



DAB+ digital radio – global update

Darren Willsher, Communications Manager,
WorldDAB

3 July 2018

Global DAB+ digital radio status

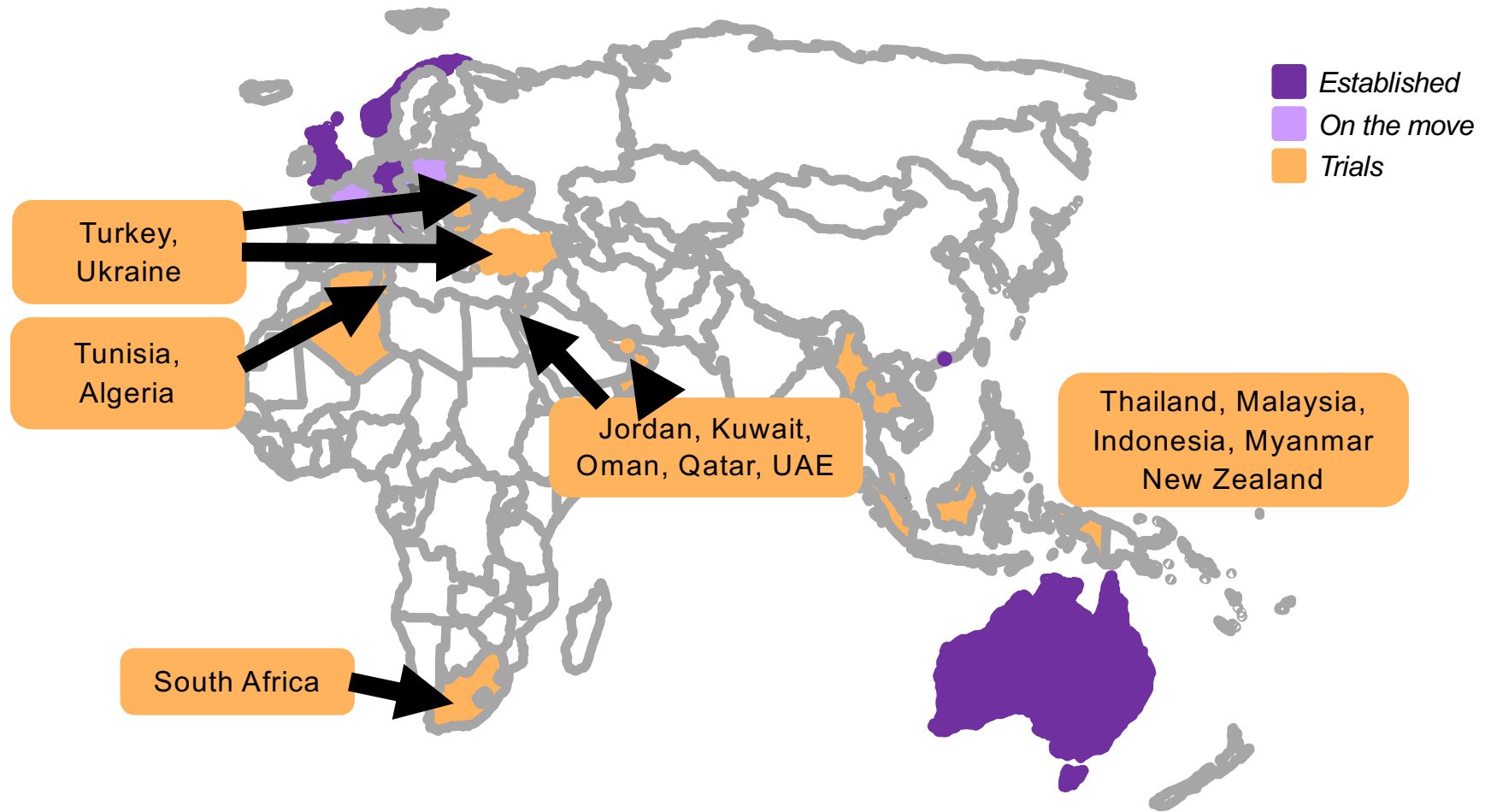
41 countries with DAB services on-air

470m people can receive DAB

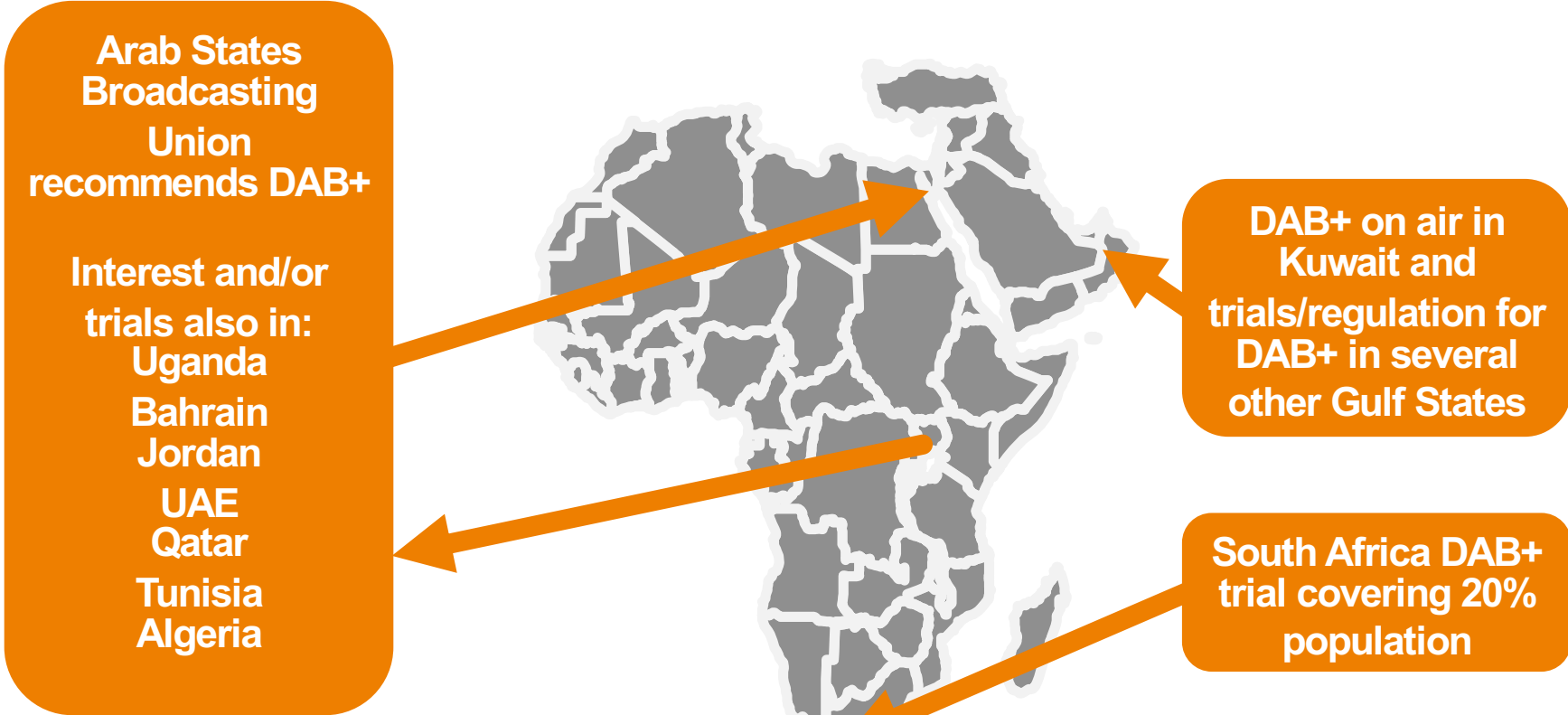
Over 68m DAB receivers sold

The last 12 months - a year of progress

DAB+ around the world

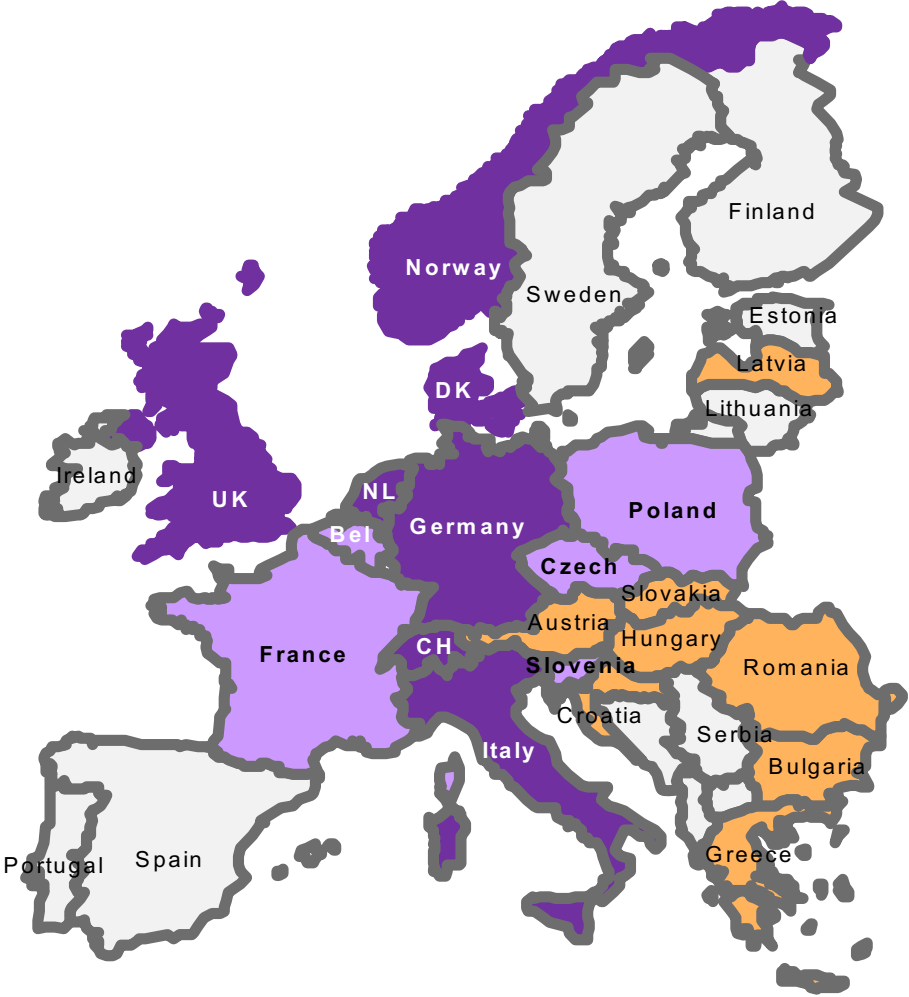


Africa and Middle East investigating potential



