



# **DAB+ in cars: a year of progress**

Patrick Hannon - President, WorldDAB

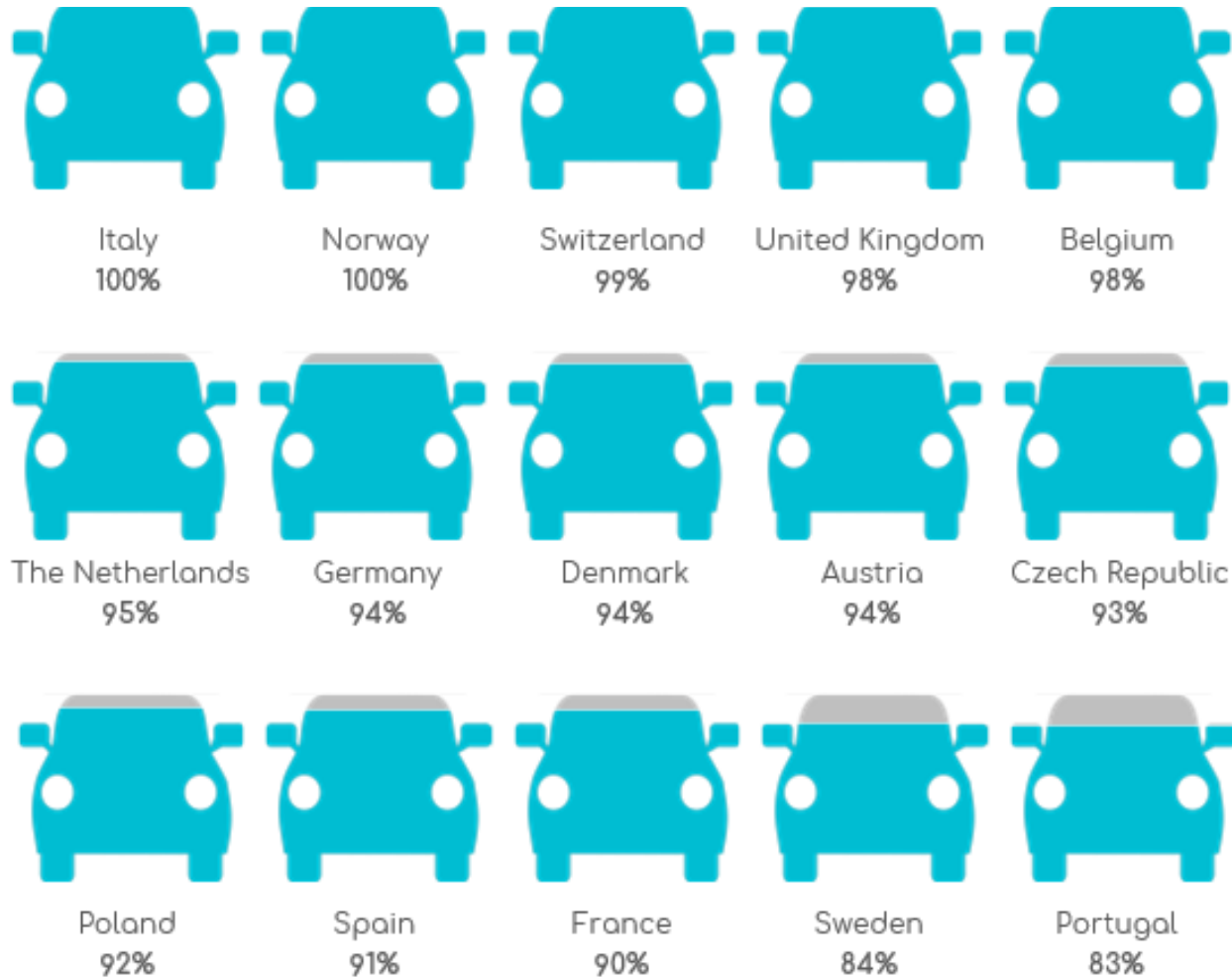
22 June, 2022

**In Europe, almost all new cars now have DAB+**

H2 2021

94%

