



DAB+ international update & business case for broadcasters

Bernie O'Neill, Project Director, WorldDAB

CBU Webinar, 11 April 2018

Webinar program

Welcome address

Sonia Gill, Secretary General, Caribbean Broadcasting Union



DAB+ Global Update and the business case for broadcasters and how to get started with a DAB+ trial

Bernie O'Neill, Project Director, WorldDAB



Economics of delivering radio via DAB+ vs FM vs IP

Gabriel Palmeri, Solutions Architect, GatesAir



DAB+ technical overview: what is DAB+

Ben Poor, Project Manager (Digital Radio), European Broadcasting Union (EBU)



Case study: DAB in the UK

Yvette Dore, Communications Director, Digital Radio UK



Case study: DAB+ launch - The Netherlands

Jacqueline Bierhorst, Project Director, Digital Radio NL and Vice-President, WorldDAB

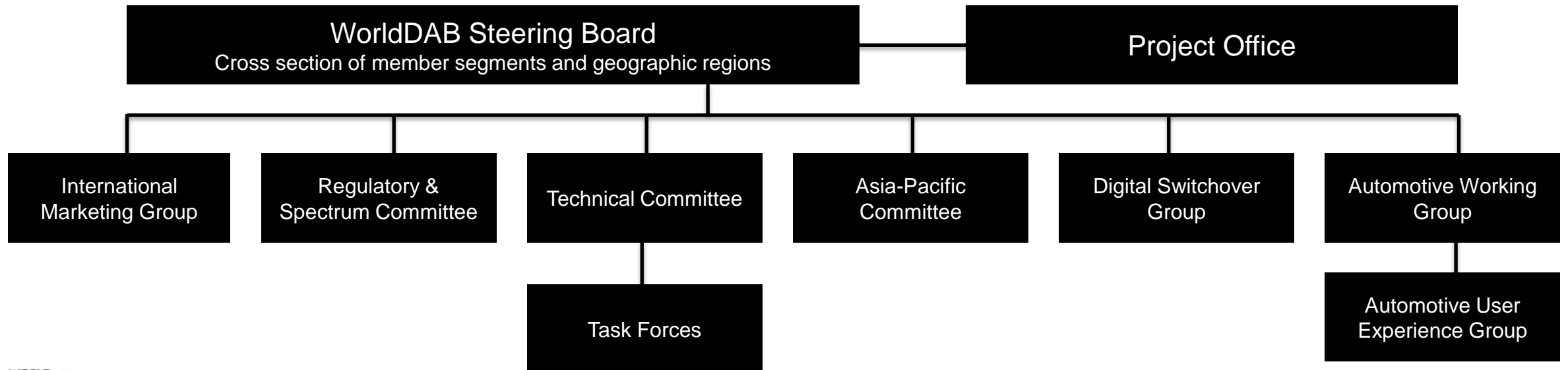


Q & A



About WorldDAB

- Define and maintain **digital radio standards** based on the DAB family of standards
- Work with **broadcasters** (public and private), **policymakers** and **regulators** to adopt DAB digital radio and safeguard appropriate regulation and sufficient spectrum
- Encourage **receiver, automotive and mobile phone manufacturers** to include DAB in as many devices / vehicles as possible
- Support broadcasters by sharing **best practice** between stakeholders and encourage **collaboration** (national and international) to secure the successful deployment of DAB



Our members

100+
Members

Across 29 countries



Connecting
1,250+
Industry Experts



Broadcasters, regulators,
network providers,
manufacturers of receivers,
chips, professional equipment
and automobiles