With DAB activity across most of Europe

- Established markets
- Regular services
- Trials



Switch-off of FM in Norway



**Completed
13 Dec 2017**

Switzerland preparing for Digital Migration



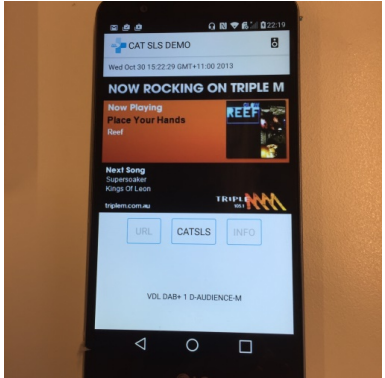
2020

Receivers are now mass market



- Over 68 million receivers sold
- Prices from ZAR 250 / \$18USD

Home/ Personal / Portable / Smartphone receivers



Automotive brands fitting DAB+



In advanced markets, most new cars have DAB / DAB+ as standard

% of new cars with DAB+ digital radio



Norway
98%



UK
90%



Switzerland
85%

Hybrid radio

- **Delivering audio using broadcast**
- Reliable, ubiquitous, free, economic
- **Enhance radio using IP**
- Add content, metadata & interactivity



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

Why?

Radio needs DAB+

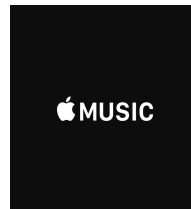
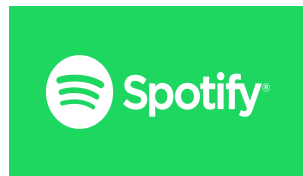
New ways of listening



