




DAB: the heart of digital radio

Patrick Hannon, President, WorldDAB

IBC, 16 September 2019

DAB / DAB+ is established across Europe

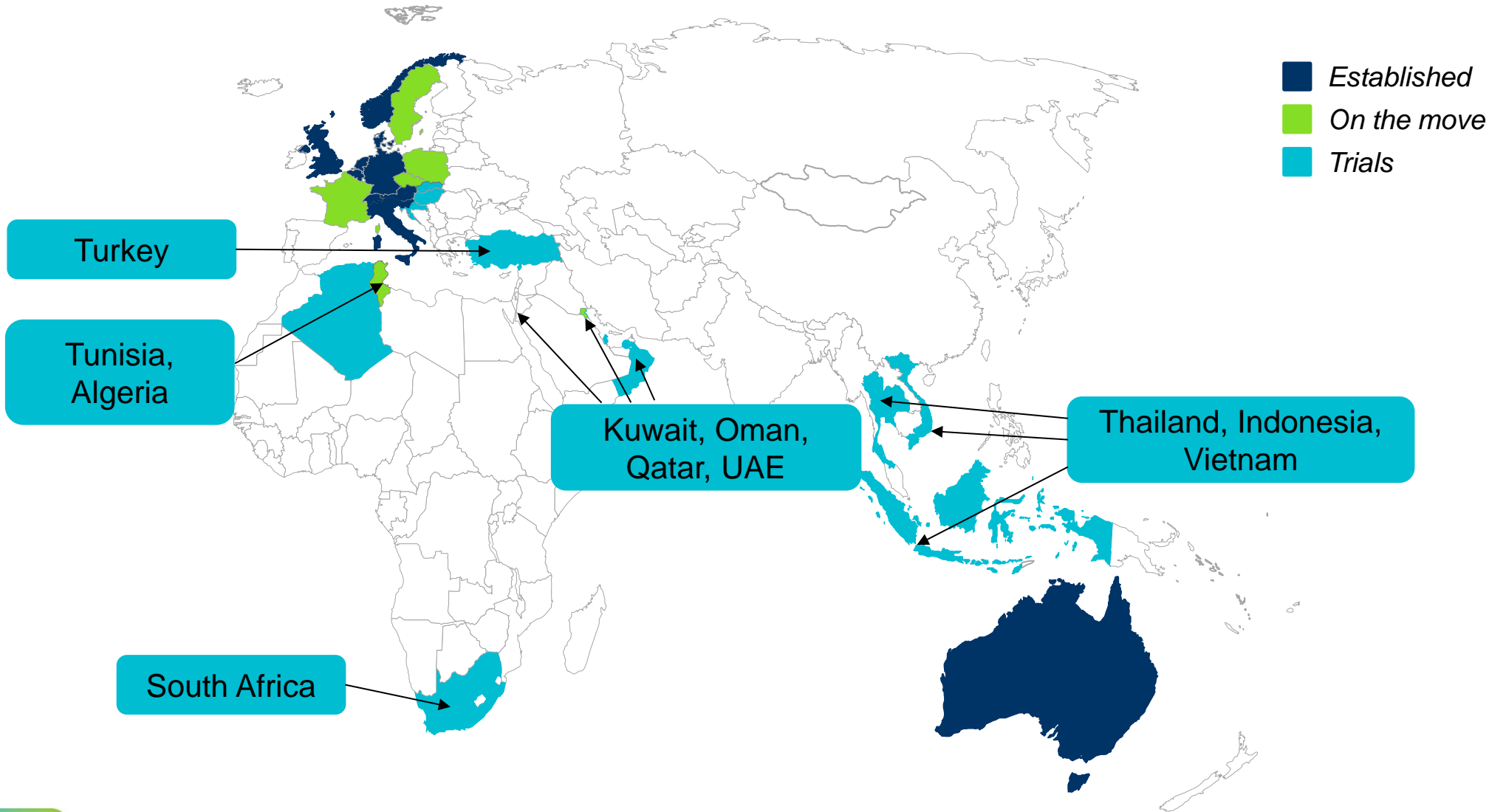
-  *Established*
-  *On the move*
-  *Trials*



National launches

- Germany: 2011
- NL: 2013
- Italy: 2014
- Slovenia: 2016
- Belgium: 2018
- Austria: 2019

