

# **DAB+ in cars: reaching maturity**

Patrick Hannon - President, WorldDAB

15 June 2023

**DAB+ is a standard feature in European cars**

Europe: full year 2022

96% of new  
cars with DAB+

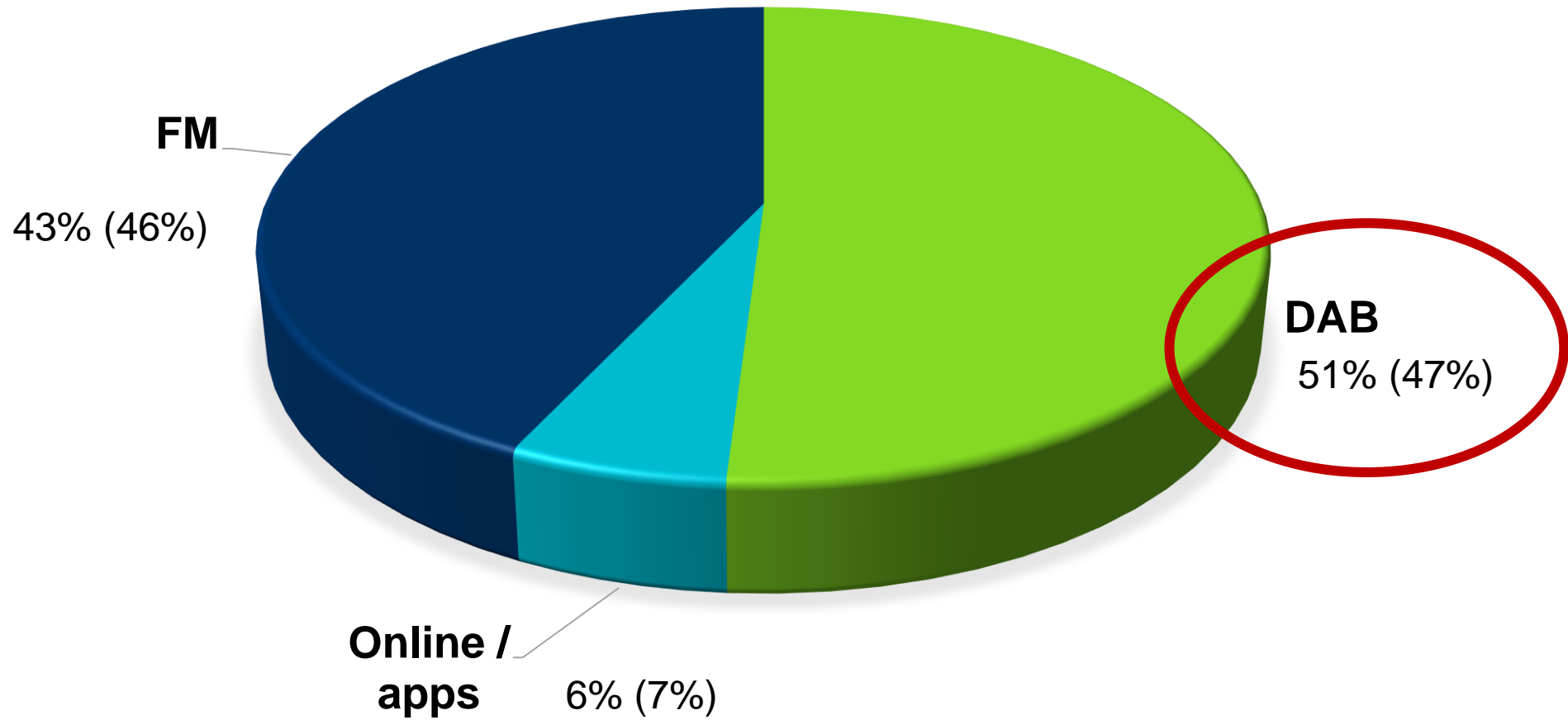
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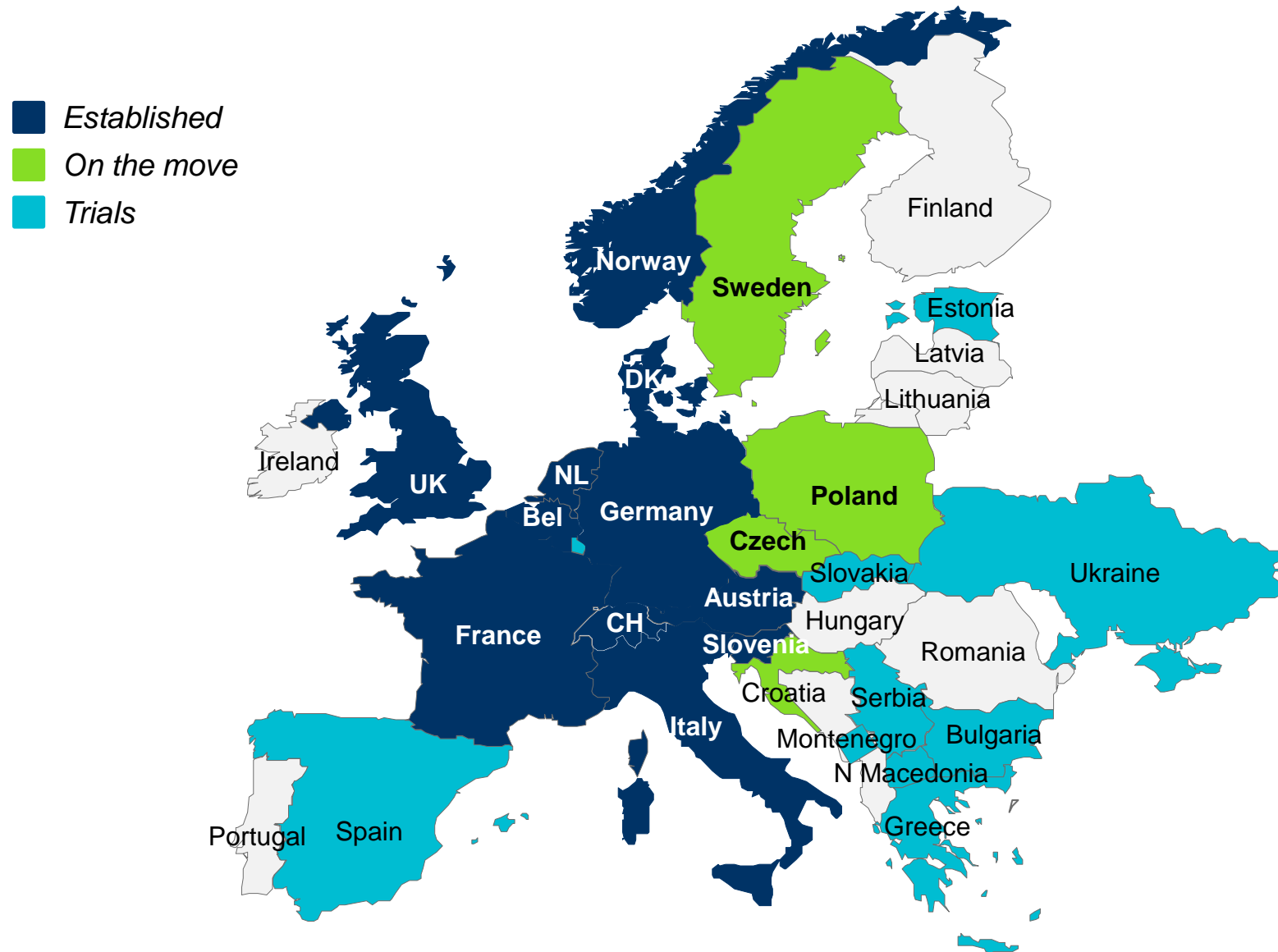
**10 million new  
cars with DAB+**