New connectivity in cars



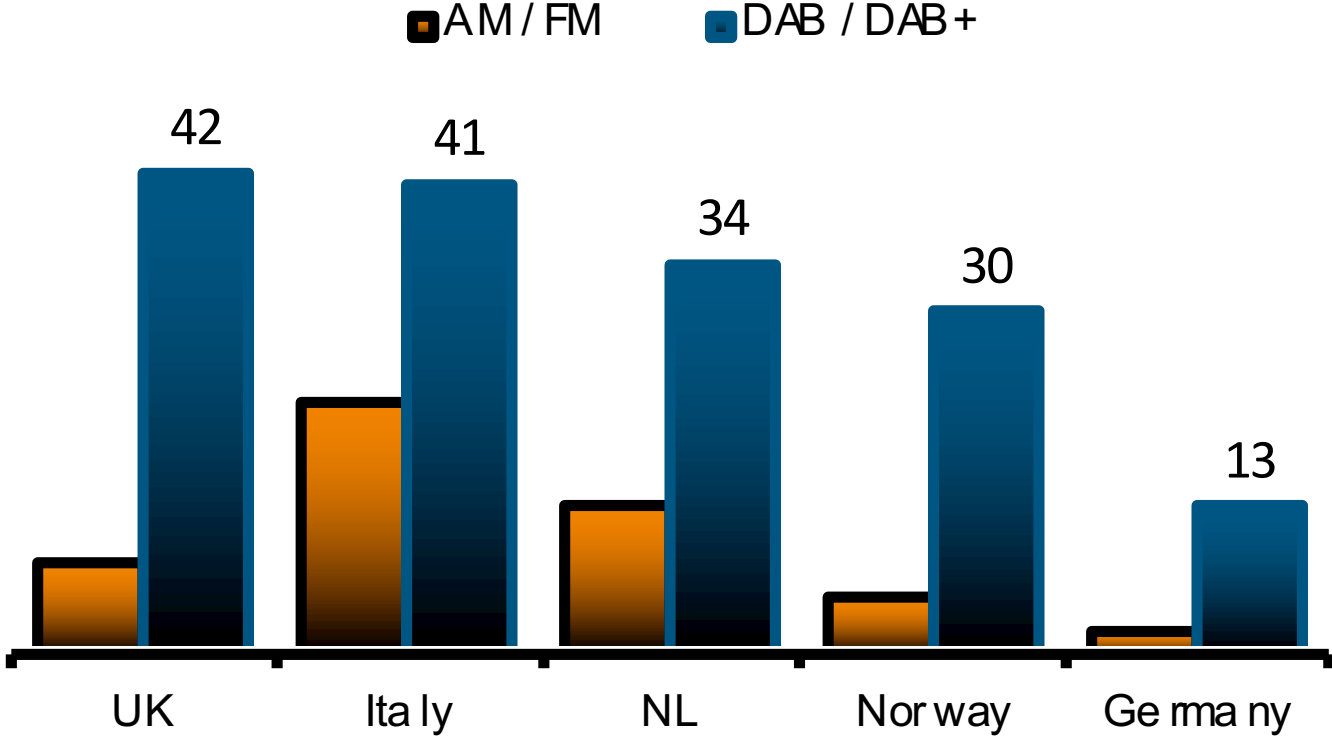
The world is going digital – radio needs to innovate



- To secure its future, radio needs to innovate
- But... FM spectrum is full

DAB offers up to six times as many services

National radio services



Listeners value this choice

19 million people

in the UK listen to services not available to them on
analogue radio*

Mobile isn't the answer

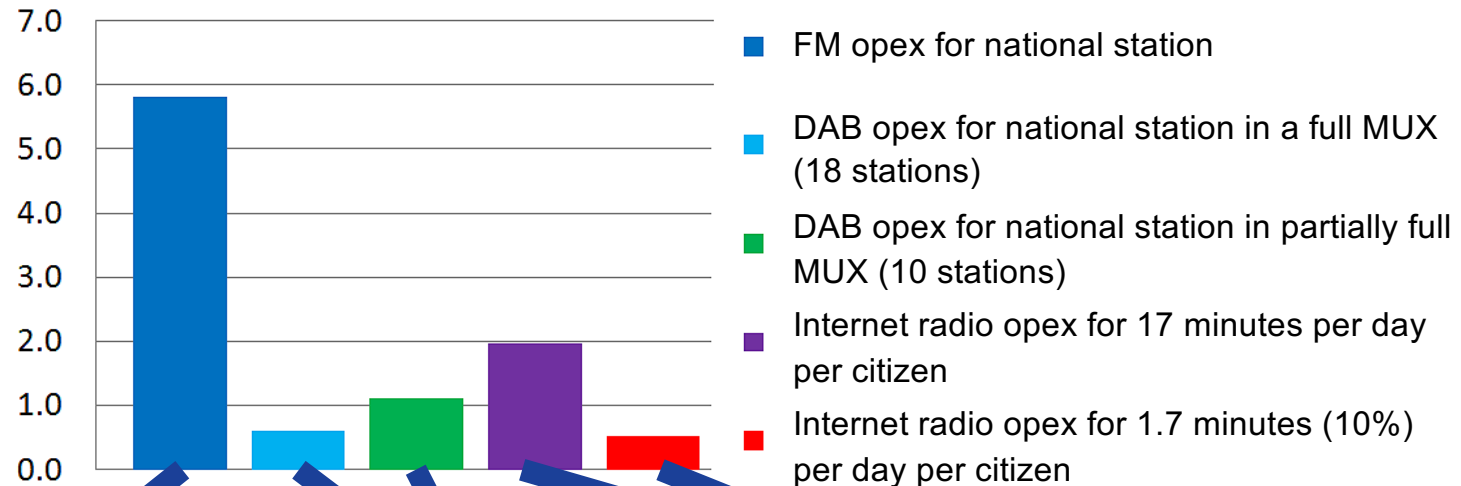


For listeners on the move, DAB has clear advantages

Issue	DAB / DAB+	Internet
Cost of coverage (for broadcasters)	✓	X
Cost of listening (audience)	✓	X
Reliability in emergency (society)	✓	X

