



*WorldDAB Automotive 2019*

***Message from the AGCOM President  
Prof. Angelo Marcello Cardani***



# **WorldDAB Automotive 2019**

## **Opening & Welcome**

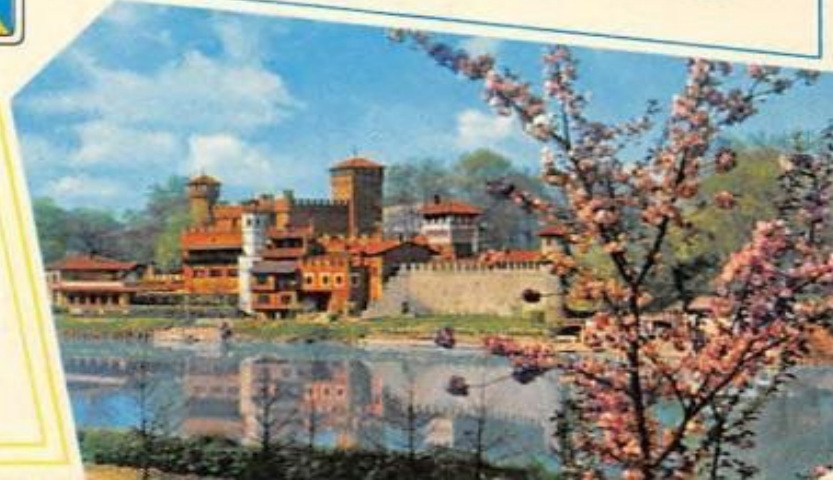
**Sergio Natucci, Director, DAB Italia, Italy**





SALUTI DA

TORINO







Radio & Cars a great combination, a great success



**HAPPY**  
90  
YEARS  
**BIRTHDAY**





# DAB+ Revolution !



# Radio, benefits for all citizens







www.digitalradio.it



La magia della **DigitalRadio DAB+** è già nella tua auto:  
**dal 2019 in Italia in tutte le auto nuove!**







**everything changed  
from June 1st!**



## OBLIGATION TO PRODUCE AND SUPPLY

Obligation for importers, wholesalers, retailers and automotive sector to supply radio receivers integrated in new vehicles of category M and N, domestic radios and smartphones with radio) equipped with the reception system of digital terrestrial radio (DAB +)



M-N category



## SALES OBLIGATION

All domestic and automotive radio receivers sold on any commercial platform are to be digitally (DAB+) capability. Derogation to sell vehicles (M category) not equipped with DAB+, produced and registered in 2019, in the limit of 10% until 21 December 2020.

All smartphone with radio and all professional vehicles/trucks (N category) sold on all commercial platform are to be digitally (DAB+) capability



Smartphone with radio



N category

1

01/06/2019

2

01/01/2020

3

31/12/2020

# An opportunity for everyone!



LOREM IPSUM DOLOR SIT AMET, CONECTEUR ADIPISCING ELIT. AENEAN COMMODO LIGULA EGRET DOLOR. AENEAN MASSA. CLIM SCISSI NATORQUE PRINATIBUS ET MAGNIS DIS PRAPTULENT MORTES. NASCITUR SOCIALIS. NUIS. DORNEC QUAM FELIB, ULTRICES NIB. PELLENTESQUE EU PRETIUM QUIB, SEM NULLA CONISQUAT MASSA QUIB ENIM.



best choice for a country that has not planned the switch off



that has not planned the switch off



it will re-launch the receiver market, listening to the medium will improve



the DAB radio will be standard



on all car and truck models



new information & marketing campaign



```
function() { var a = replaceAll(" ", " ", a); a = a.replace(
return a.split(" "); } $("#unique").click(
array_from_string($("#fin").val(
use_unique(array_from_e
array_from_e
)); if (c < 2 * b - 1) { return
this.trigger("click"); } for
!= a[b] && " " != a[b] || a
).val(); c = array_from_e
{ -1 != a.indexOf(
for (b = 0; b < c.length; b++)
$("#User_logged").val(a)
click(function(
```







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LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCIN  
MASSA. CUM SOCIIS NATOQUE PENATIBUS ET MAGNIS DIS F  
QUAM FELIS. ULTRICIES NEC, PELLENTESQUE EU, PRETIUM QI



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