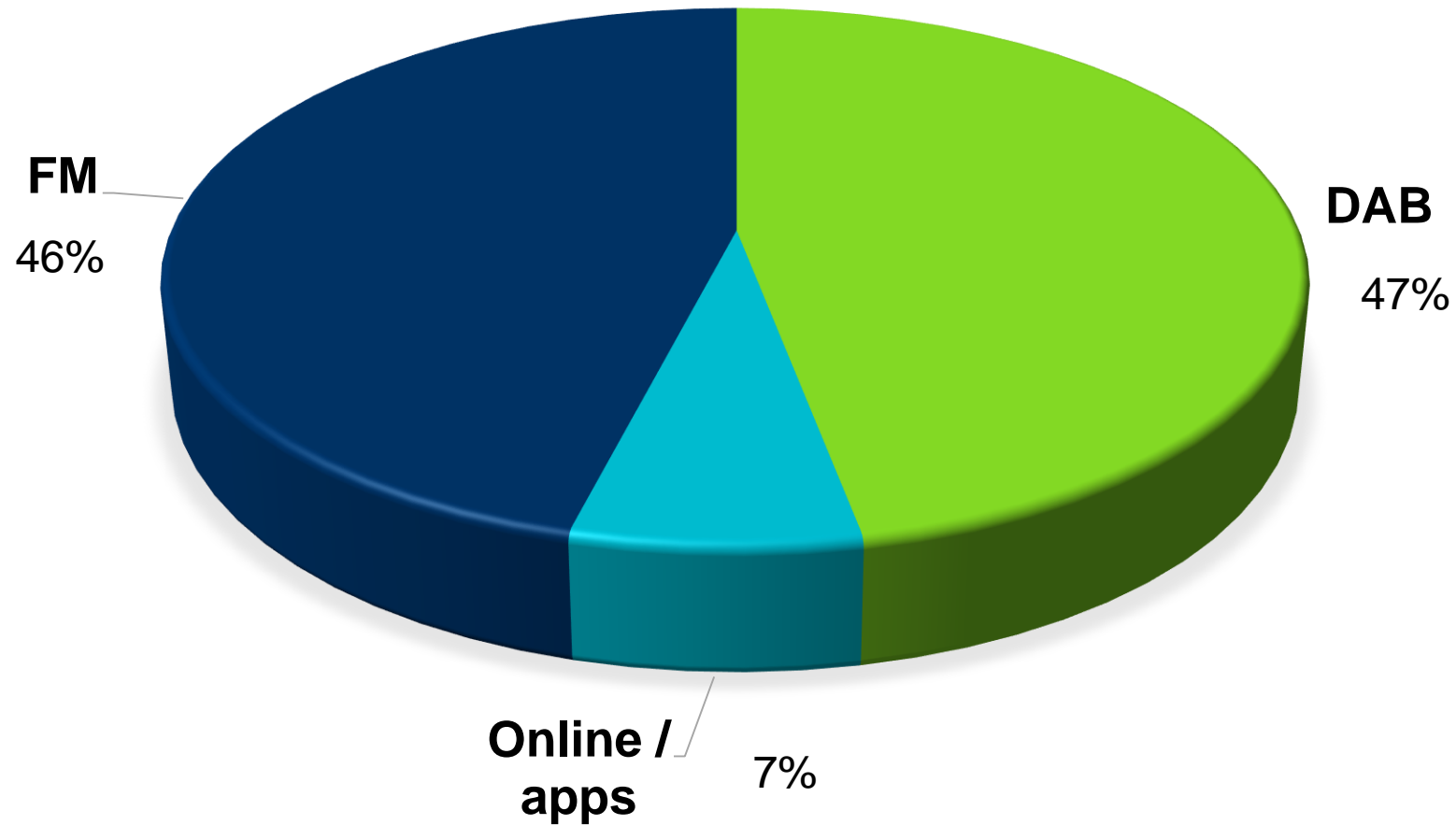
# Similar story in each market – and Australia



- Before regulation: 30% of new cars had DAB+
- Today: 94%
- Australia: 82%
- Completely transforms listening in cars