Not just a European story



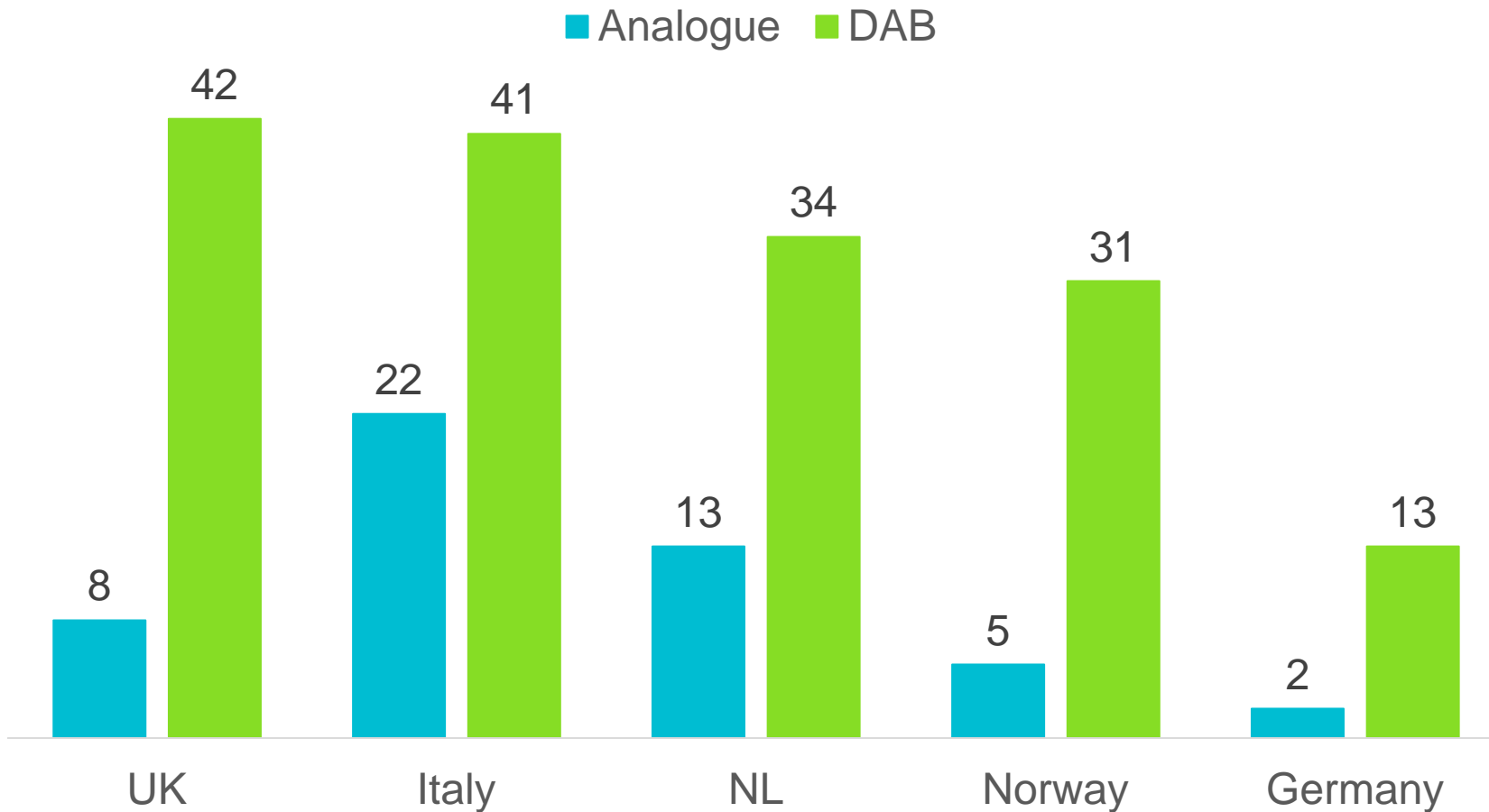
FM spectrum is full



- No capacity to expand