MINISTRIES OF
TELECOMS



REGULATORS



BROADCAST
ASSOCIATIONS



BROADCASTERS



NETWORK
OPERATORS



END-TO-END
MANUFACTURERS



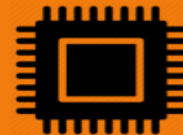
DEVICE
MANUFACTURERS



AUTOMOTIVE
MANUFACTURERS



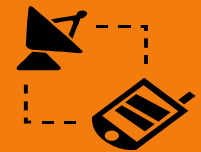
RESEARCH &
DEVELOPMENT



CHIP
MANUFACTURERS

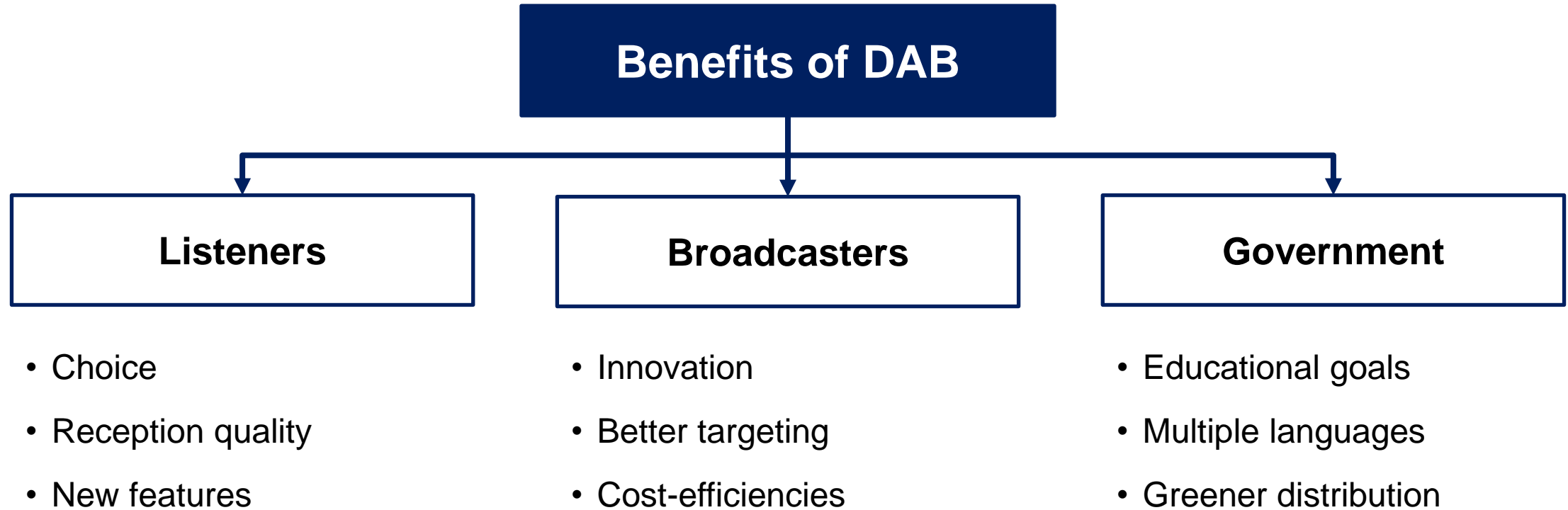


SOLUTION
PROVIDERS



MONITORING
EQUIPMENT
MANUFACTURERS

DAB brings benefits for all

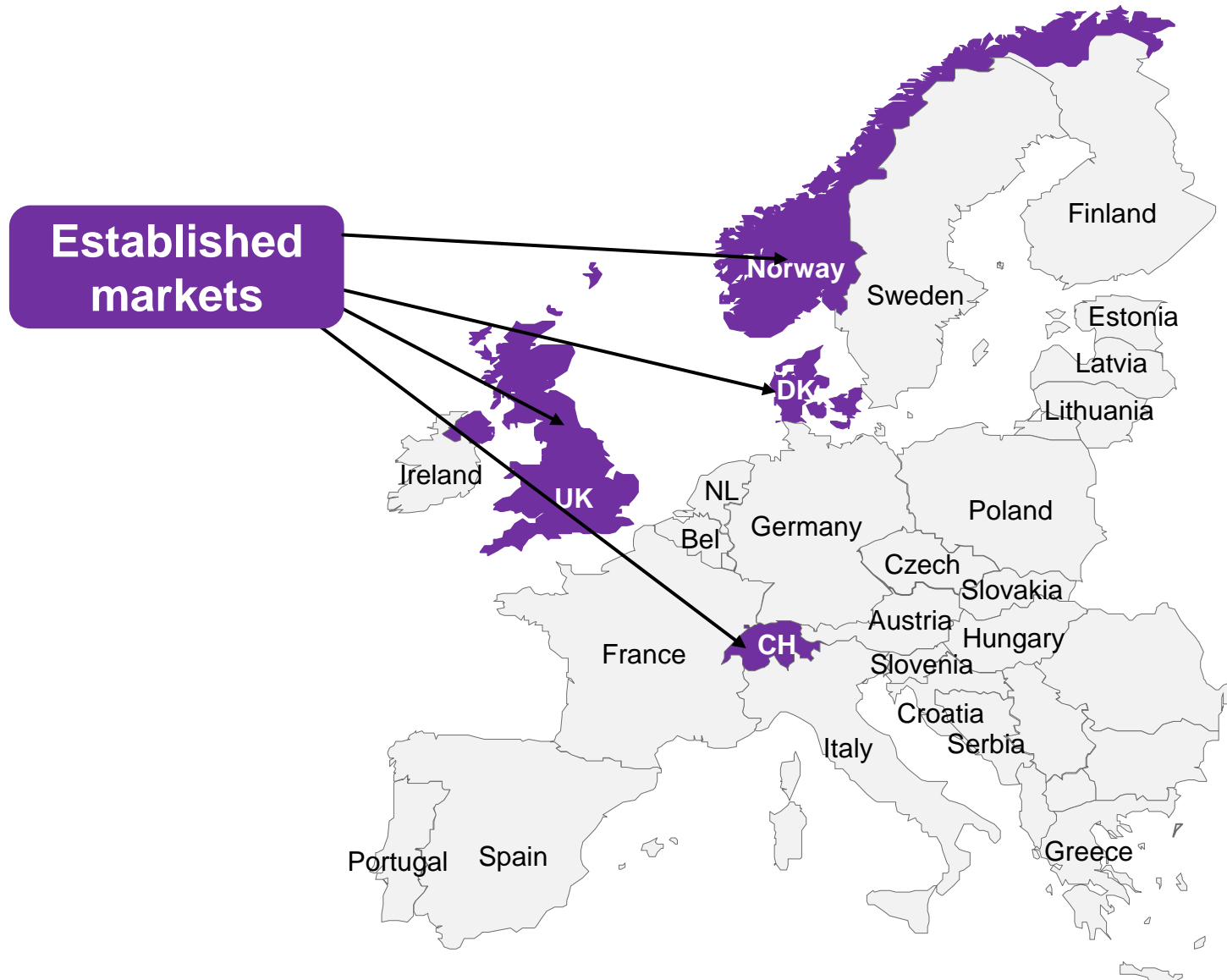