# DAB: emerging as the key platform for in-car radio listening

UK digital radio listening by platform, in-car



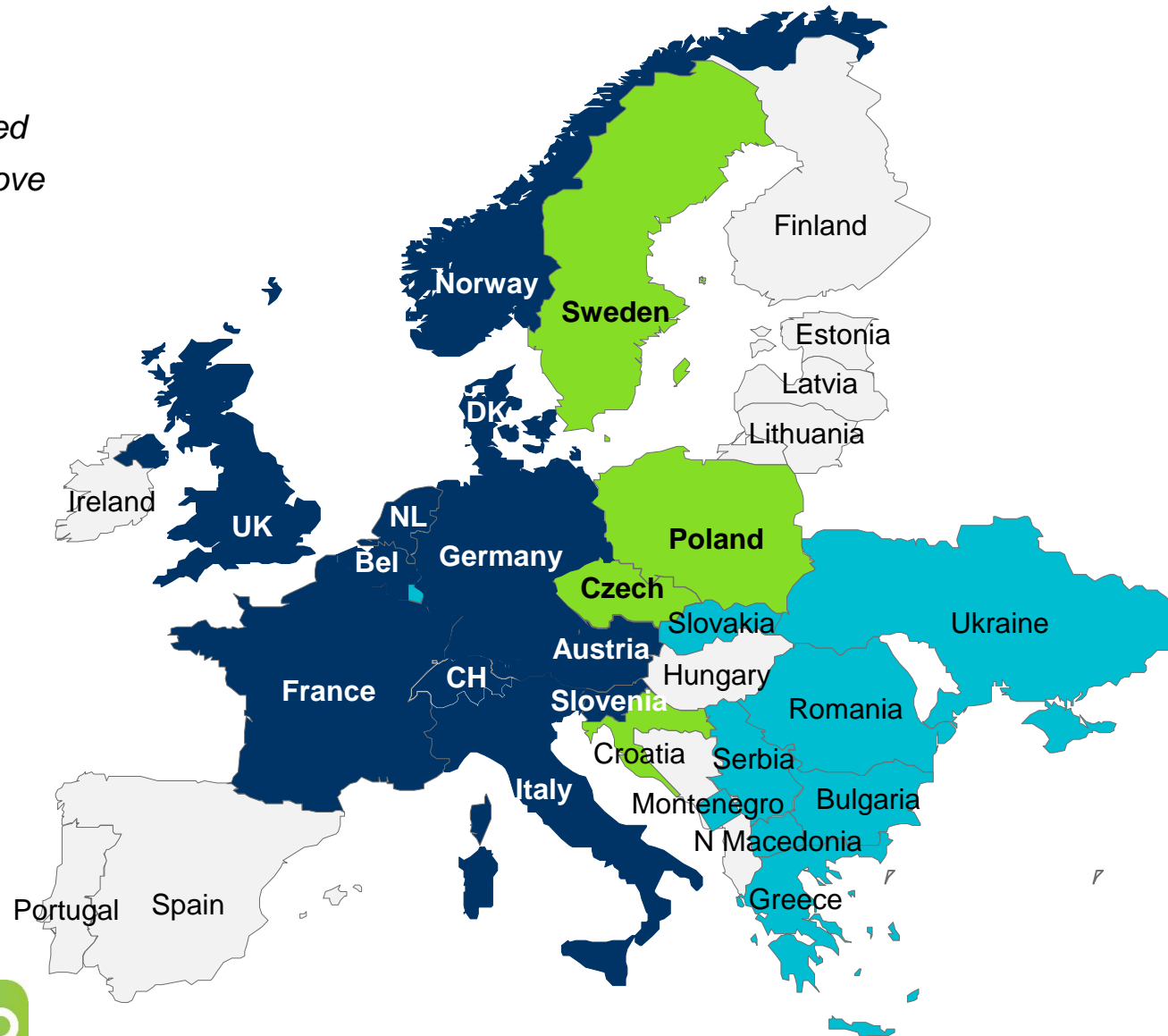
# Regulation has played important role



- European Electronic Communications Code (EECC) effective from 21 December 2020
- All new car radios in the EU need to have digital terrestrial radio

# Underlying driver has been development of DAB+ across Europe

- Established
- On the move
- Trials



## National launches

- Germany: 2011
- NL: 2013
- Italy: 2014
- Slovenia: 2016
- Belgium: 2018
- Austria: 2019
- France: 2021