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

UK digital radio listening by platform, in-car



# Progress in cars is driving growth of DAB+ across Europe



## Major markets are benefitting



- **Germany:** Autobahn coverage: 99%
- 2.5 million new cars sold with DAB+ in 2022



- **Italy:** Jan 2020: law requires all receivers (automotive & consumer) to be digital
- Local DAB+ set to expand with provisional new frequency plan



- **France:** Major roads are a key element of DAB+ coverage strategy
- National marketing launch in H2 2023

# Emerging markets are proposing to expand DAB+ services



- **Sweden:** seven new national services being advertised



- **Croatia:** Five multiplexes being advertised – one national and four regional



- **Czechia:** Consulting on launch of two new national networks – and 27 regional

# WorldDAB membership continues to grow - 9 new members since Nov 2022



*Car maker*



*Car maker*



*Audio equipment*



*Technology provider*



*Audio equipment*



*Network operator*



*Public Broadcaster*



*Content solutions provider*



*Private broadcaster*

**115 members from  
34 countries**



# Why is this important?

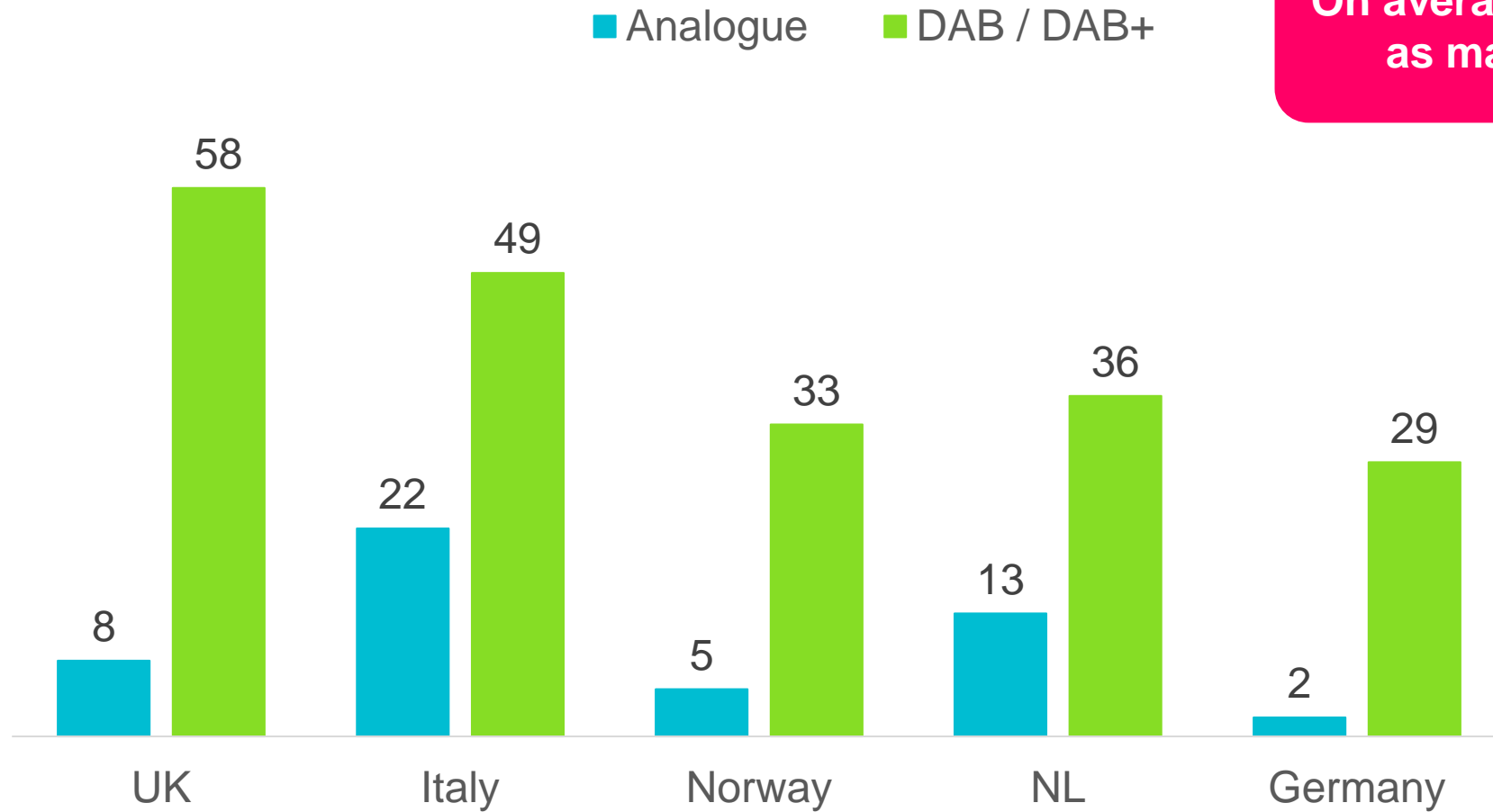
# Radio plays a key role in lives of European citizens



- 1 85% of Europeans listen to radio each week
- 2 Radio: the medium most trusted by European citizens – for 12 years in succession
- 3 90% of car buyers say broadcast radio should be standard in every vehicle

