

DAB+ - the future of radio

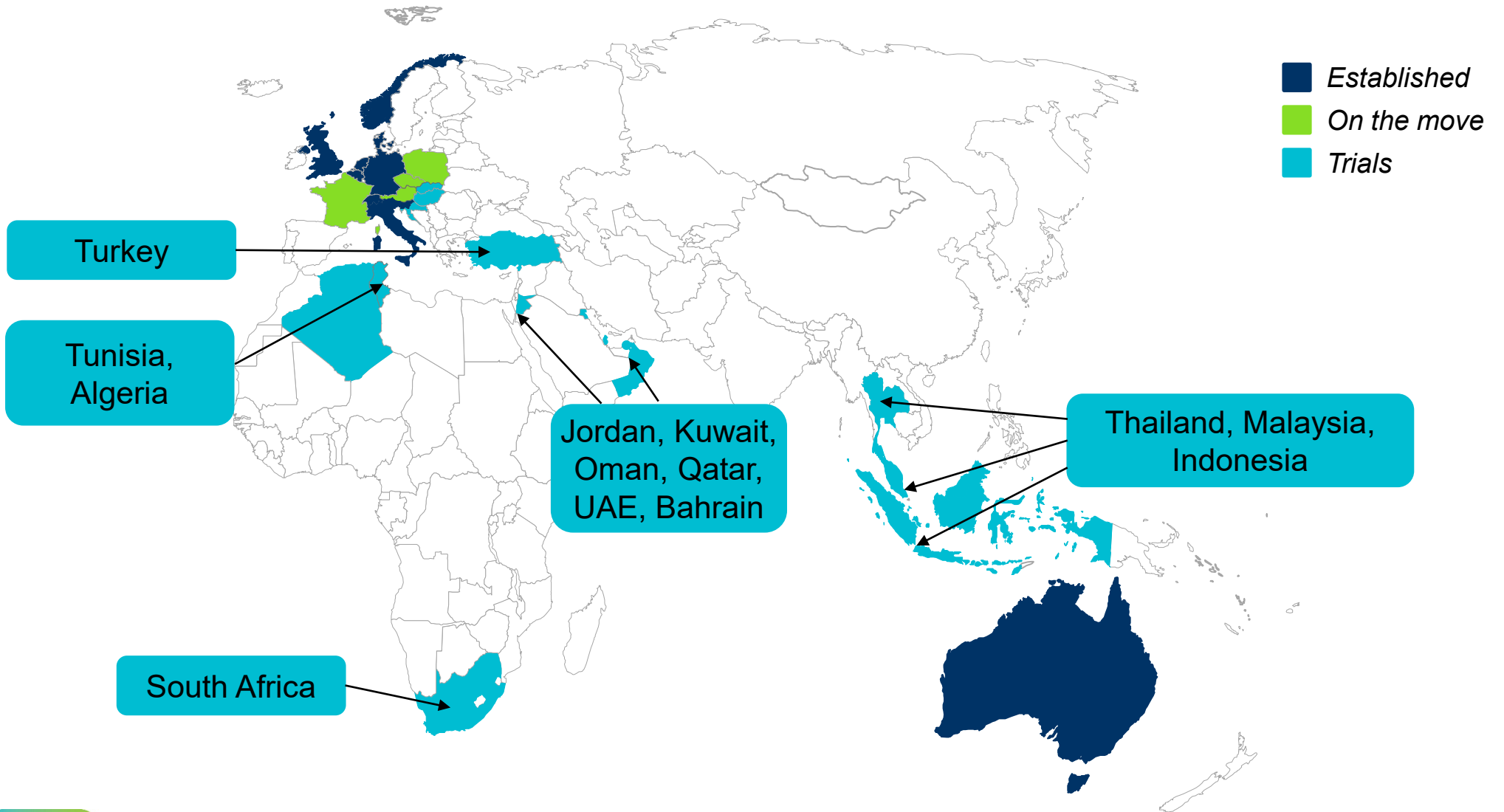
Presentation to Arab States Broadcast Union