- Impossible to innovate

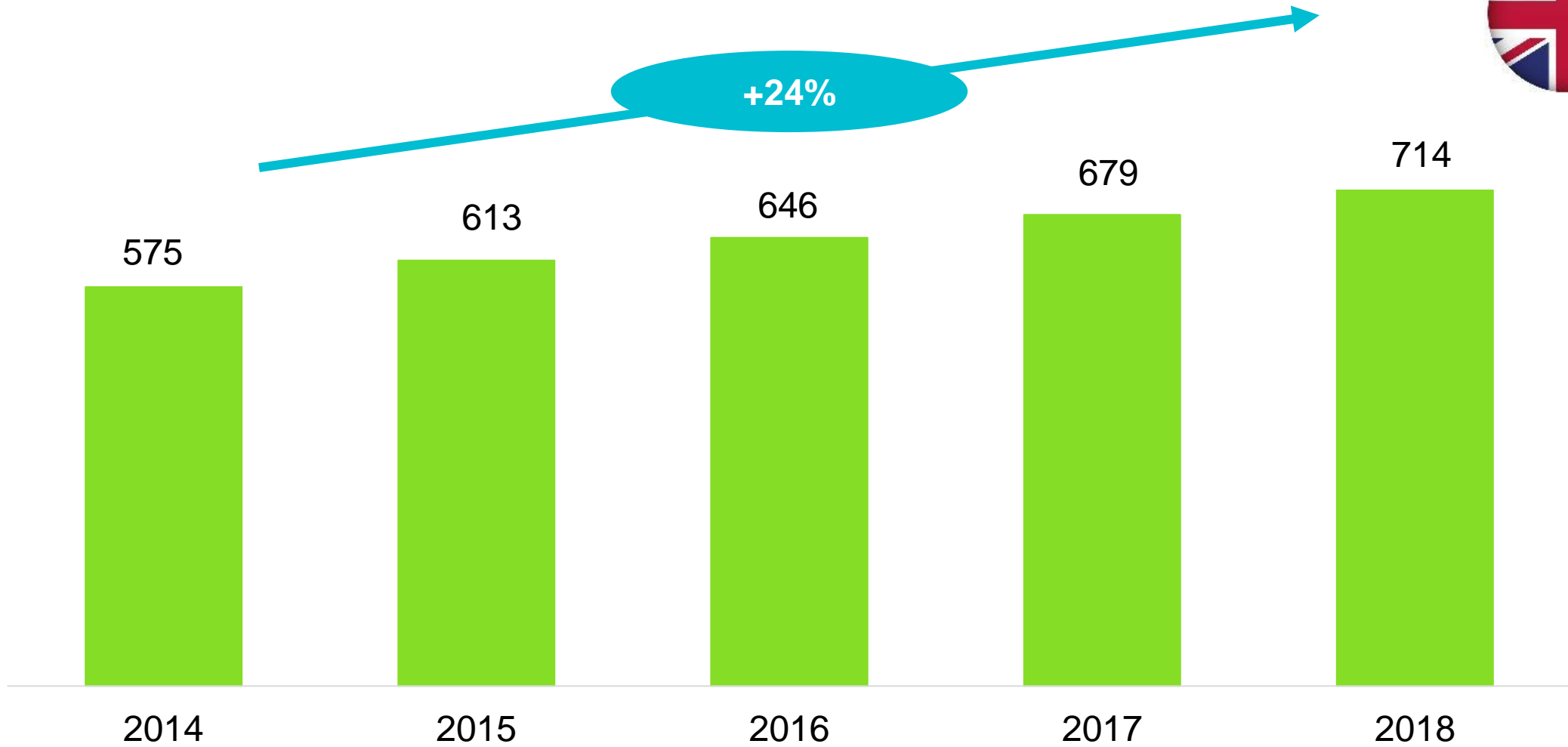
DAB+ is more efficient – up to six times as many services

