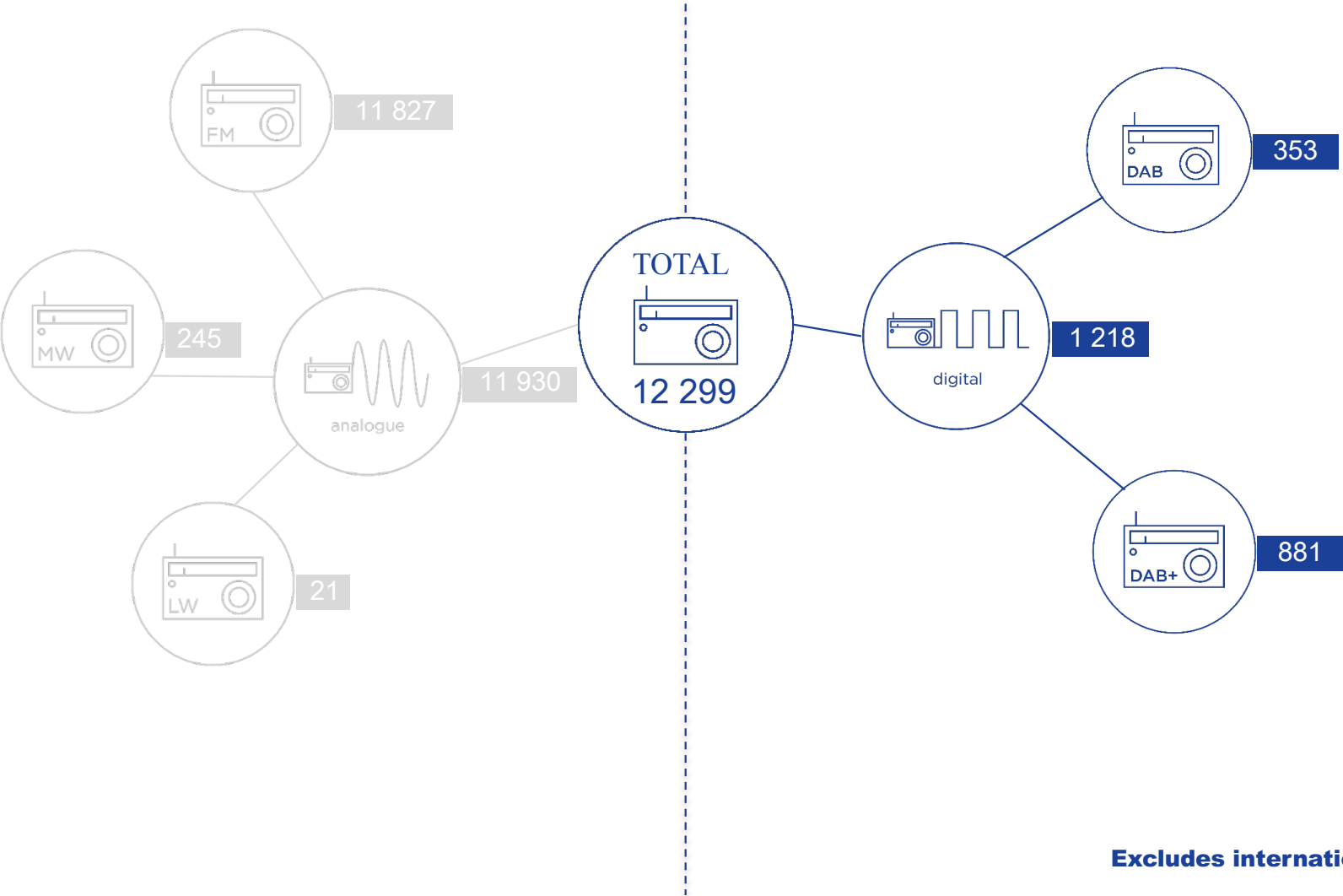
**WorldDAB General Assembly, November 2017**