# Growth of DAB underpinned by benefits to listeners, broadcasters and society

1

## Listeners

- Increased choice
- Superior audio
- Text and images

2

## Broadcasters

- Opportunities to innovate (grow audience / revenues)
- Cost-effective distribution
- No gatekeeper

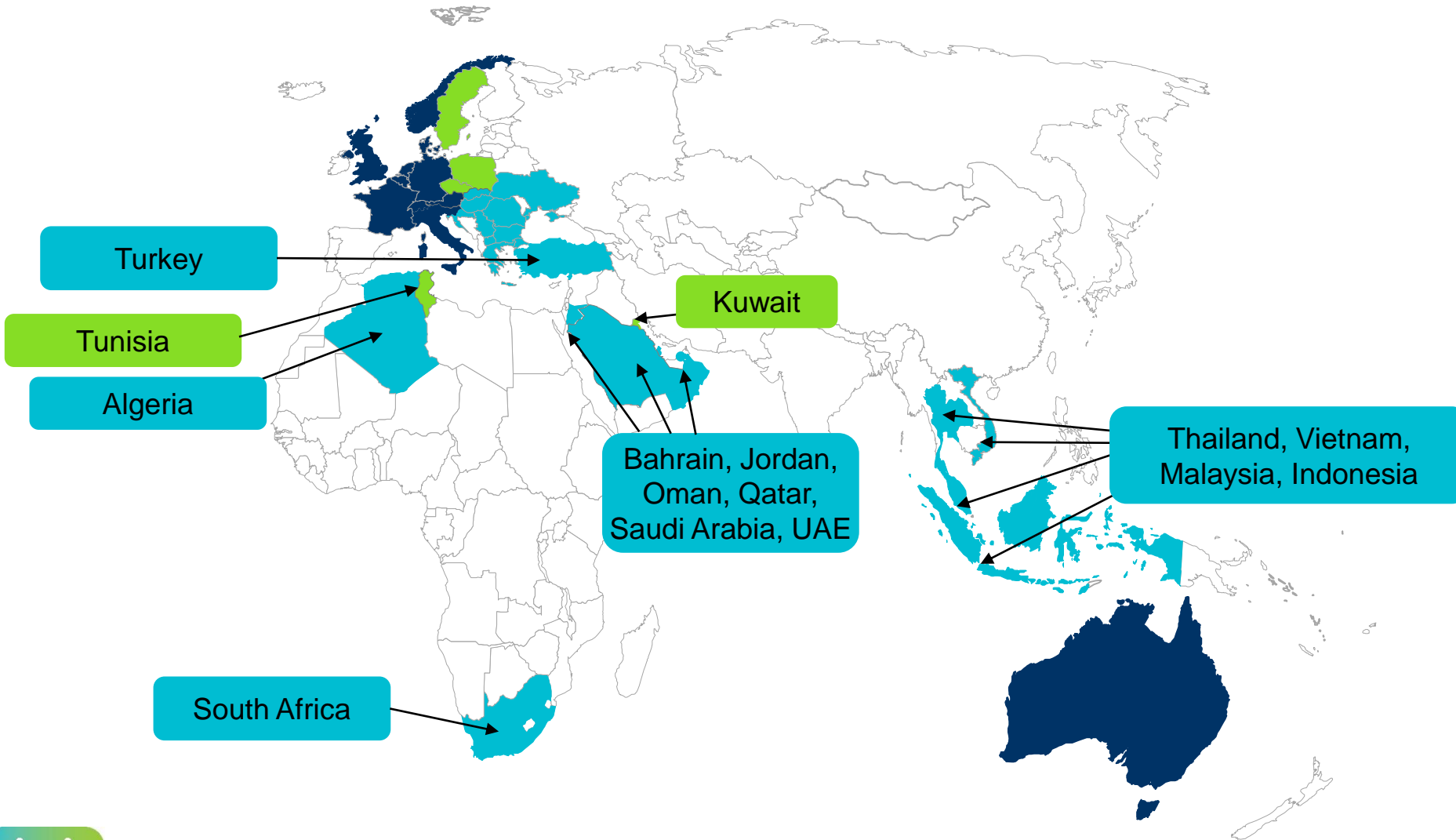
3

## Society

- Protect national culture
- Green distribution
- Reliable in emergencies

# Now expanding – Africa, Middle East and Asia Pacific

- Established