September 2020

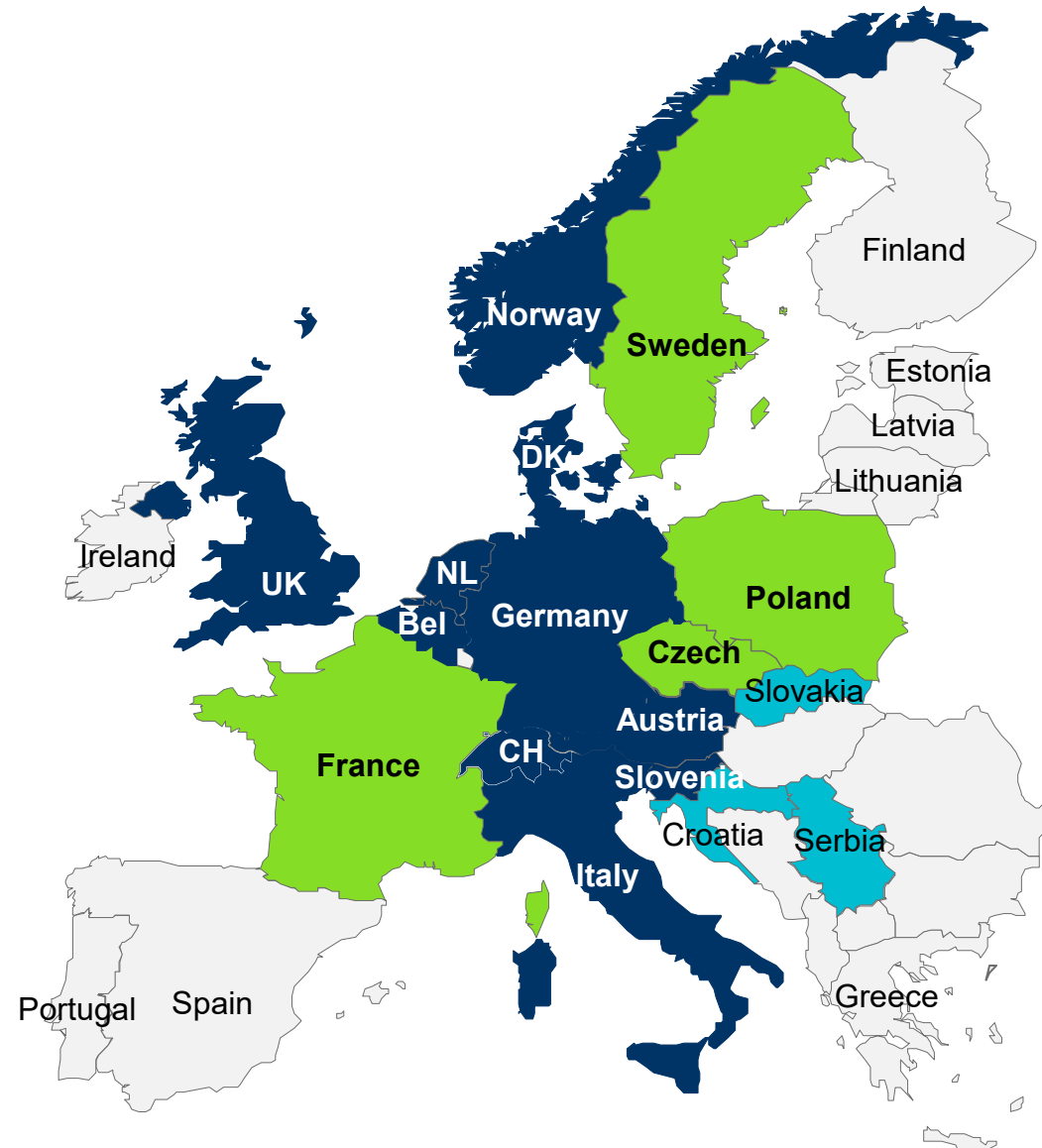
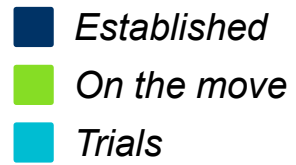
The aim of this webinar: to share our experience of DAB+