# RADIO STATIONS ACROSS THE EBU AREA

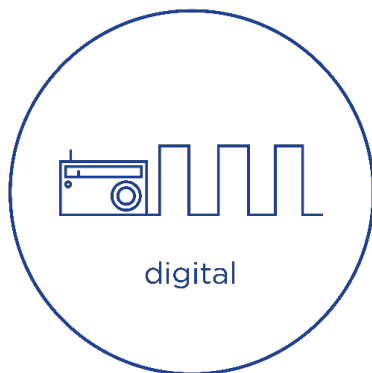


# RADIO STATIONS ACROSS THE EBU AREA



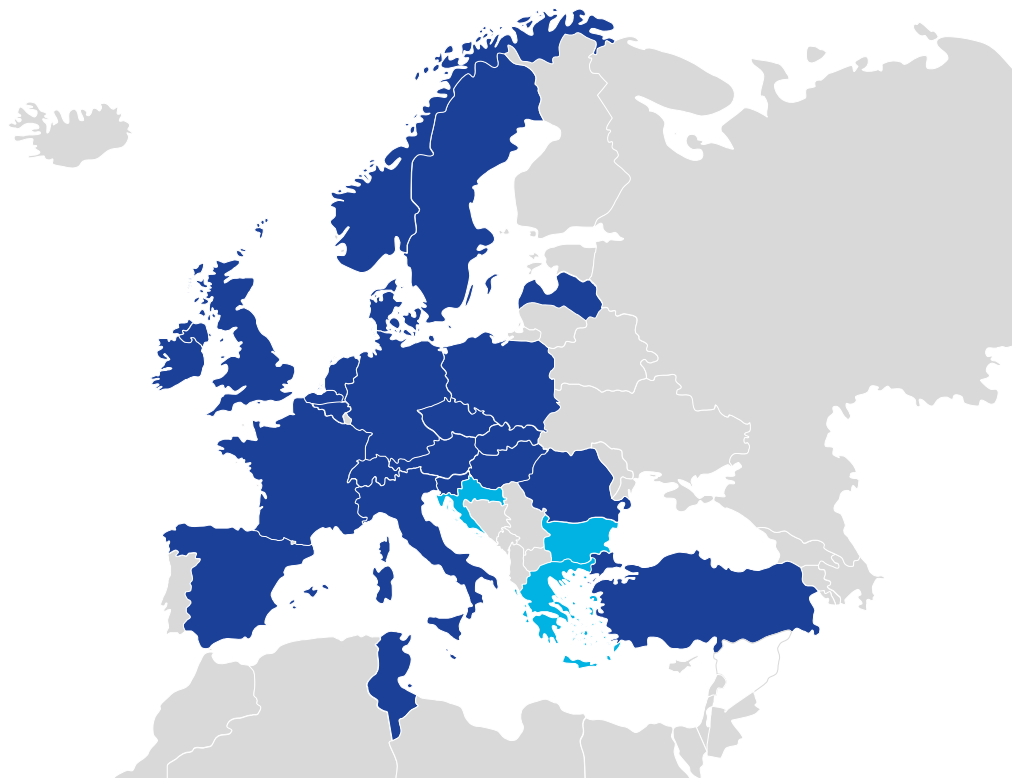