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

OpEx comparison in M\$



FM is by far the most expensive distribution technology

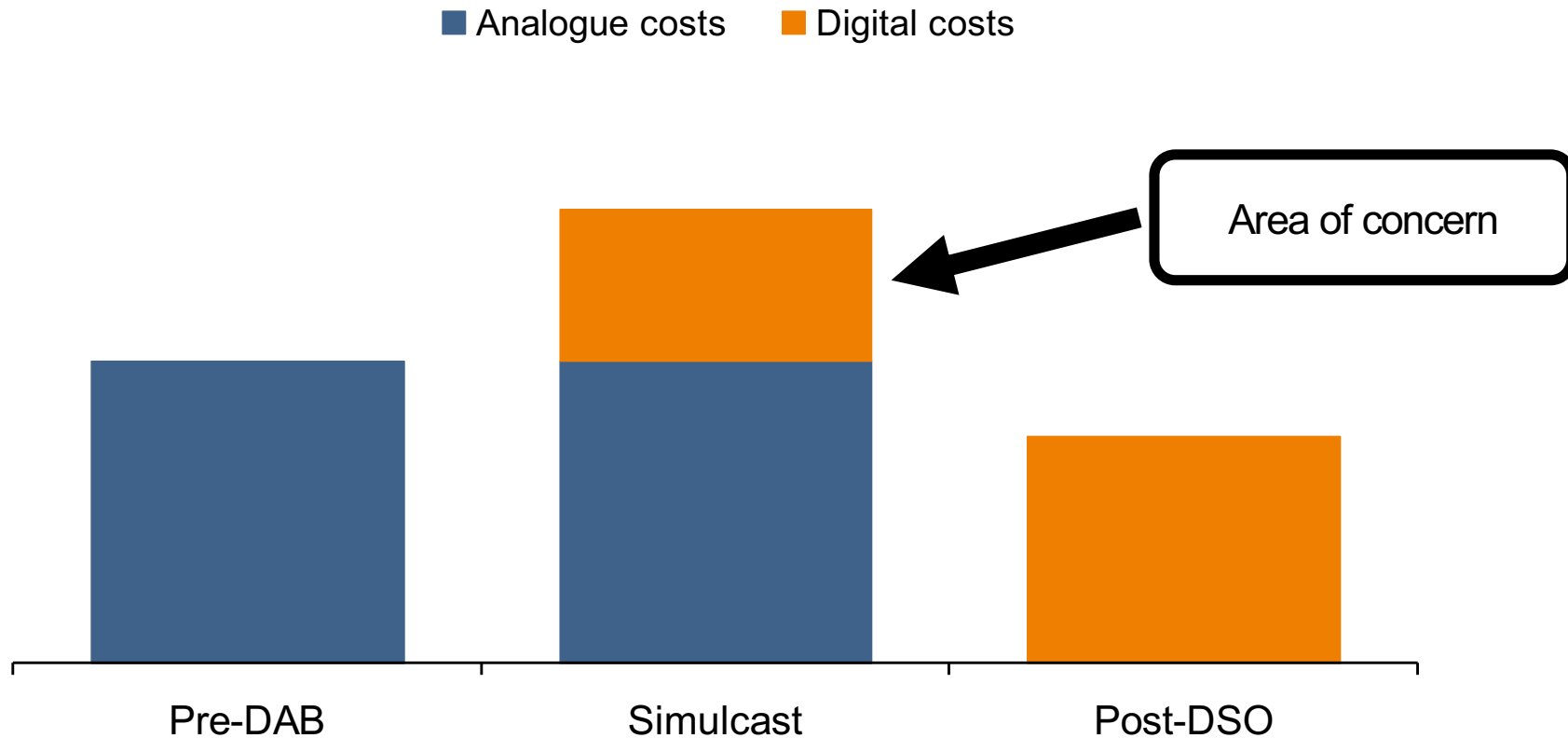
Due to multiplex technology, DAB is inexpensive. In the best case it could be 10 times cheaper than FM