- 1 The global status of DAB+
- 2 The technology – and its benefits
- 3 How to launch successfully

DAB+ is emerging as a global standard for radio



Established as core future platform in Europe



National launches

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

Strong progress in major markets



UK:
58% of listening is digital



Germany:
Launch 2nd national multiplex 2020



Italy:
All receivers must have DAB+ from 2020



Australia:
Three new cities in 2019

Significant new launches in last two years



Belgium:

**Flemish and French –
major launch (2018/19)**



Austria:

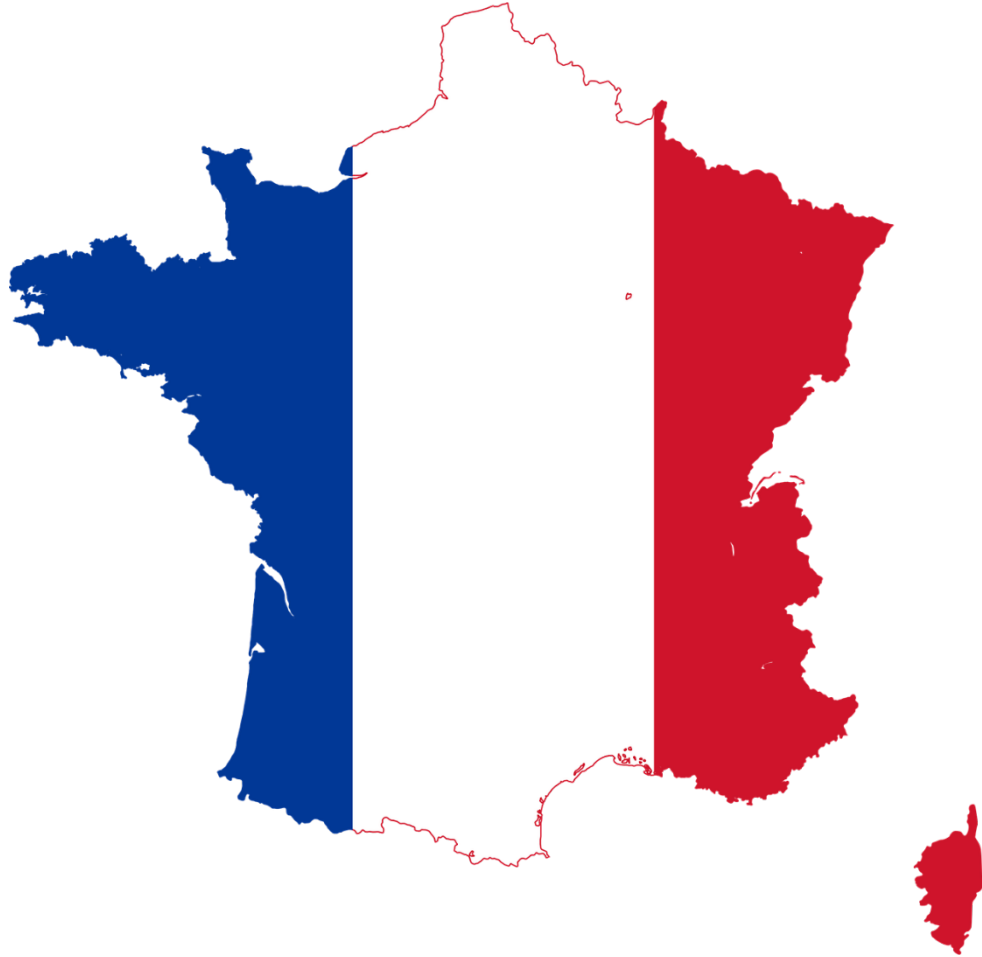
**National DAB+
(May 2019)**



Sweden:

**Commercial DAB+
(summer 2019)**

France is launching national DAB+ in 2021



- Eight cities / regions already on air
- National network launching 2021

First countries are switching off FM



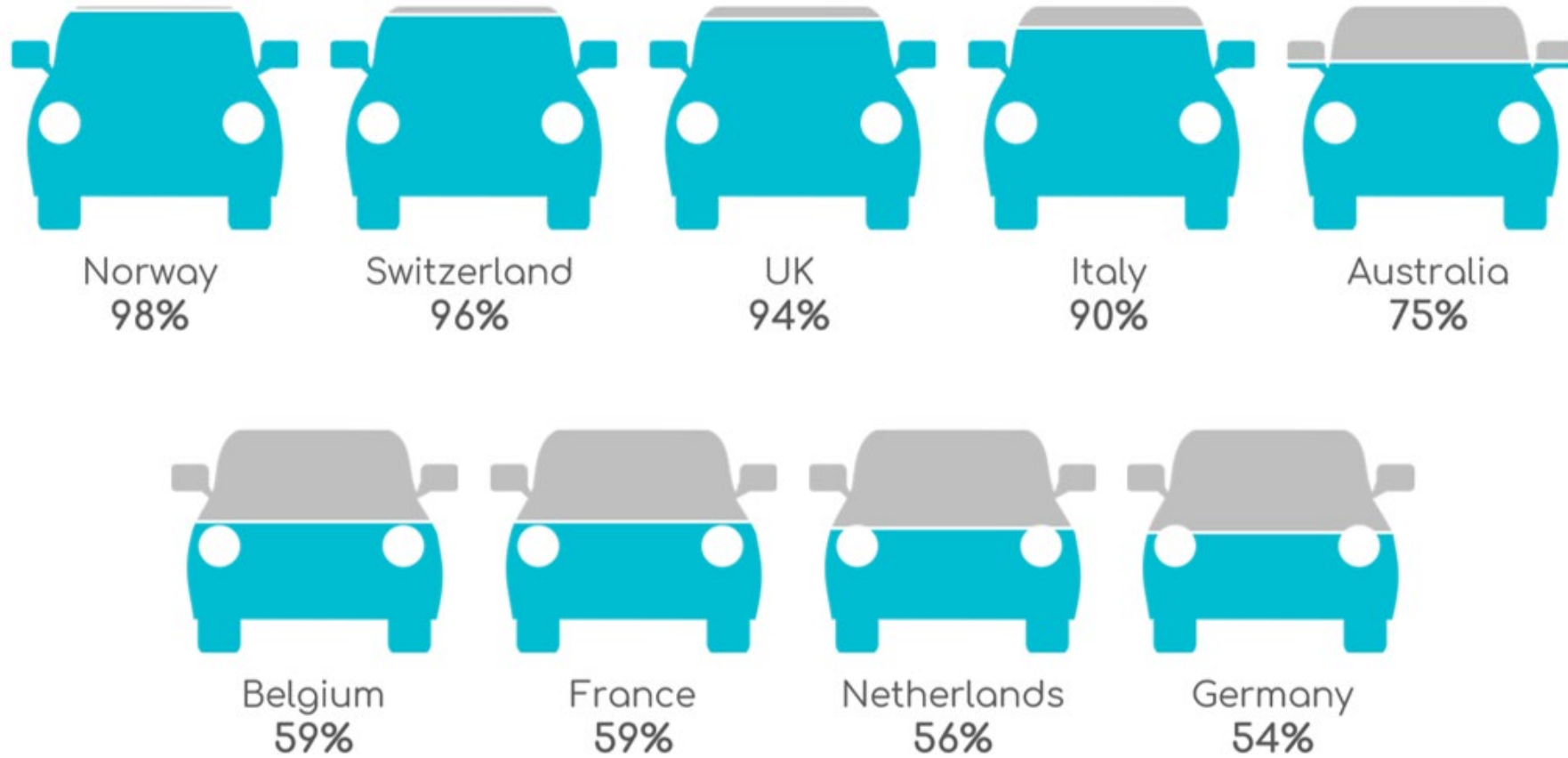
Norway: 2017



Switzerland: 2022-23 plan

New cars have DAB+ as standard

% of new cars with DAB+



EU is supporting digital radio



European Electronic Communications Code

- From end 2020, all new car radios in EU must be able to receive digital terrestrial radio

What is driving these changes?