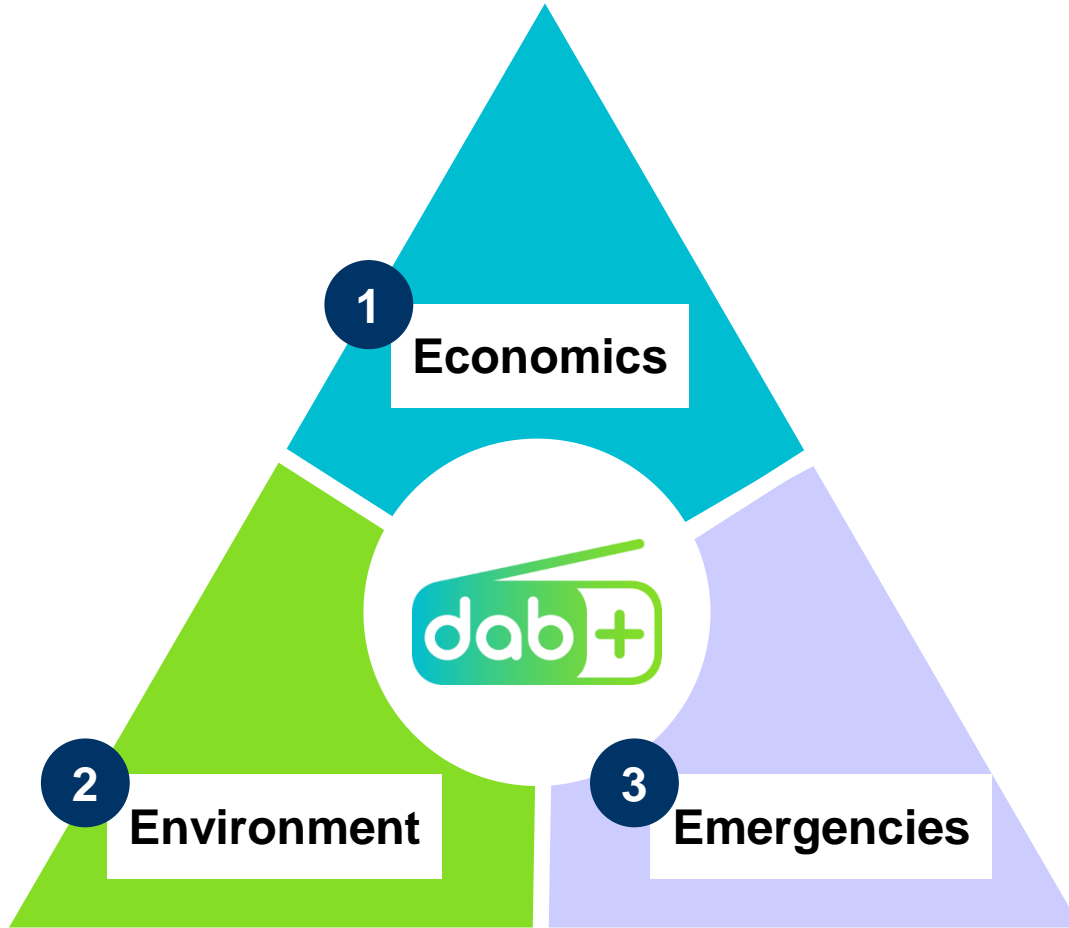
# DAB+ offers greater choice

## National radio services



**On average, seven times as many services**

## DAB+ also addresses the three 'E's

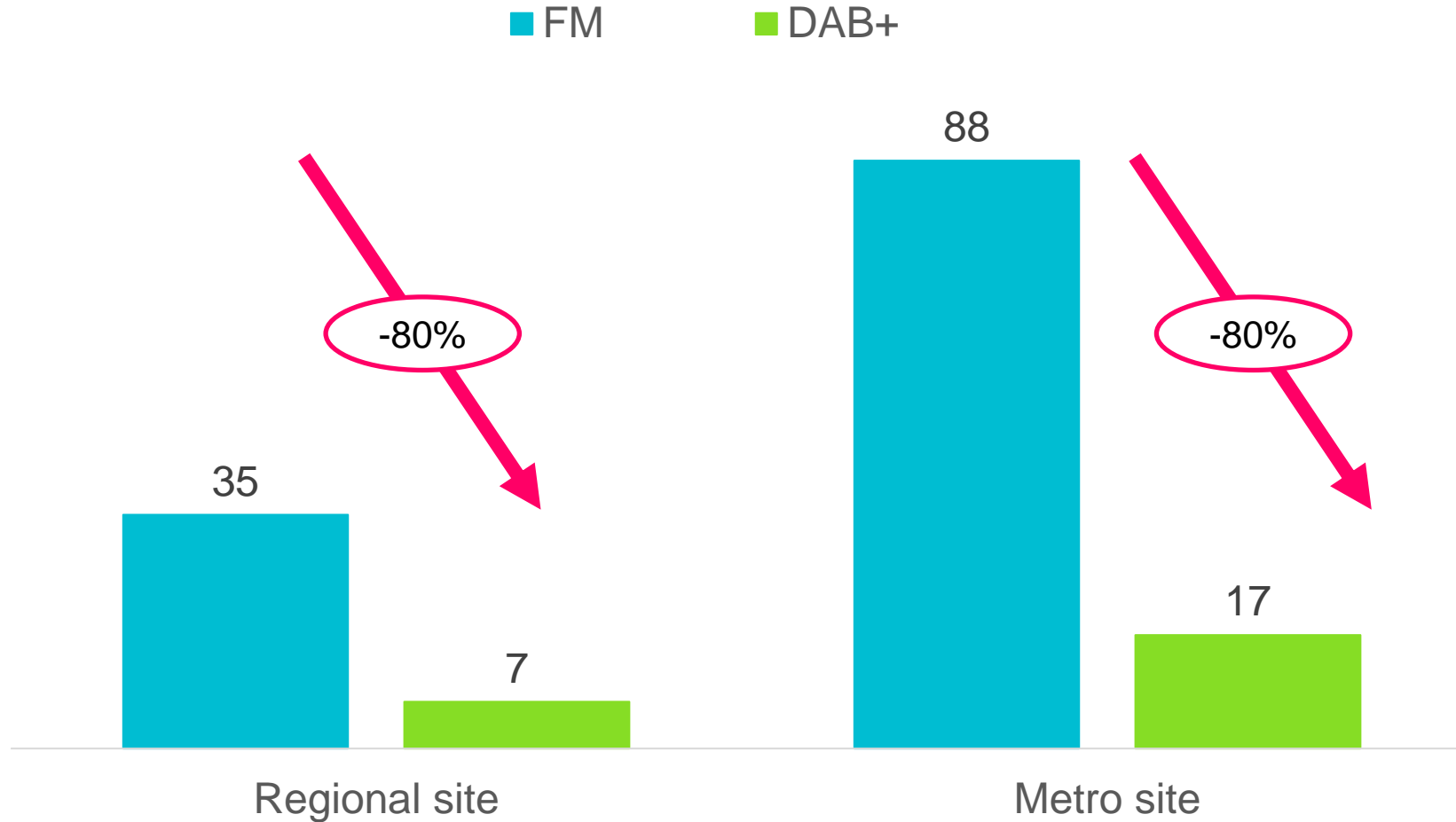


- **Economics:** costs of distribution lower than FM
- **Environment:** energy requirements lower than any other platform
- **Emergencies:** resilience – especially out of home

# Economics: distribution cost per service far lower than FM



Annual cost to broadcasters of transmission per service<sup>1</sup>, US\$k



Source: Total operating costs sourced from broadcasters and network operators

Note (1) Operating costs for DAB+ assumes 18 services on multiplex; opex includes site and tower leases, power, telco, maintenance, monitoring and support costs

# Economics: small scale DAB - additional savings



## Small scale / low cost DAB



- Based on open software - lowest cost approach to DAB
- Adopted in UK, Switzerland, Denmark
- Lowers barriers to adoption
  - small stations in developed markets
  - new countries taking first steps

**WorldDAB undertaking research  
– to be published end 2023**

# Environment: DAB+ is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study: DAB 33% more efficient than FM<sup>1</sup>

# Emergencies – DAB+ is resilient



- Broadcast radio - reliable in times of emergency
- Text and images as well as audio
- Mobile services less robust