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

Broadcaster concern about increased distribution costs

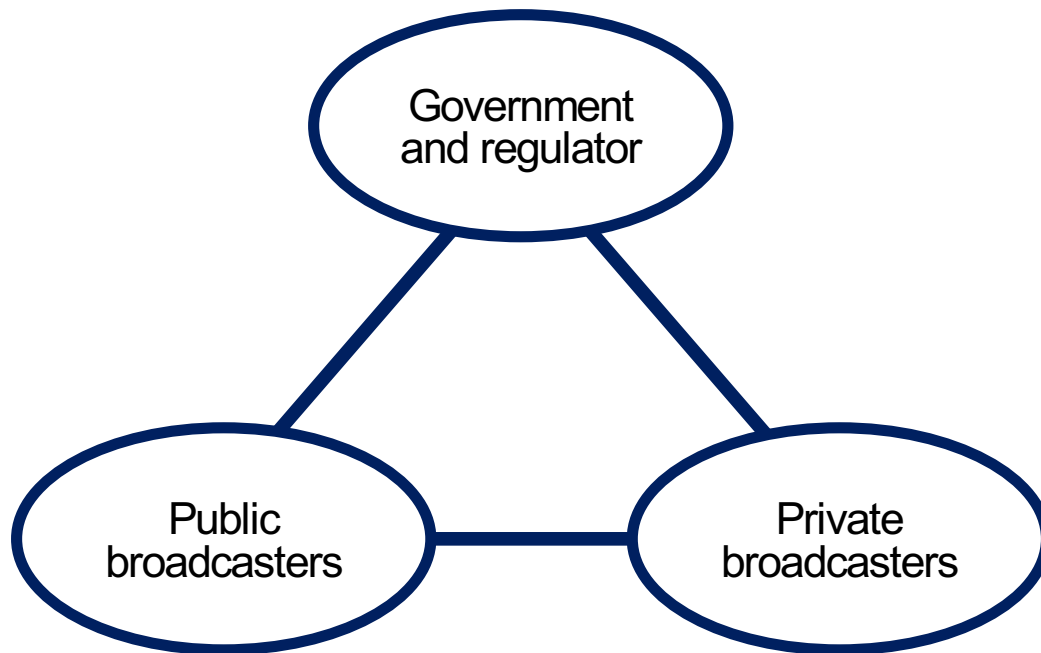
Total distribution costs

Illustrative



The public authorities and public broadcasters can help

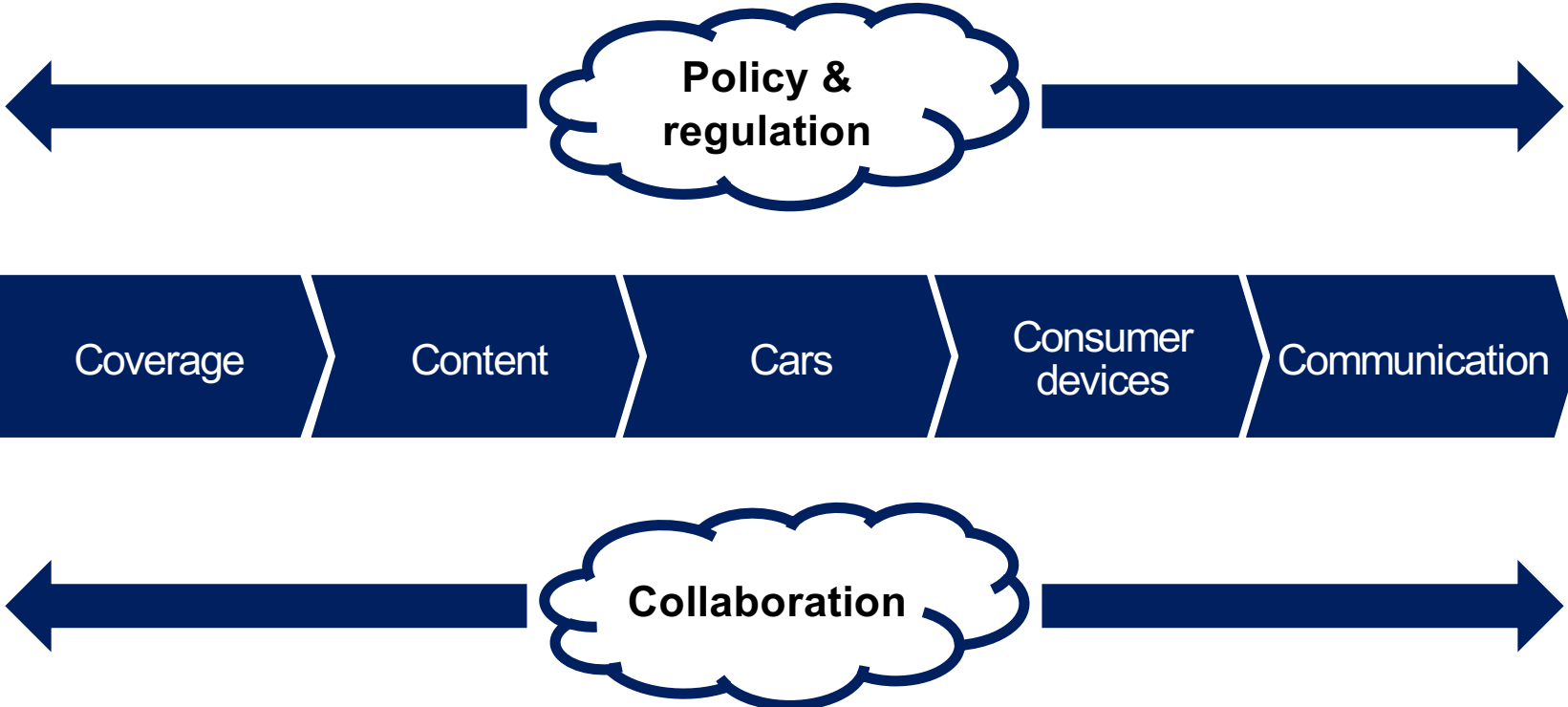
Digital radio partnerships



- 1** Regulatory incentives, e.g.
 - FM licence renewals