41 countries with DAB services on-air

470m people can receive DAB

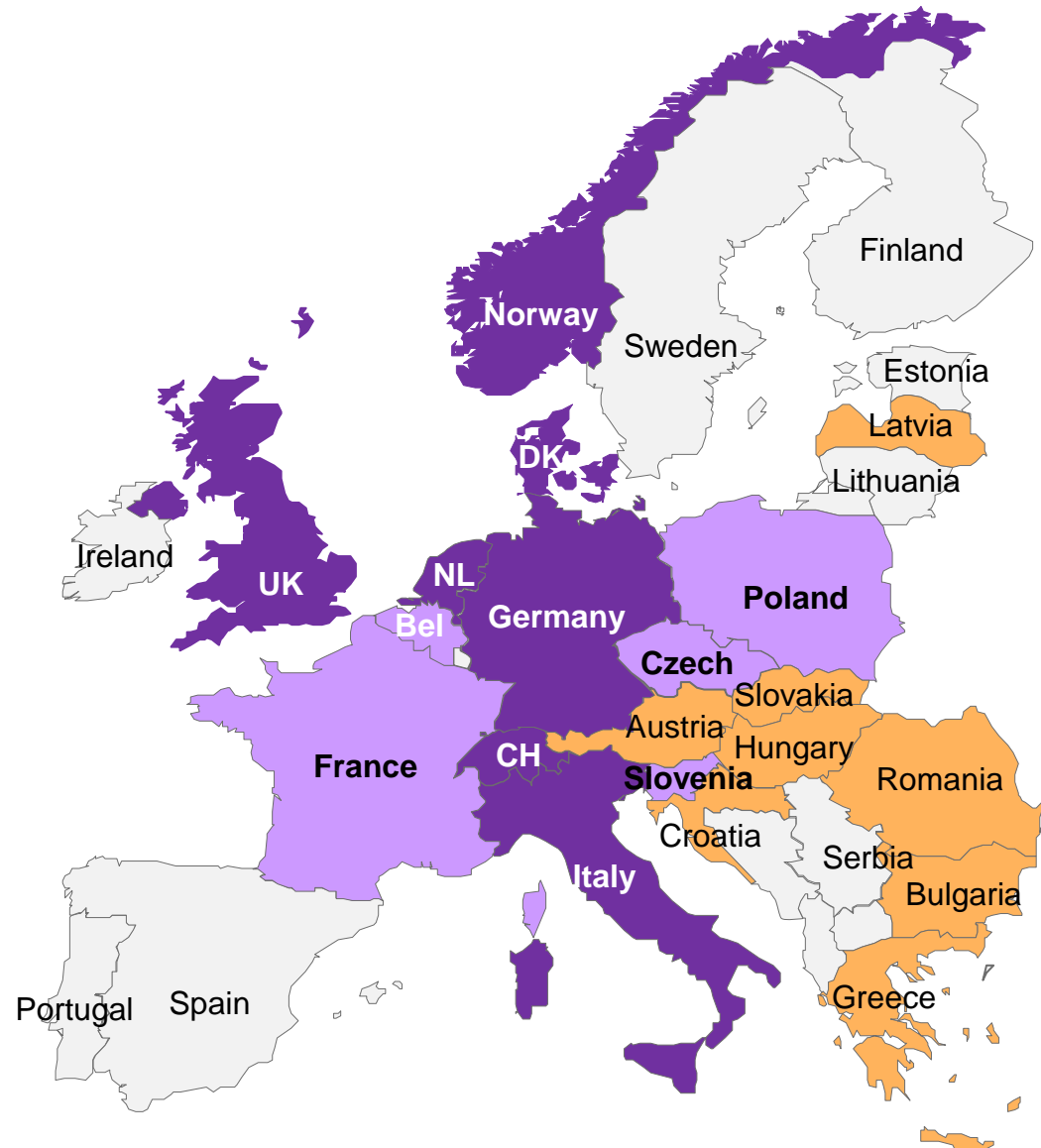
Over 60m DAB receivers sold

Eight years ago, four DAB markets



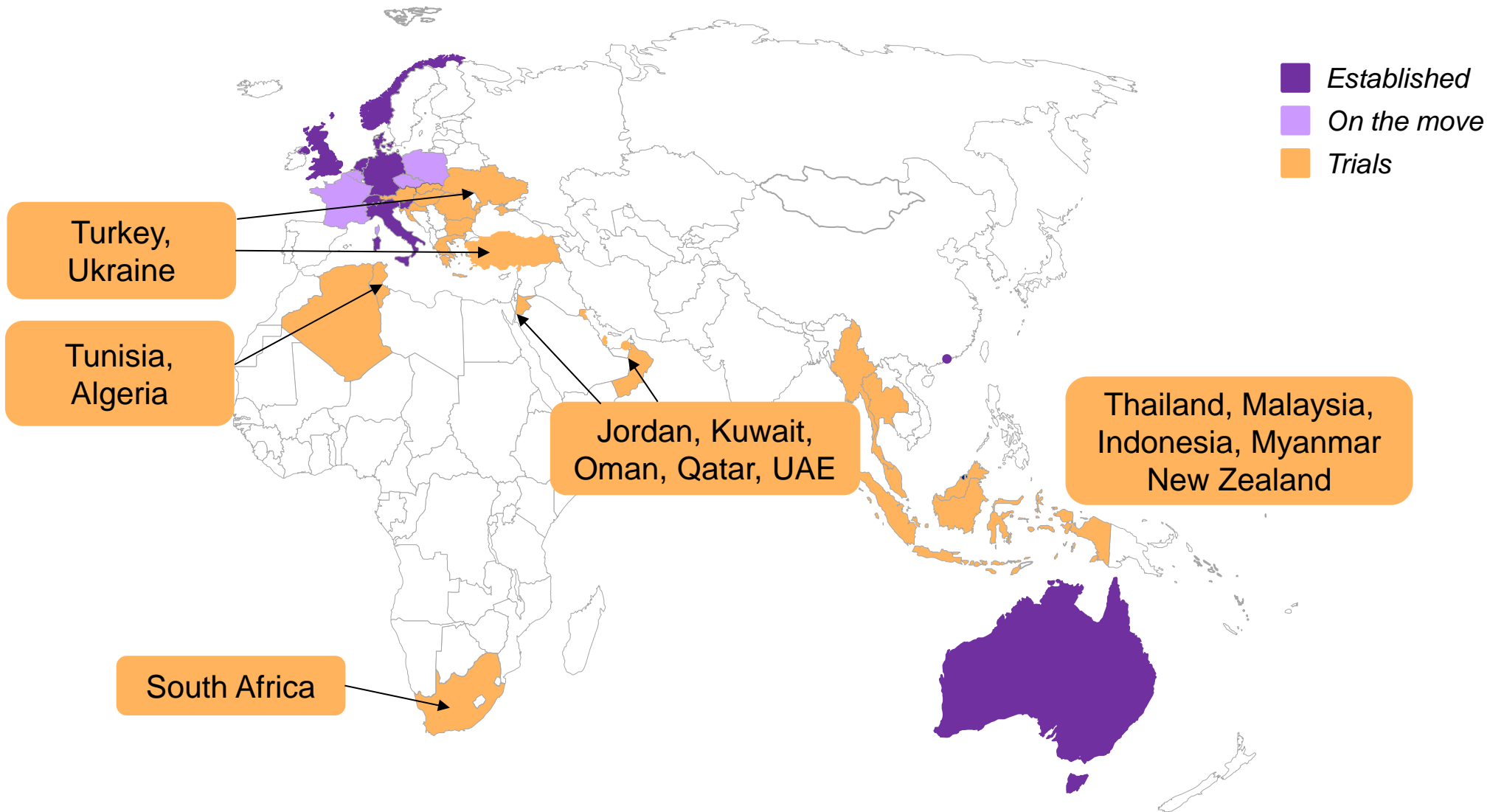
Today, DAB activity across most of Europe