FM spectrum is full



- No capacity to expand
- Impossible to innovate

Digital giants are invading radio's space



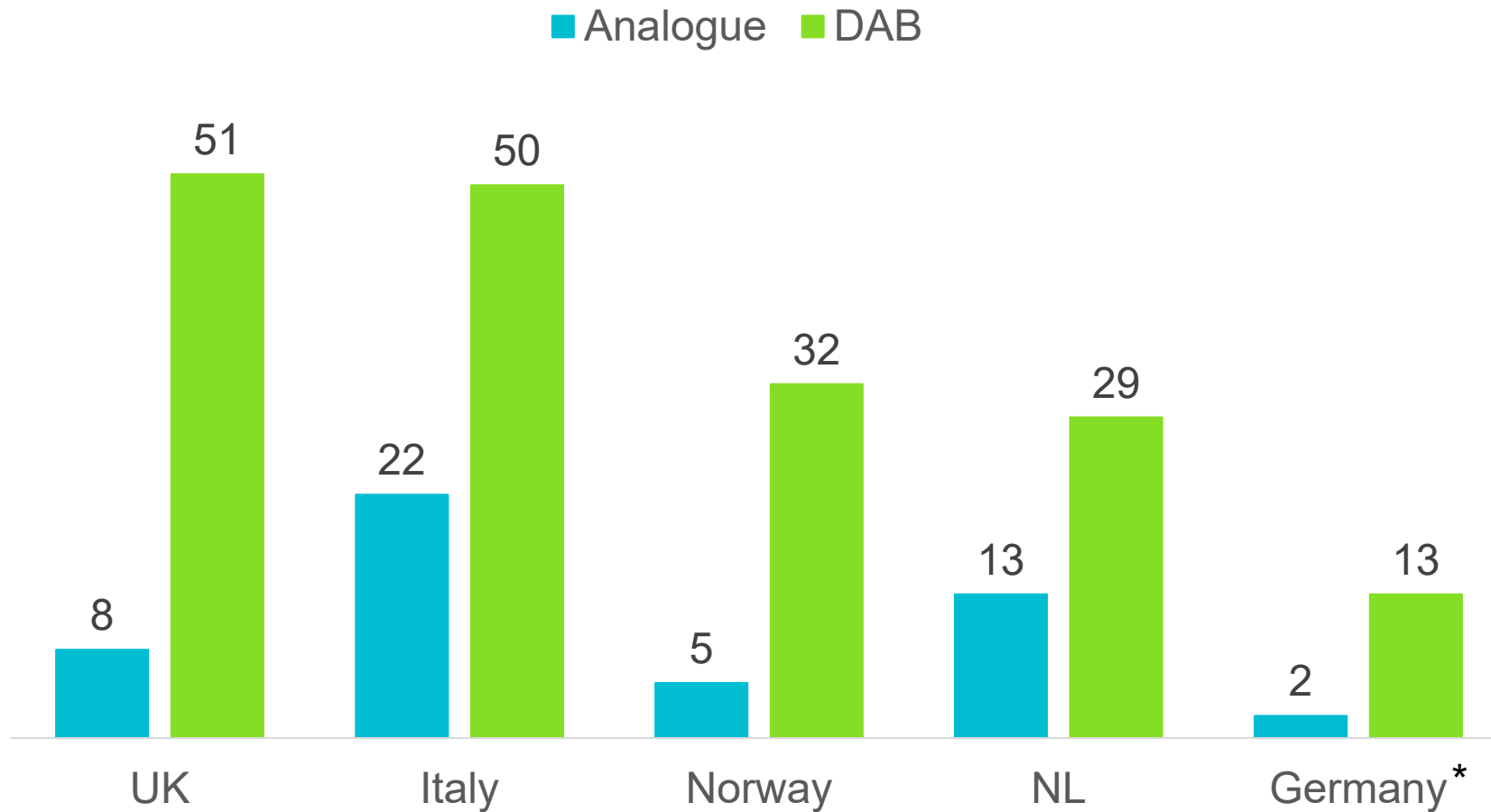
Essential to optimise the broadcast experience