# EXPANSION OF DIGITAL BROADCASTING

## MARKETS WITH DIGITAL TERRESTRIAL RADIO SERVICES



1 218

369 exclusive



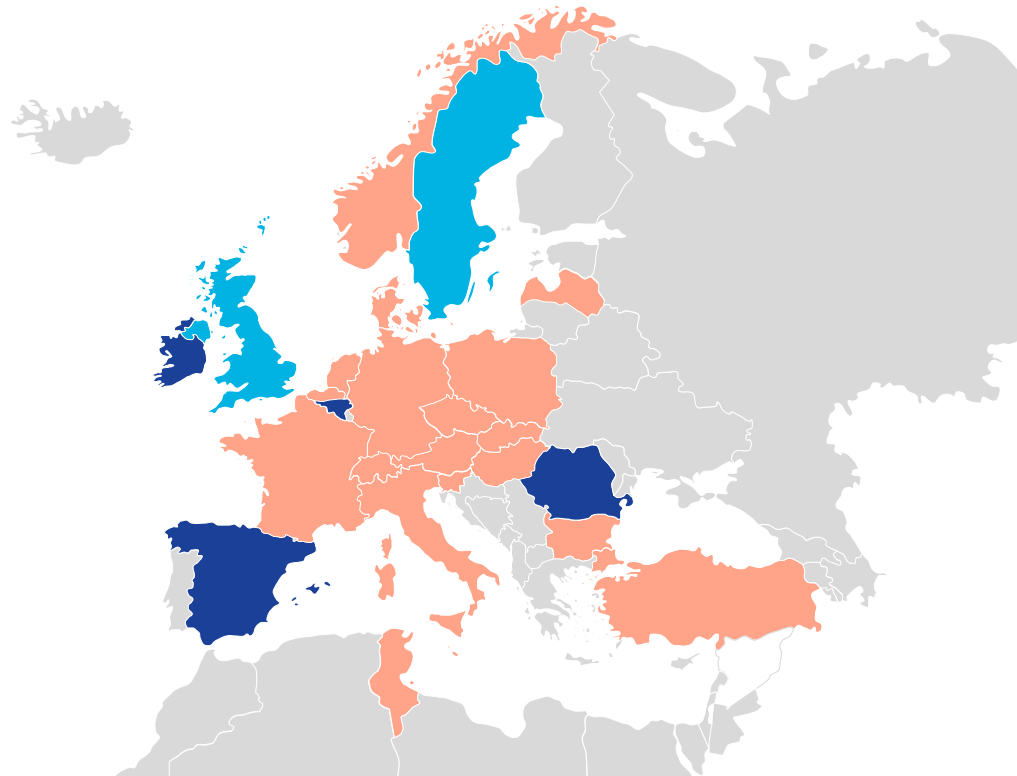