- Established markets
- Regular services
- Trials



- First countries switching off FM
 - Norway 2017
 - Switzerland 2020-24

DAB+ around the world



Radio needs DAB+

FM is full – difficult to innovate



DAB: opportunities for innovation

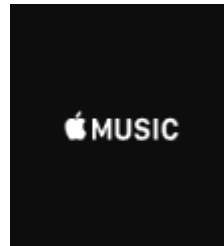
- New content, new services
- Greater listening
- Increased revenues

New ways of listening



Competition is intense

Services and aggregators



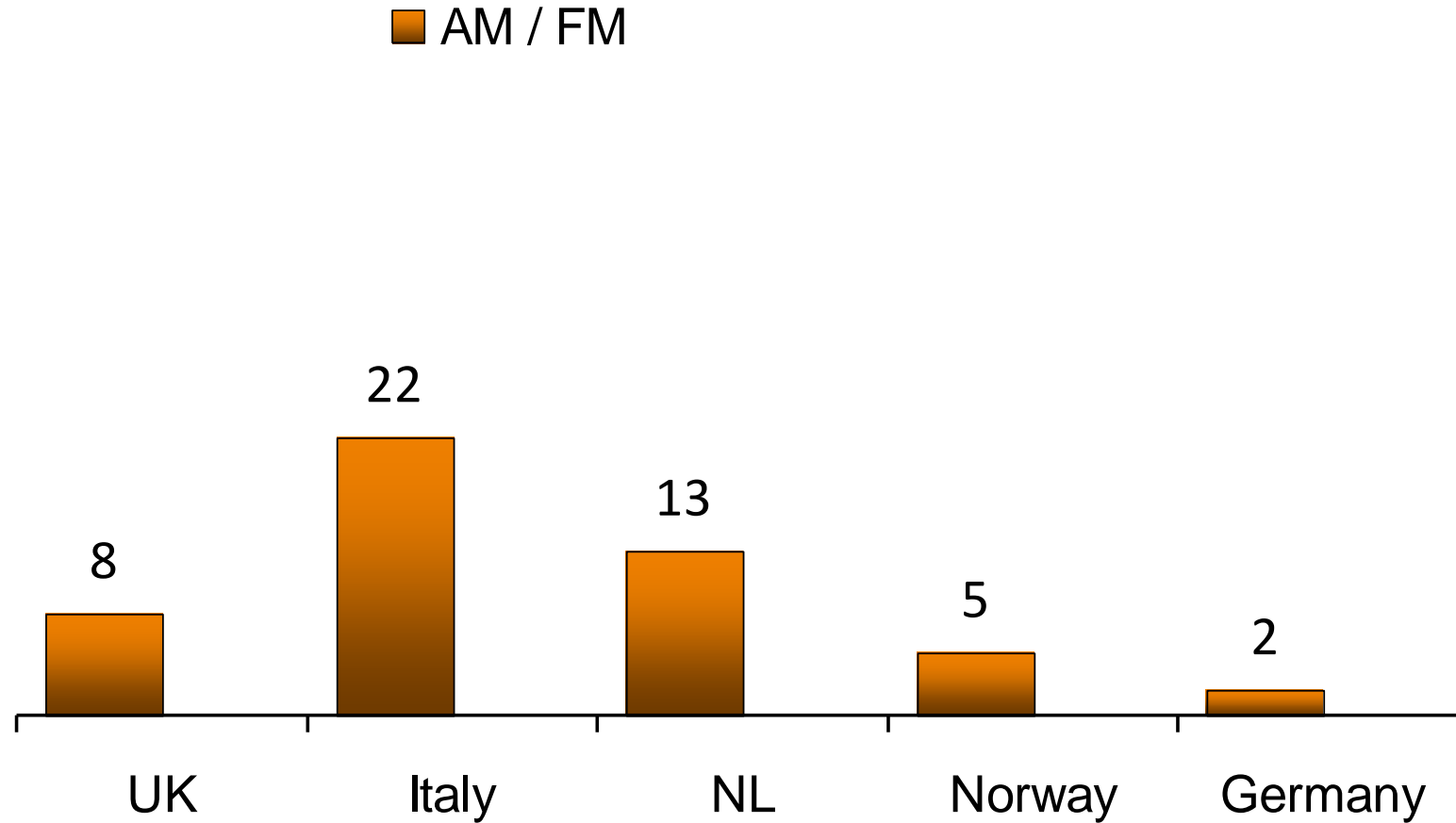
- To secure its future, radio needs to
 - innovate
 - retain its independence