 - relaxation of ownership rules
- 2** Infrastructure sharing: public and private broadcasters
- 3** Government contribution (subject to State Aid rules)

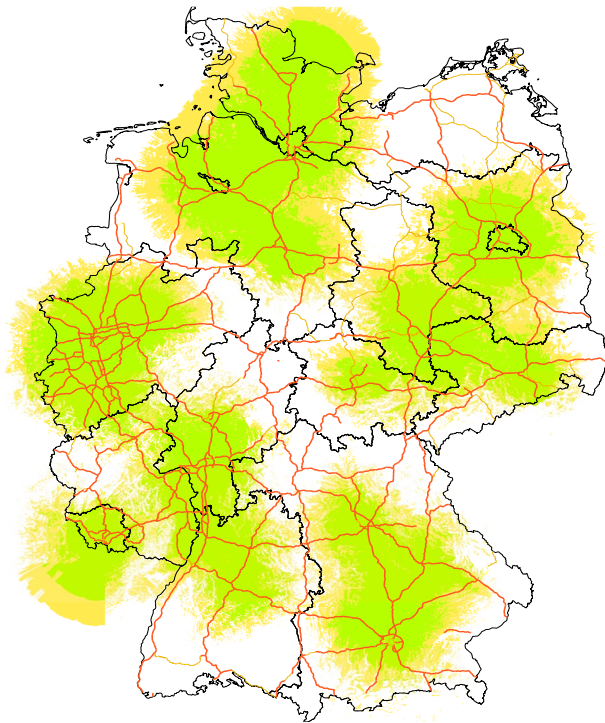
What lessons have we learnt?

Keys to success – the five “Cs”



Coverage – develop a plan that grows over time

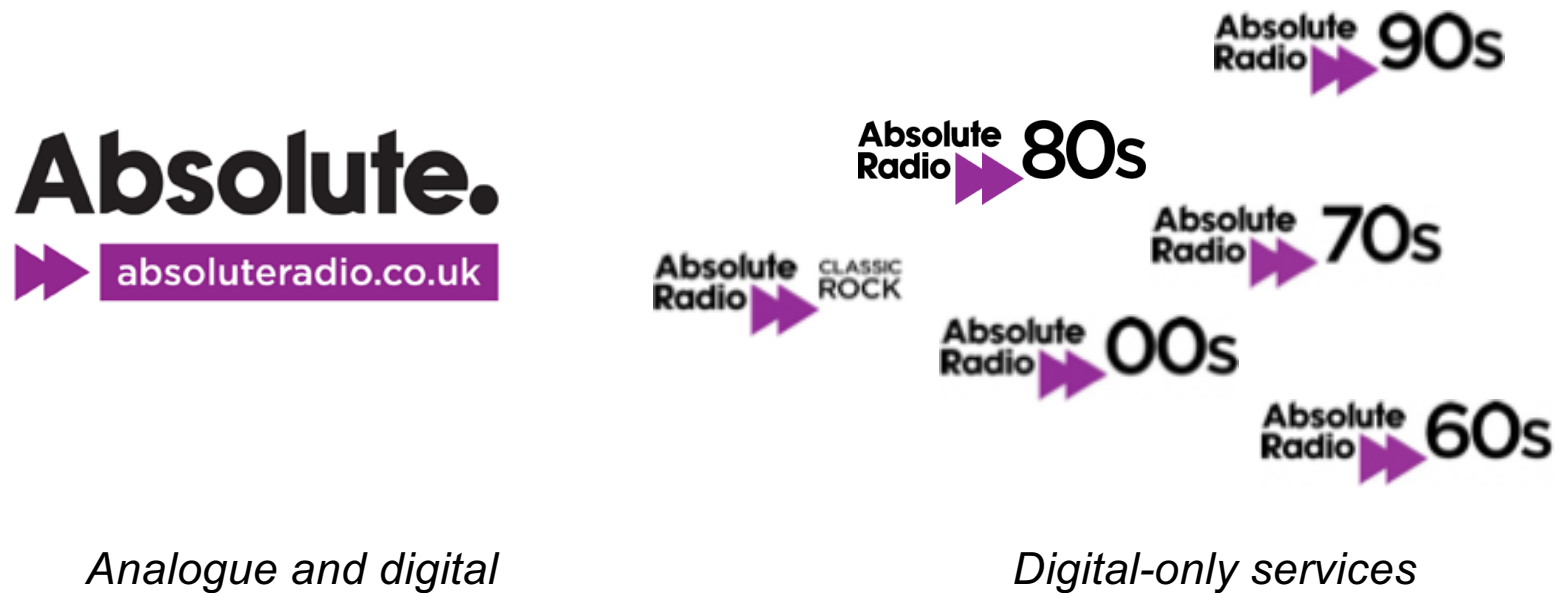
Germany coverage, national multiplex, 2011