- Free-to-air
- No 3rd party gatekeeper
- Reliable in emergencies

DAB+ offers greater choice – up to six times as many services

National radio services



Listeners value the new services



- 17 million people in UK listen to “digital-only” services*

DAB+ offers clearer sound - particularly where FM is overcrowded

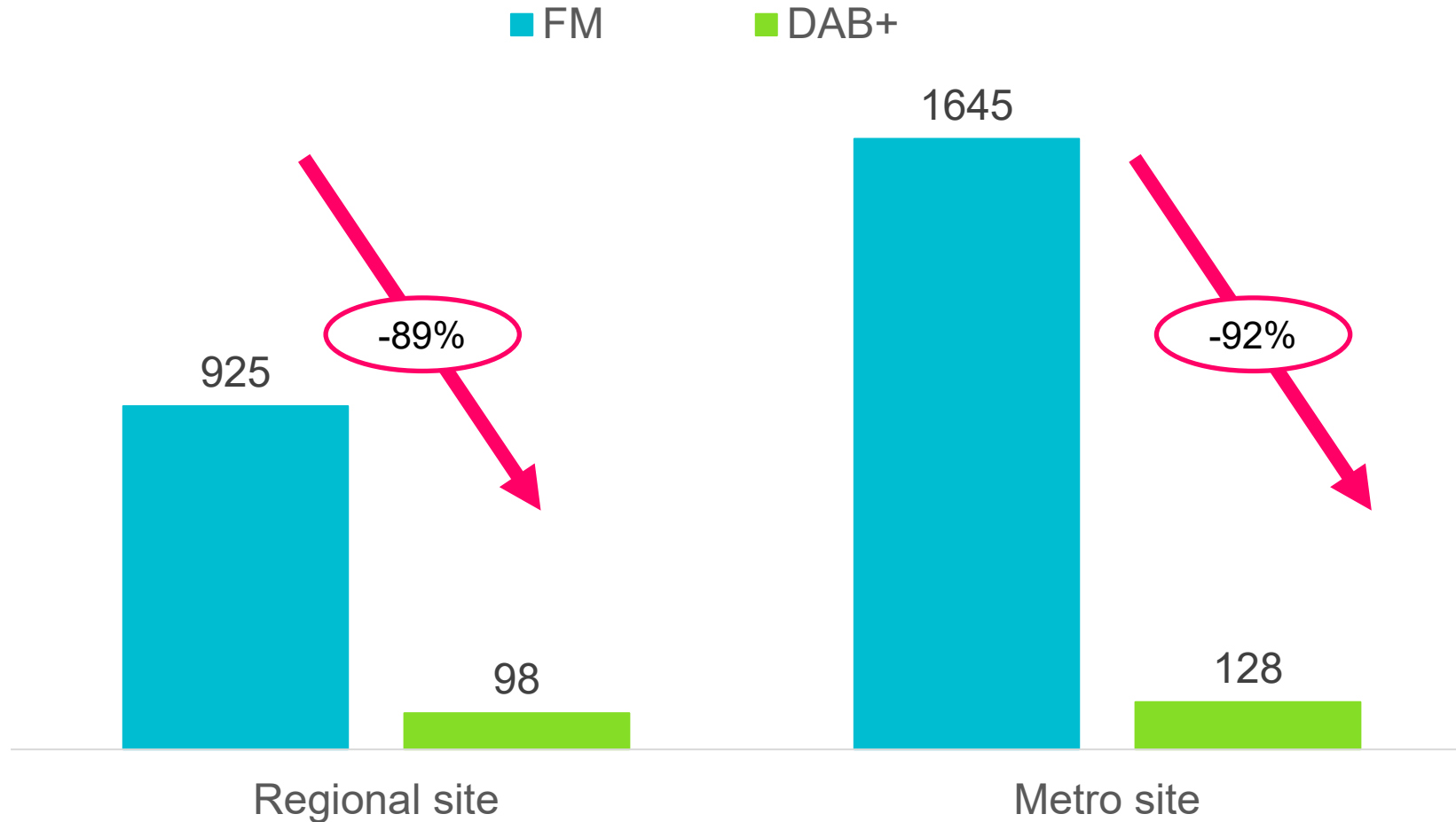