# TRANSITION FROM DAB to DAB+



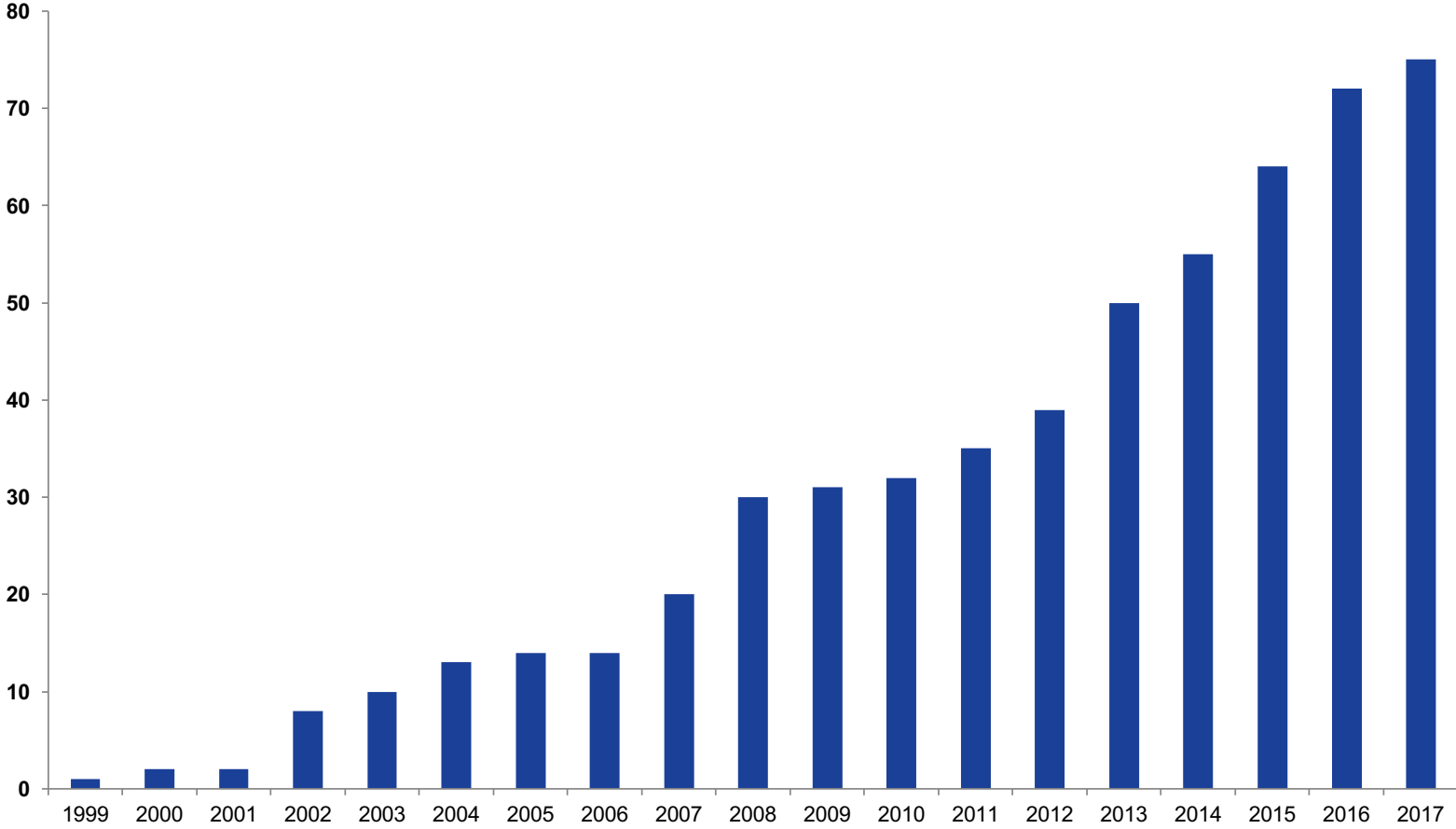
881

## DAB STANDARD USED BY MARKET

■ DAB-only    ■ Both DAB and DAB+    ■ DAB+ only    ■ No DAB(+)