- Germany started with 27 transmitters focused on
 - cities
 - major automotive routes
- Over time increased coverage - now over 100 transmitters
- Plus regional and local multiplexes

Content – broadcasters should compete on content

Brand extension strategy



Audience up 136% in seven years

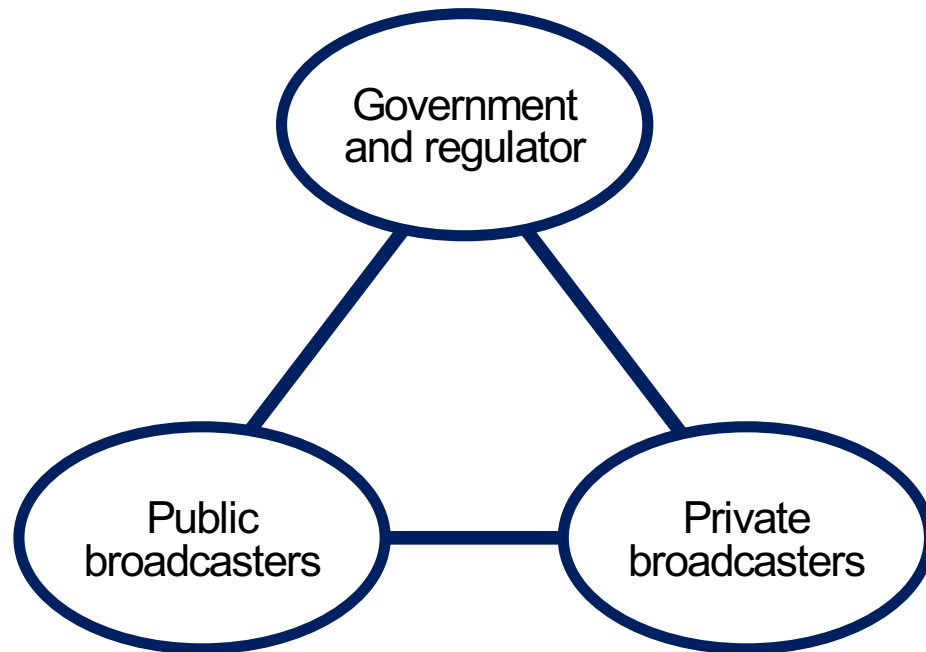
Communications and branding

New international logo and toolkit – free to use from worldddab.org



Collaboration is essential

Digital radio partnerships



- 1 Policy commitment and regulatory frameworks
- 2 Collaborate on technology – compete on content
- 3 Joint industry body to develop strategy and marketing plans

WorldDAB

100+
Members

Across 29 countries



Connecting
1,250+
Industry Experts



Representatives from across
the radio and automotive
ecosystems



MINISTRIES OF
TELECOMS



REGULATORS



BROADCAST
ASSOCIATIONS



BROADCASTERS



NETWORK
OPERATORS



END-TO-END
MANUFACTURERS



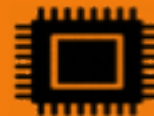
DEVICE
MANUFACTURERS



AUTOMOTIVE
MANUFACTURERS



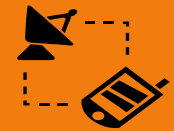
RESEARCH &
DEVELOPMENT



CHIP
MANUFACTURERS



SOLUTION
PROVIDERS



MONITORING
EQUIPMENT
MANUFACTURERS

Conclusions and next steps

- 1 DAB+ is required to secure the future of radio
- 2 DAB+ is making significant progress around the world, thanks to industry collaboration
- 3 WorldDAB is here to help and support



THANK YOU

darren.willsher@worlddab.org

[@darrenwillsher](https://www.instagram.com/darrenwillsher)

www.worlddab.org