DAB+ offers enhanced graphics



DAB+ offers lower distribution costs

Annual cost to broadcasters of transmission per service¹, \$k



Opportunity to innovate: brand extensions

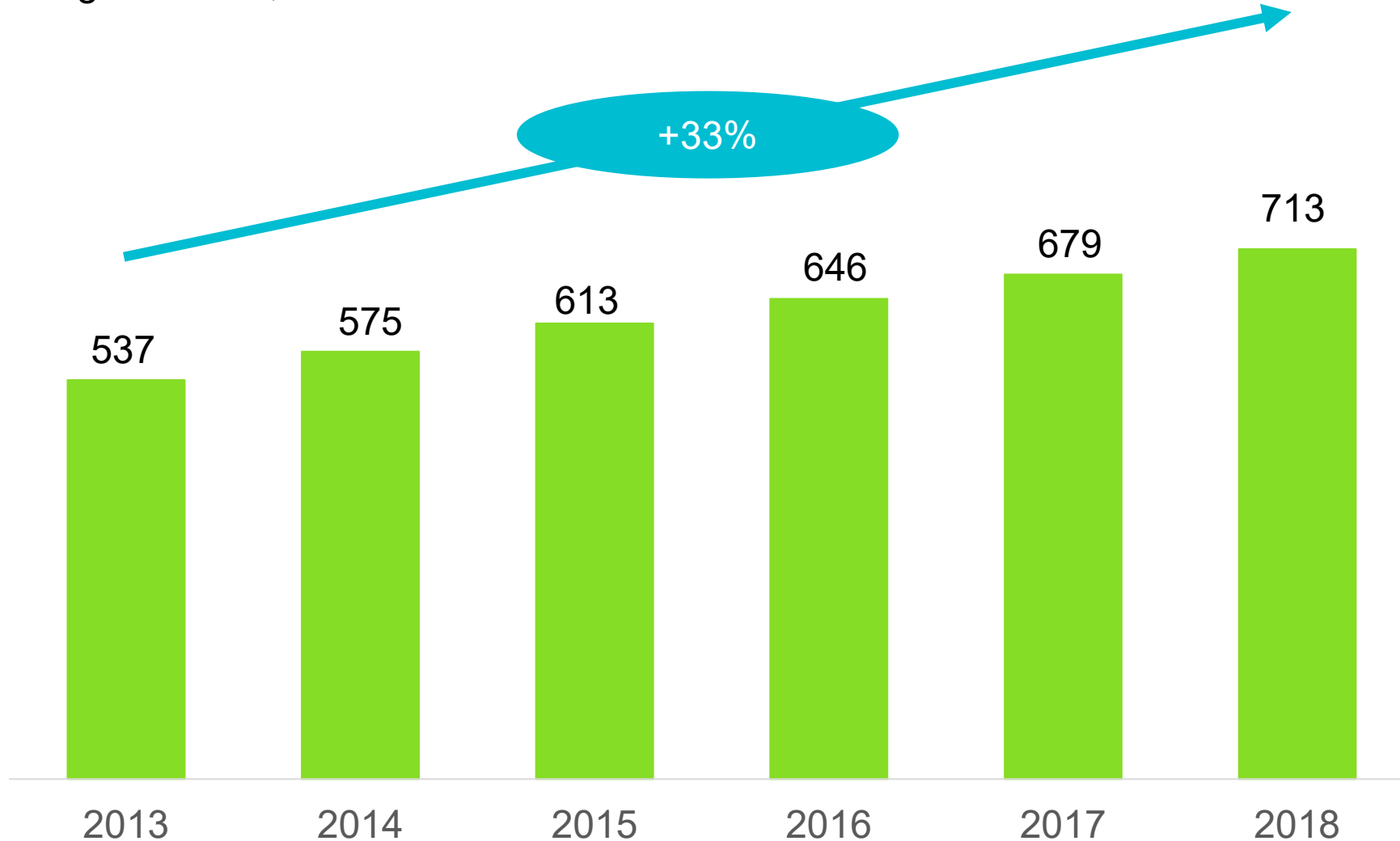


Audience has tripled in seven years

National stations are driving commercial revenues