National radio services



DAB helps drive commercial revenues

UK radio advertising revenues, £ million



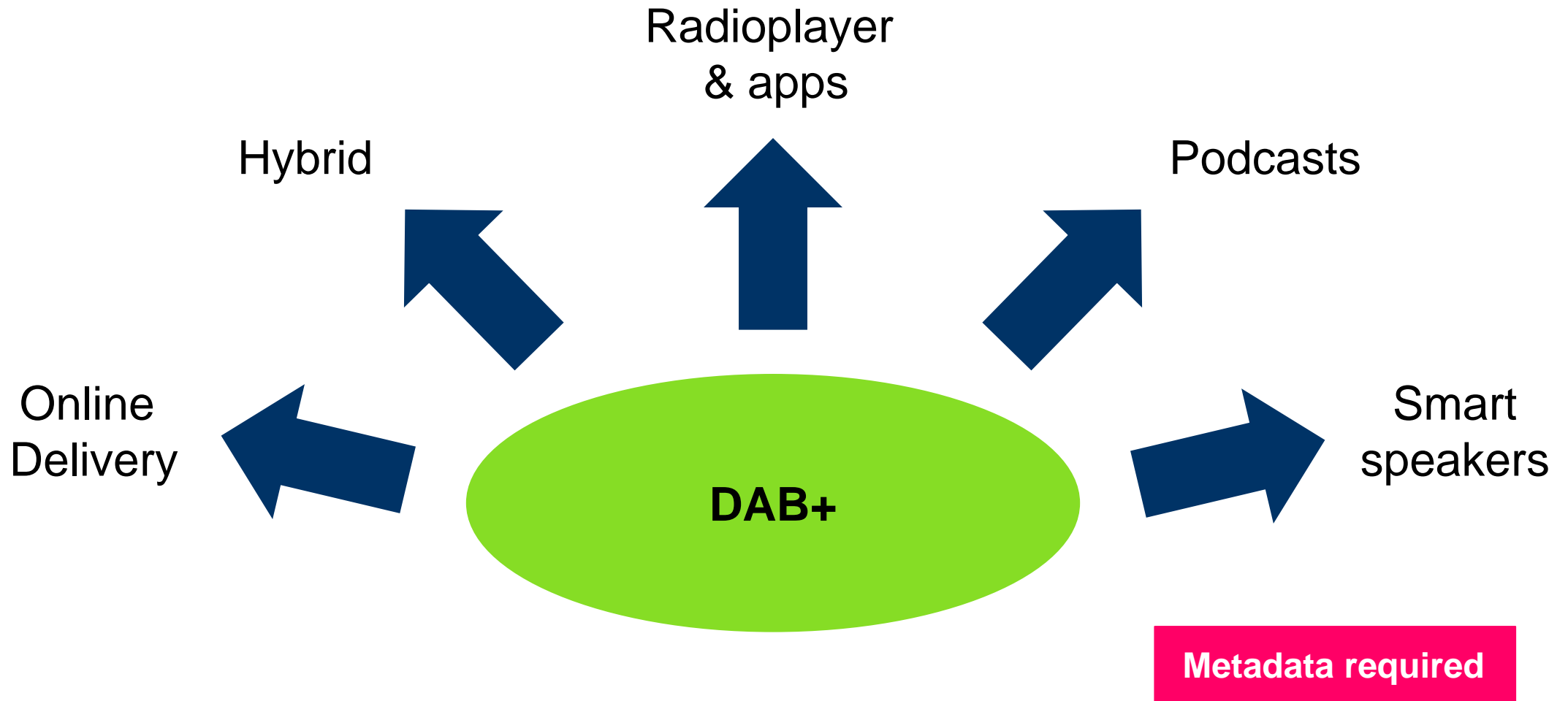
DAB helps broadcasters to retain control



“Radio France must not let Google, Apple, Facebook and Amazon own the direct relationship with listeners”

Sibyle Veil, President, Radio France

Radio needs a multiplatform strategy



In longer term, will need to consider impact of 5G

5G mobile

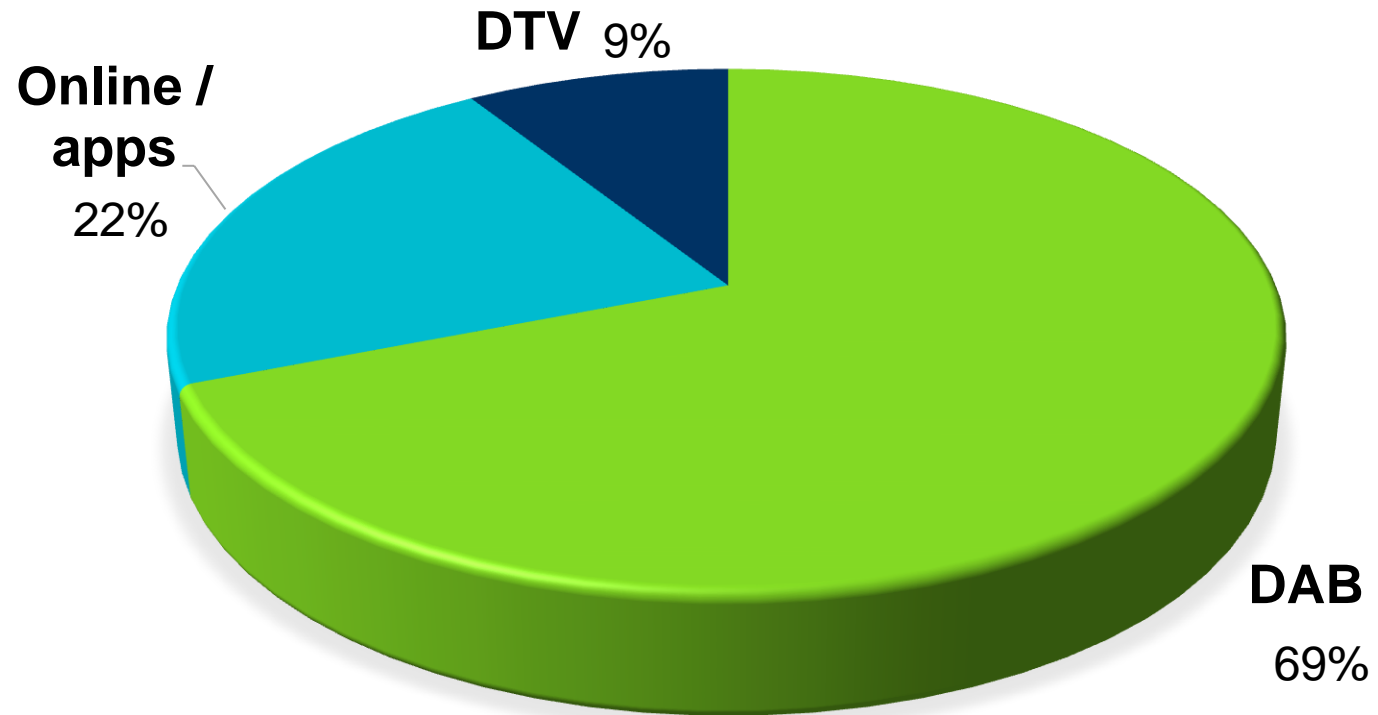
- Potential as complementary platform, e.g. in rural areas