# PSM DIGITAL-ONLY RADIO STATIONS



# COLLABORATION



EBU NEWS published on 15 Jun 2017 • Department / Unit Radio

## EUROPEAN DIGITAL RADIO ALLIANCE MEETS UNDER LEADERSHIP OF NEW CHAIR TRAVIS BAXTER



Chair Travis Baxter



### CONTACT DETAILS

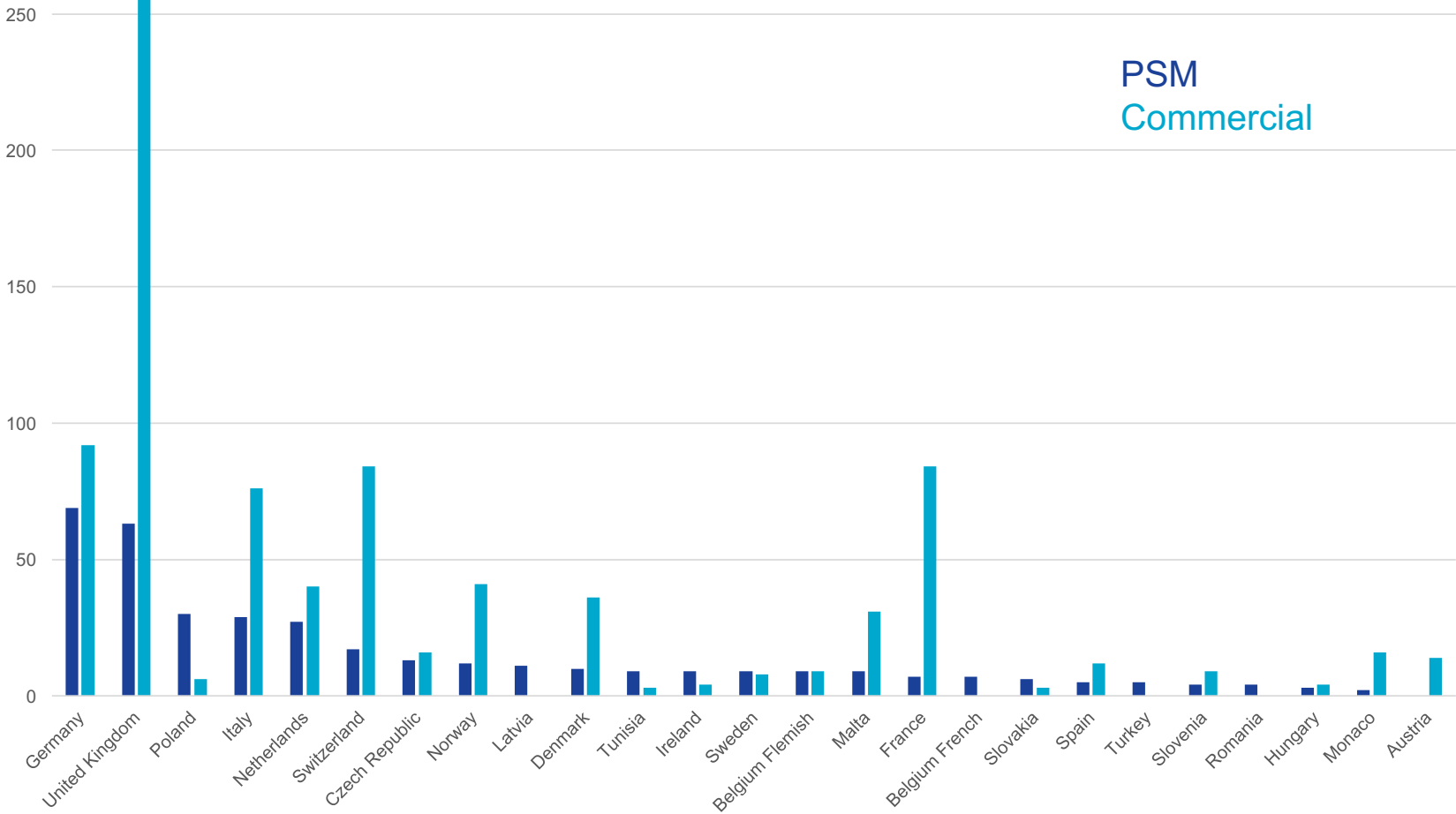
**Graham Dixon**  
Head of Radio

► [EXPAND CONTACT DETAILS](#)