New connectivity in cars



Limited capacity on FM

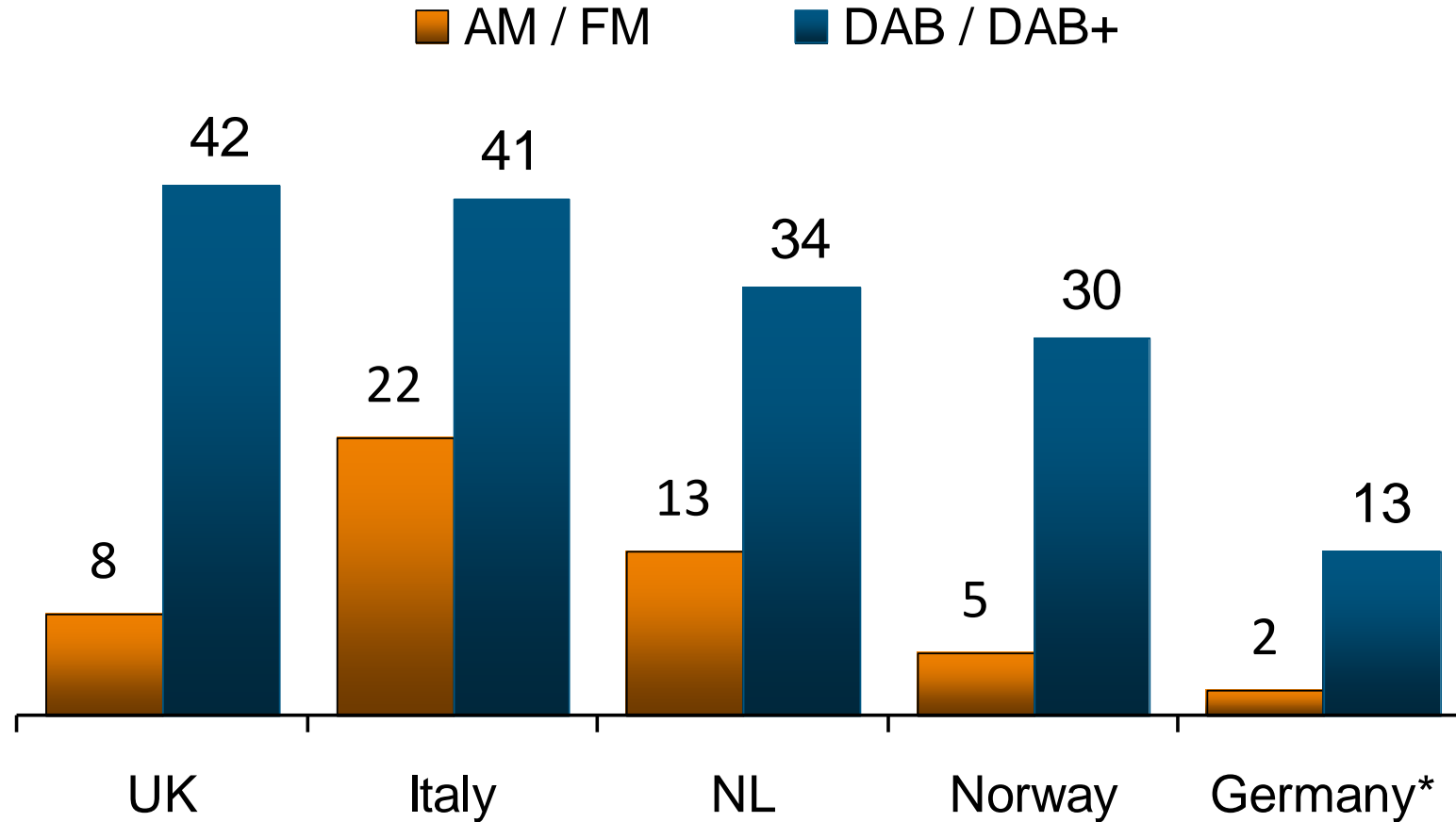
National radio services



What does DAB+ offer?