5G broadcast

- Installed based at least ten years away
- Would require massive regulatory intervention

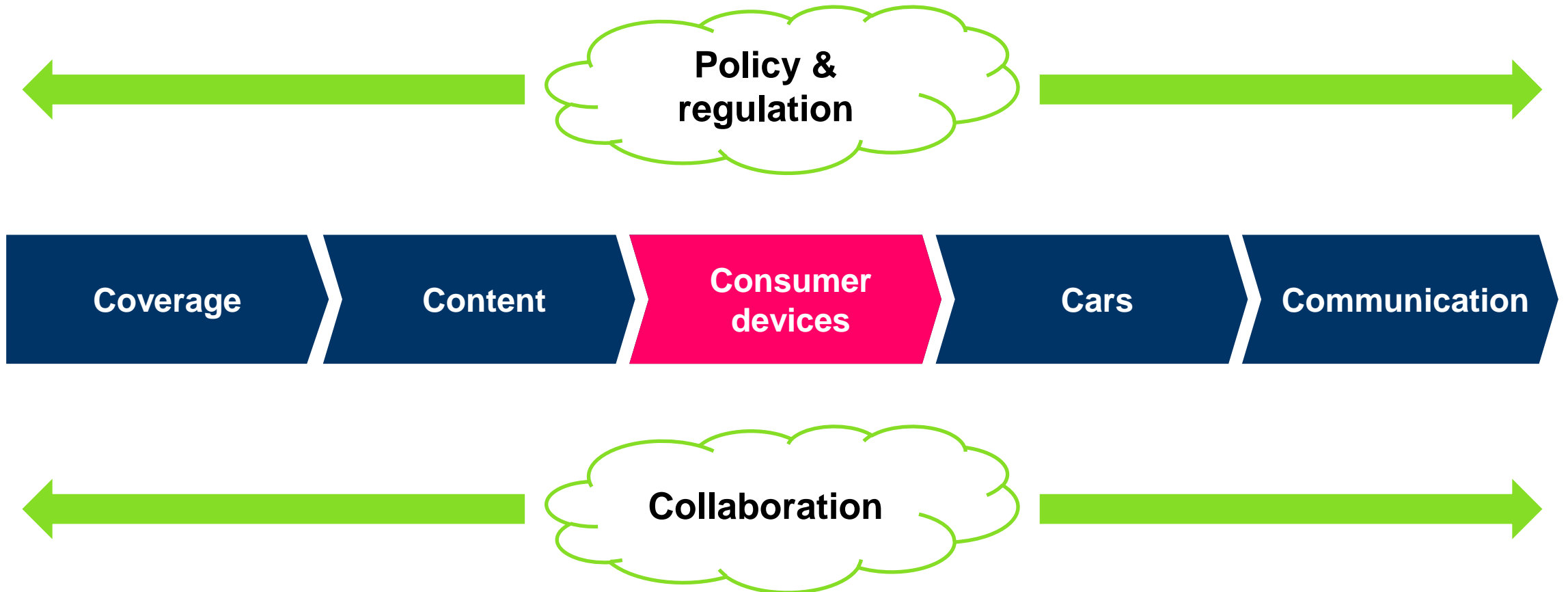
DAB remains the key platform for digital listening

UK digital radio listening by platform



Key to success is collaboration

The Five Cs



End sale of analogue-only consumer receivers



- In Europe, 75% of new consumer radio receivers are analogue only
- Protect the future of free-to-air broadcast
- France and Italy already have laws – now is the time for others to follow

Thank you