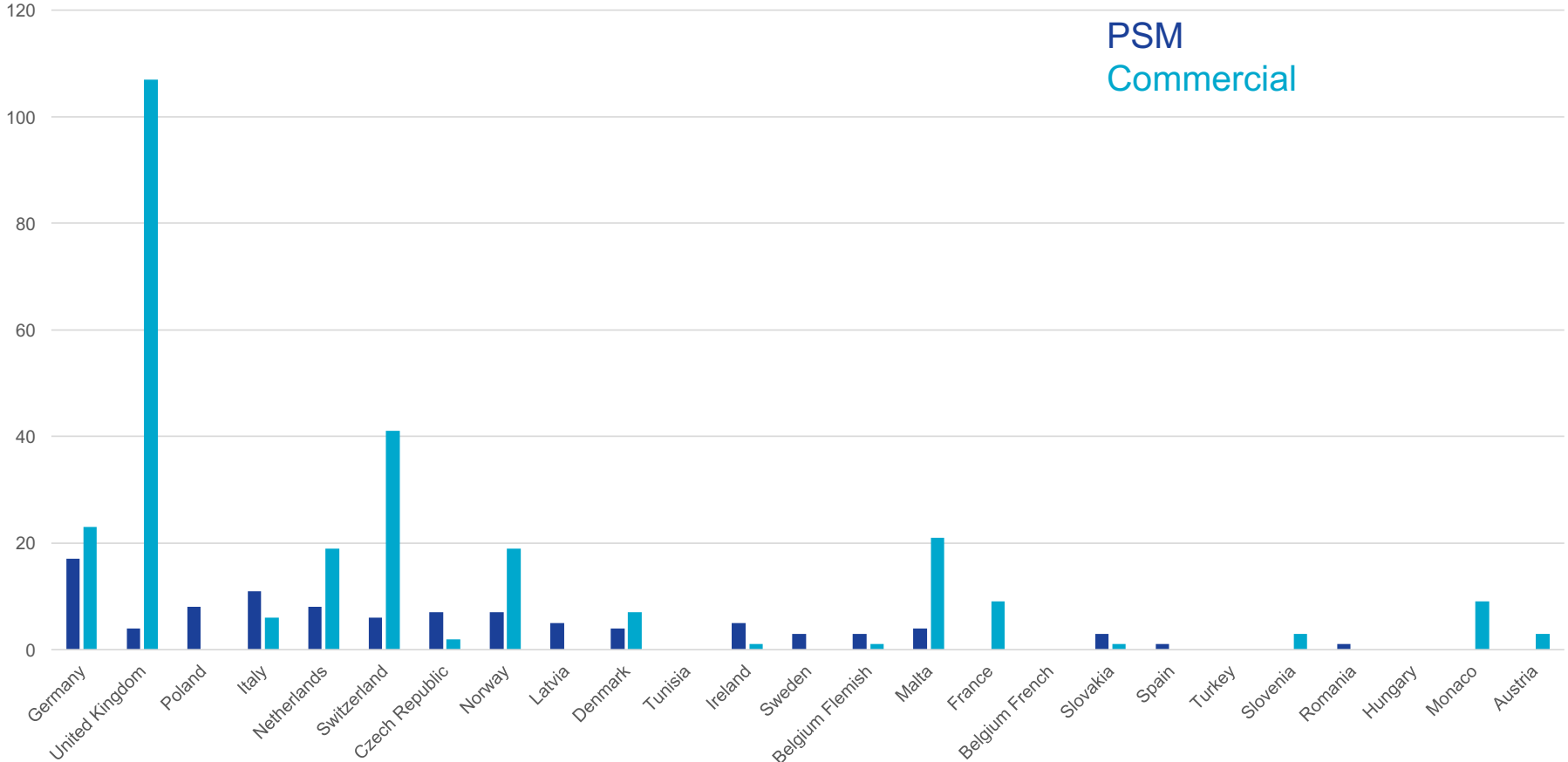
The European Digital Radio Alliance (EDRA) steering group met in London in early June, and discussed the continuing progress being made by digital radio across Europe. The new Chair, Travis Baxter, succeeds Helen Boaden from the BBC, and come from one of the major commercial broadcasting groups, Bauer. Over the years, Bauer has proved successful in taking advantage of the