- On the move
- Trials





**How do we maintain this momentum?**

# Collaboration with car makers is essential

Automotive members of WorldDAB



**HONDA**



**HYUNDAI**



**L U C I D**



**TOYOTA**



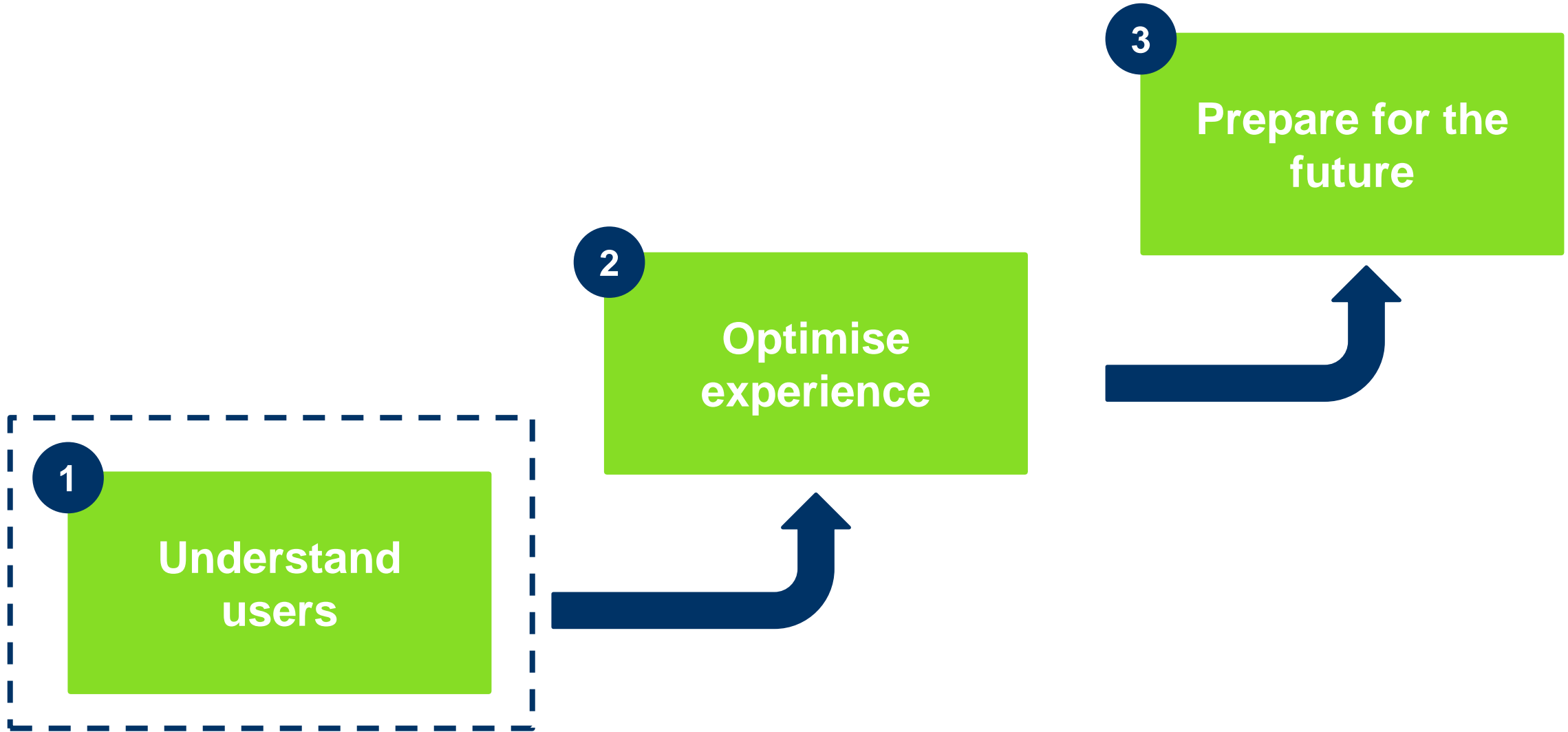
**VINFAST**

**VOLKSWAGEN**

**GROUP**



# We have three key strands to our strategy



# In 2021, we conducted our largest ever user survey

Commissioned by:

**world dab**

In Partnership with:

**Radioplayer**

Sponsored by:

COMMERCIAL RADIO | NAB | XPERI.  
BROADCAST | HO Radio

Conducted by:

**edison research**

## 2021 Car Buyers Survey

- Survey of six markets:
  - Germany, France, UK, Italy, Australia and US
- 6,000 respondents
- Recent and prospective car buyers

# 90% want radio as standard

Almost all in-car radio listeners say a broadcast radio tuner should be standard equipment in every car



***93% say radio should be free to listen to***

## 82% less likely to buy car without a radio

Prospective car buyers say they are less likely to buy or lease a car that does not have a radio



# Users want information about content and voice control

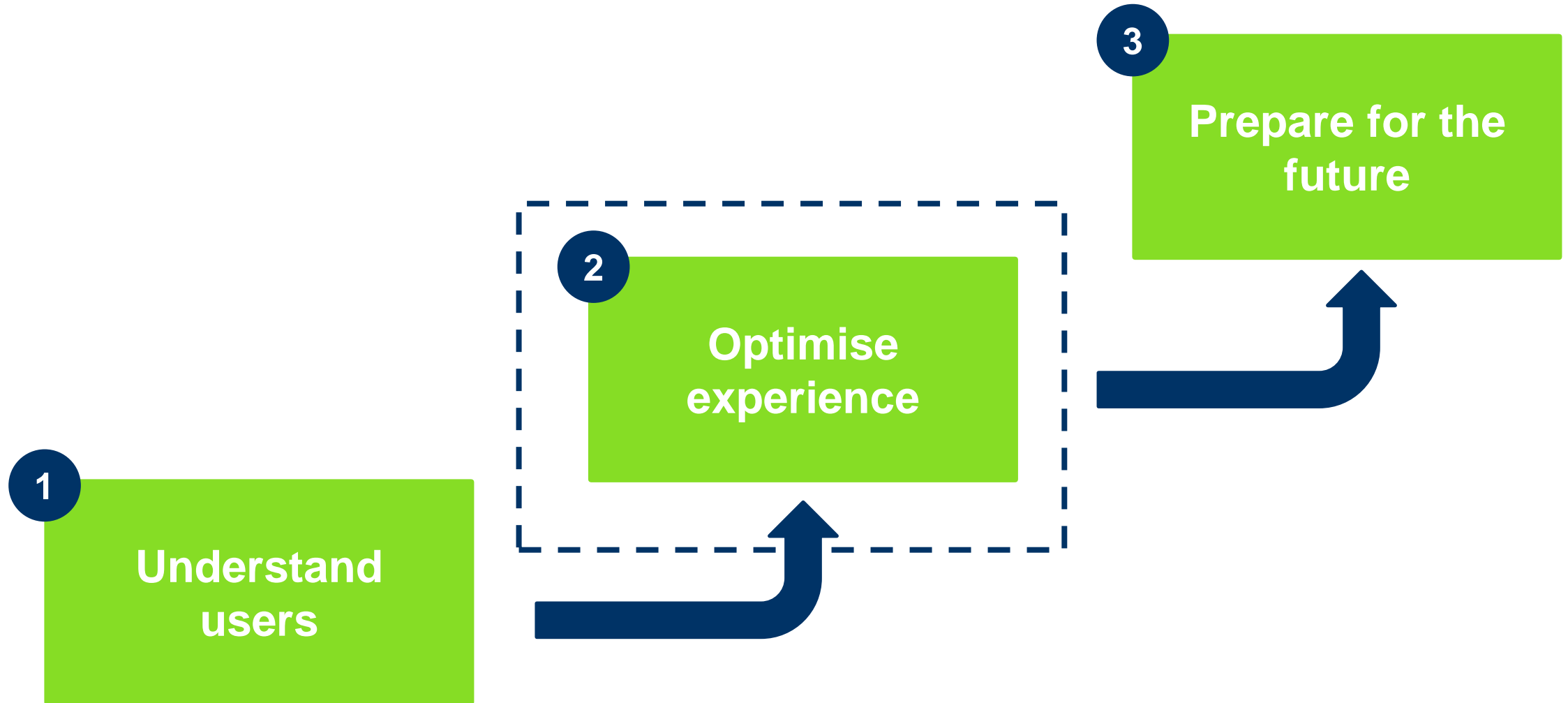


- 54% want information about content they are listening to



- 58% interested in searching for stations via voice controls

## Second strand is to optimise the DAB+ in-car experience





# Listeners need simple navigation

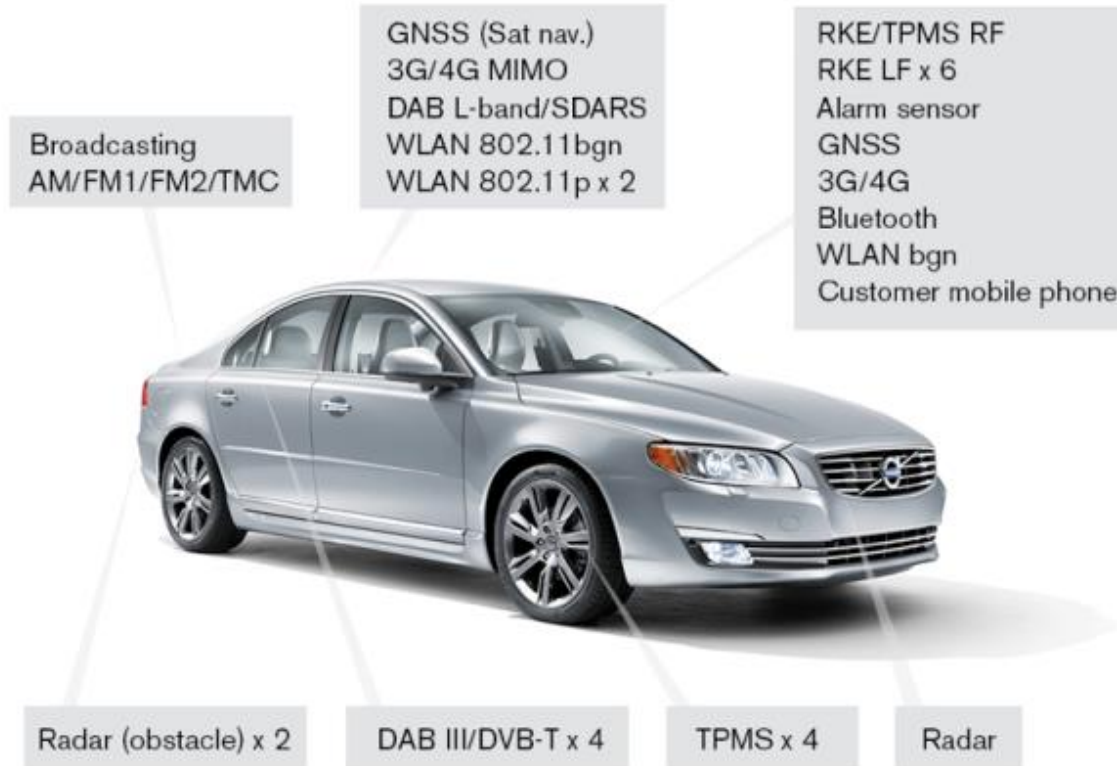


- A radio button is essential
- A-Z station list
- Pre-sets should be easy to programme