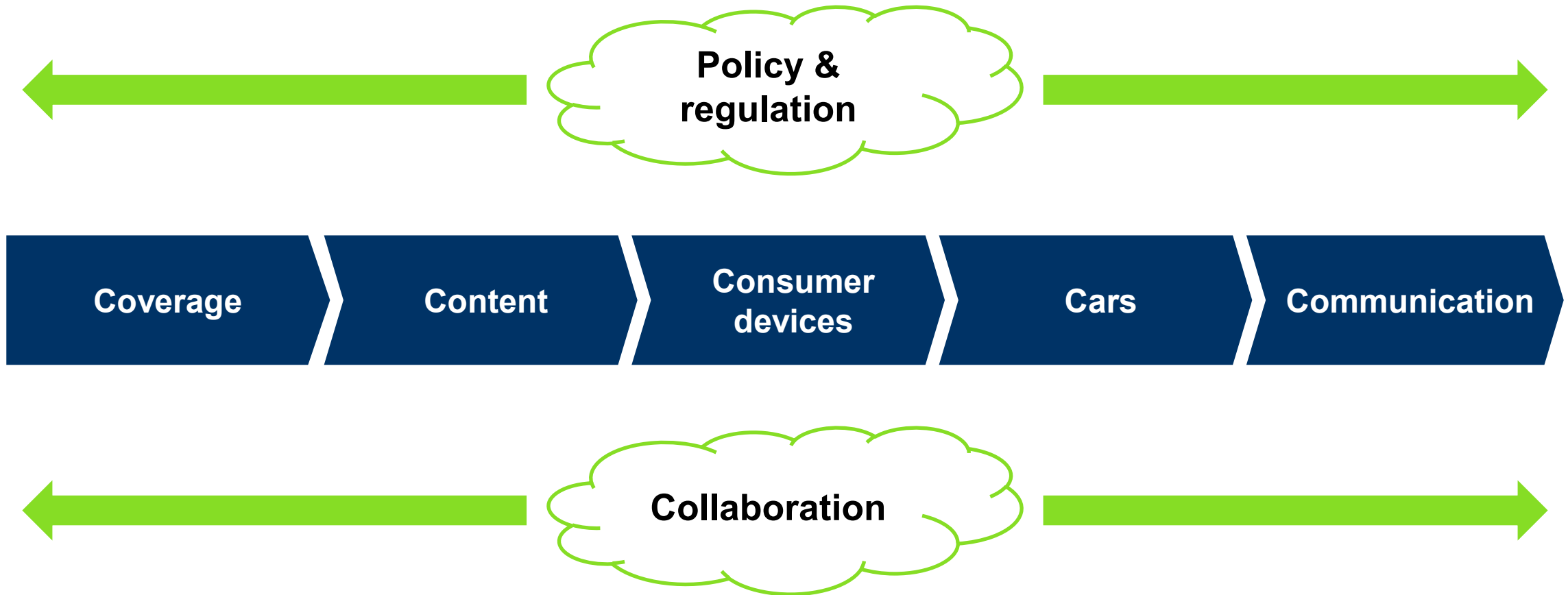
UK radio advertising revenues, £ million



How do we ensure success?

Key to success is collaboration

The Five Cs



Conclusions



- 1 DAB+ delivers benefits for broadcasters and listeners
- 2 Receiver market is fully developed (cars and in-home)
- 3 Collaboration across radio ecosystem is key to success

Thank you