# CHANNELS ON DAB/DAB+

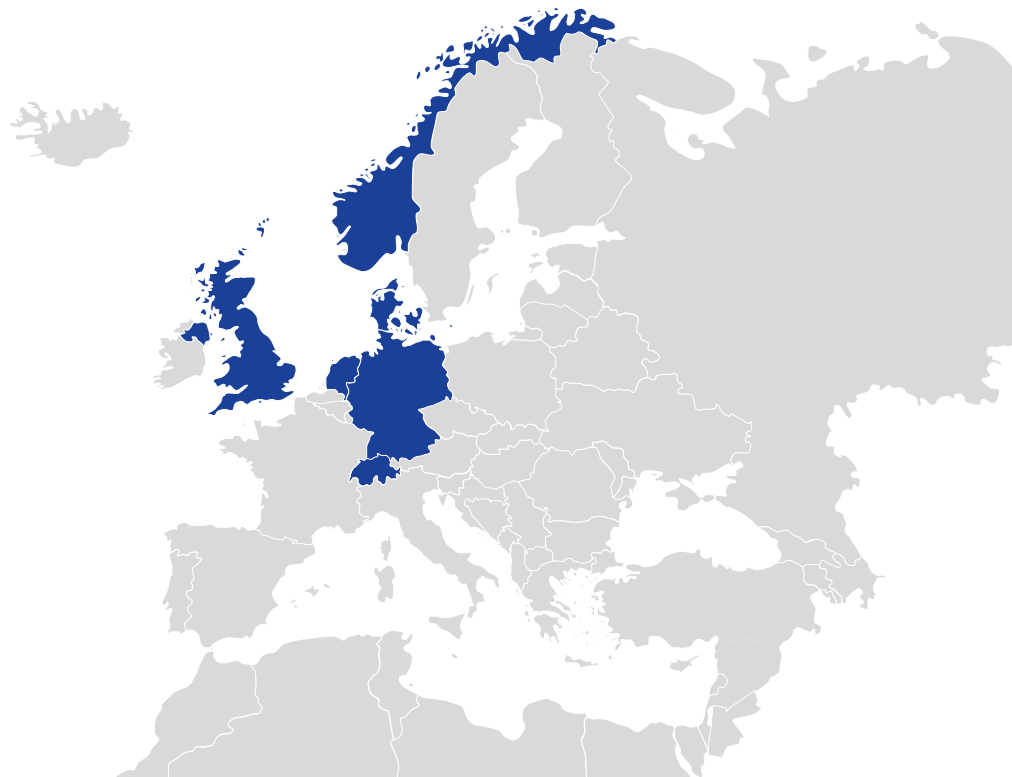


# CHANNELS ON DAB/DAB+ ONLY



# ADVANCED COUNTRY RATIOS

<b>Denmark</b>	<b>3.60</b>
<b>Germany</b>	<b>1.48</b>
<b>Netherlands</b>	<b>1.33</b>
<b>Norway</b>	<b>3.42</b>
<b>Switzerland</b>	<b>4.94</b>
<b>United Kingdom</b>	<b>4.14</b>



# CONFRONT OUR FEARS...

**Market Impact**



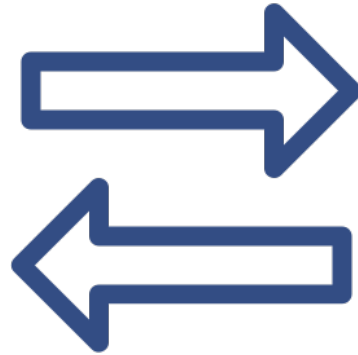
**Commercial: revenue stream**  
**PSM: long-term legitimacy**



**PSM/Commercial Rivalry**

# CONFRONT OUR FEARS...

**Market Share**



**Commercial: revenue stream**  
**PSM: long-term legitimacy**



# MAKE ARGUMENTS FOR RADIO



**Live and immediate**



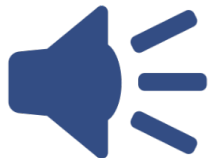
**Trustworthy, identifiable sources**



**Connecting communities**



**Plurality of views**



**New ideas/new sounds**

# **DEFINITION OF RADIO**

**2017**

**Audience service centred  
on audio, primarily live  
and community-centred,  
engaging listeners with  
new experiences and  
building an affective  
relationship.**

# DEFINITION OF RADIO

**2017**

**Audience service based  
around audio, primarily  
live and community-  
centred, engaging  
listeners with new  
experiences and building  
an affective relationship.**

**2030**

**Non-stop audio supply.**



# DAB OPENS THE DOOR



**New Services, audience, revenue**

**Enhanced data**

**Stability of transmission**

**Maintaining free-to-air**

**Broad media horizons**

# **BUILDING THE ROAD**

## **European Electronic Communications Code**

### **3. (NEW) MULTINORM FUNCTIONALITY FOR RADIO RECEPTION**

**Any radio set which is put on the market for sale or rent or otherwise made available in the Union is to be capable of receiving analogue and digital radio, in accordance with standards adopted by a recognized European standards organisation.**

# BUILDING THE ROAD





# EBU

OPERATING EUROVISION AND EURORADIO