*Guidelines updated Jan 2022*

# Listeners deserve great audio quality

## Antenna complexity



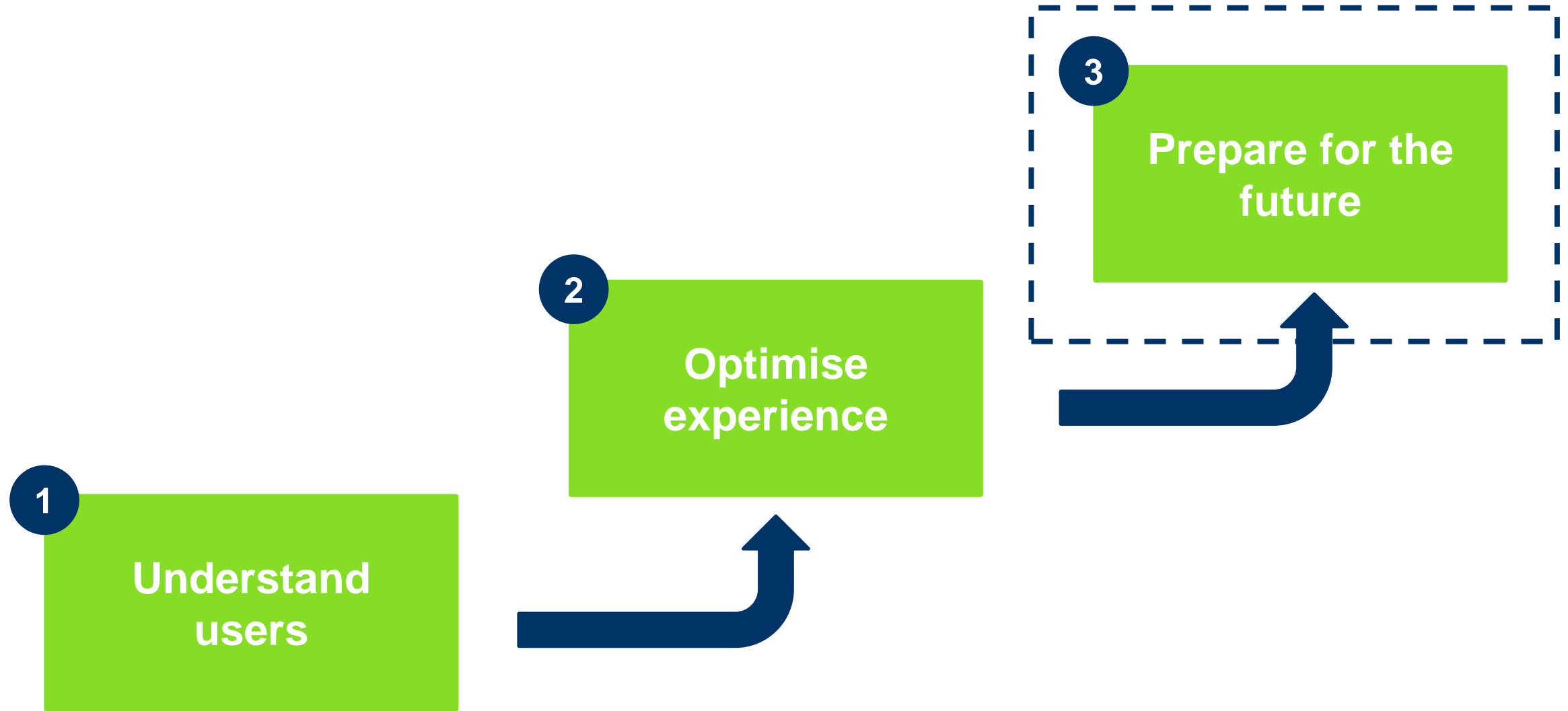
- Optimise antenna performance
- Collaborate on testing (test routes)
- Ensure good coverage of roads

# Listeners need strong visuals – without being distracted



- Visuals / logos to maximise impact on the dashboard
- Published Driver Distraction Guidelines (June 2022)

## Third area of focus is DAB+ in the car of the future



# We are embracing hybrid radio (DAB+ and IP)



- Leverage benefits of DAB+ and IP
- DAB+ offers choice, reliability and free-to-air services
- IP brings
  - extended geographic reach
  - personalisation and interactivity
- Combination delivers enhanced user experience

# We are engaging with Android Automotive

WorldDAB Automotive  
Working Group



- WorldDAB members are part of the Android Automotive NAB Pilot project
- Cross-sector involvement brings important new perspectives to this work

# We are focusing on voice as a key user interface



- Voice assistants well established in cars – including
  - white label in-car voice control solutions
  - OEM own voice control systems
- Radio needs to be part of this ecosystem
- Major focus over next 18 months

# Conclusions



- 1 DAB+ now standard in new European cars – expect further international expansion
- 2 Users expect high quality, free-to-air radio as key feature
- 3 Our job is to deliver the best possible experience – today and in the future



Thank you