Up to six times as many services

National radio services



DAB+ delivers benefits for society

Free to air / no gatekeeper

Reliability in
emergencies &
emergency warning

Media
plurality

Enhanced traffic
information

Spectrum
efficiency

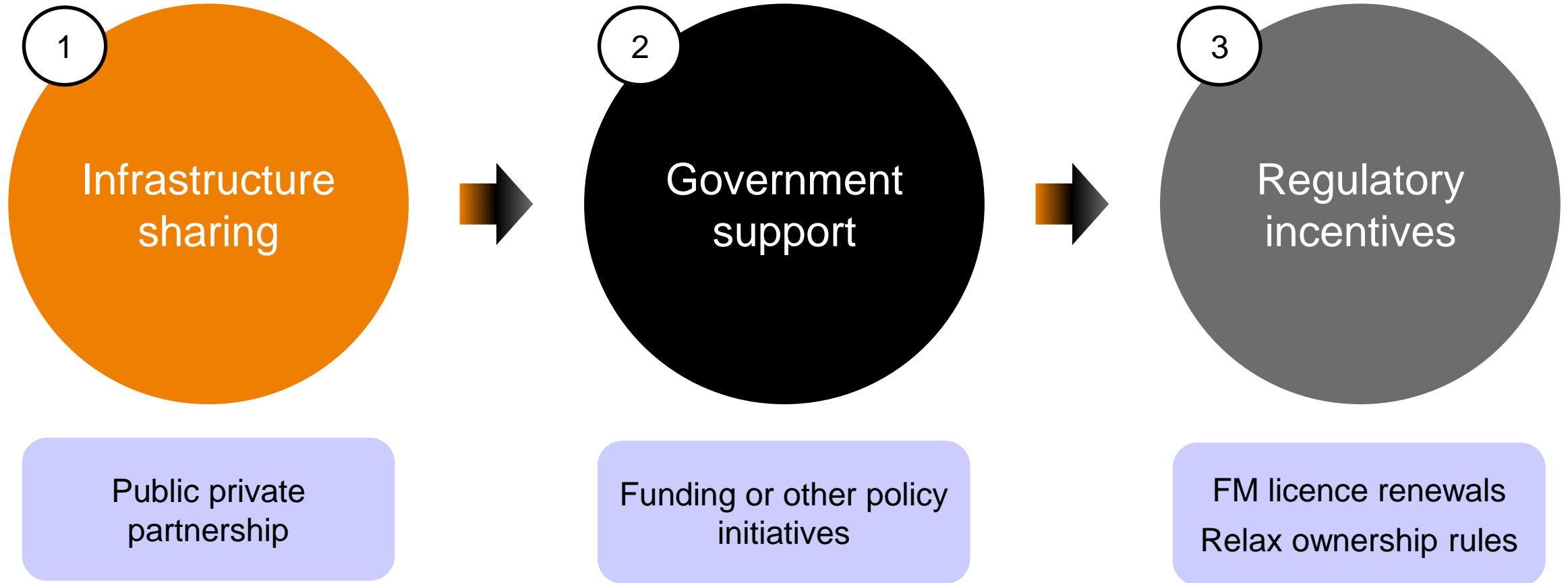


Lower costs and
emissions

Broadcaster concerns

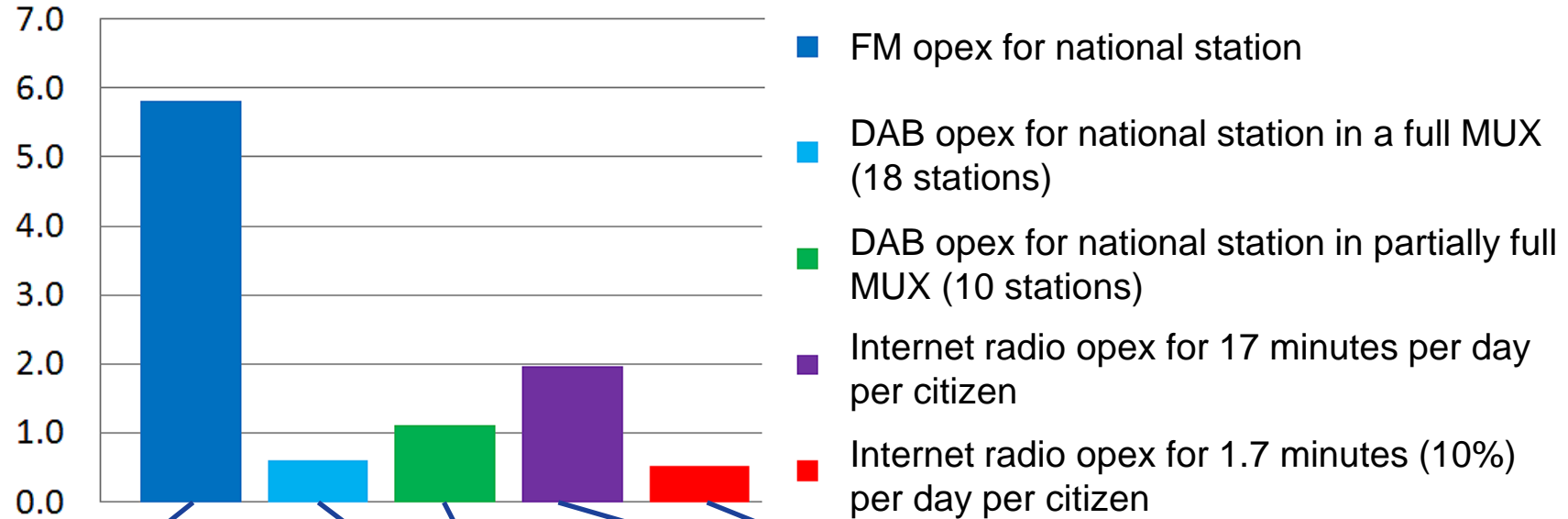
1. How do I control my costs?
2. Will I lose listeners?
3. What about receivers?

Successful strategies of established markets



A perspective: radio distribution cost analysis (source: EBU)

OpEx comparison in M\$



FM is by far the most expensive distribution technology

Due to multiplex technology, DAB is inexpensive. In the best case it could be 10 times cheaper than FM

The expense for internet distribution is highly variable and can easily grow larger than DAB, similar to FM

DAB+ receivers are now mass market



- 60 million DAB+ receivers sold*
- Prices from USD 20

Home receivers

Different functionality for different areas of the home

Kitchen, Living room and Bedrooms

- Stand alone or HiFi connected
- Easy to operate
- Good sound and external connections to HiFi
- Good DLS display



Options

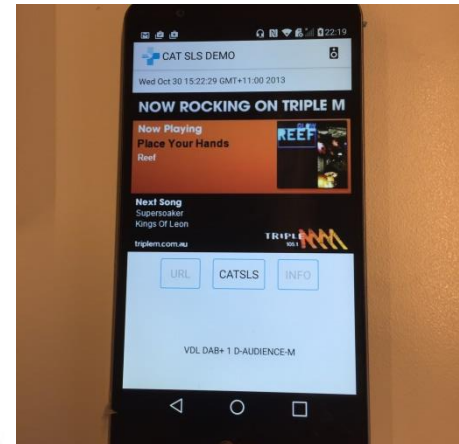
- More volume
- Colour screen
- Docking
- Smartphone control app



Personal / Portable / Smartphone receivers

Portable for a variety of situations

- Work
- Relaxing
- Exercising



Automotive brands fitting DAB+



Consistent marketing to consumers & stakeholders



European Parliament now supports regulation

Suggested Amendment (September 2017)

“Any radio set put on the market in the EU ... shall be capable of receiving digital and analogue terrestrial radio broadcasts¹”

Next phase:
talks between Parliament,
Commission and Member States

DAB now standard in cars in advanced markets

% of new cars with DAB / DAB+ digital radio



Norway

98%



UK

88%



Switzerland

66%

Workshops and support on DAB+

- **Features**
- **Technical operation**
- **Network and RF planning**
- **Trials / demonstrations**
- **System design**
- **Assistance and guidance for local broadcasters**
- **Bringing equipment suppliers**
- **Connecting with receiver manufacturers**
- **Connecting with auto manufacturers**

Open

Collaborative

Innovative

Authoritative

Trusted

Conclusions and next steps

- 1 DAB+ is making significant progress, thanks to industry collaboration – opportunity to share best practices
- 2 DAB+ is required to secure the future of radio
- 3 WorldDAB is here to help and support

Contact:

Bernie.oneill@worlddab.org

+44 (0) 207 010 0740

www.worlddab.org