**WorldDAB Technical Committee  
working on ETSI specification for  
Emergency Warnings**



# Essential to keep DAB+ relevant

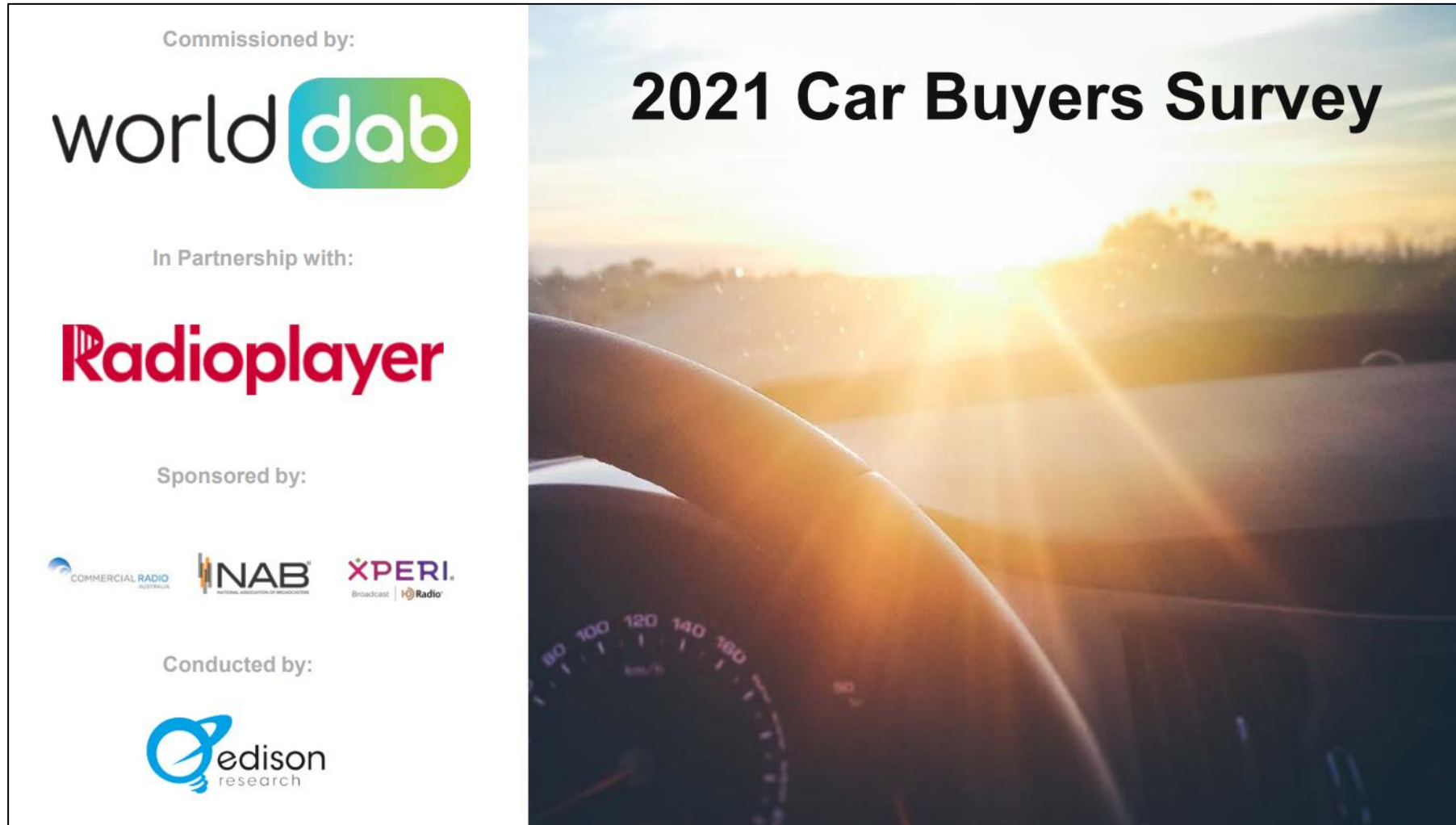
# Keeping relevant

1  
Understand the  
motorist

2  
Provide quality  
experience

3  
Collaborate with  
partners

# #1 Understand the car buyer



Commissioned by:

**world dab**

In Partnership with:

**Radioplayer**

Sponsored by:

COMMERCIAL RADIO AUSTRALIA | NAB NATIONAL ASSOCIATION OF BROADCASTERS | XPERI. Broadcast | iHeartRadio

Conducted by:

**edison research**

## 2021 Car Buyers Survey

## #2 provide high quality user experience



- Simple navigation
- Strong visuals
- Leverage benefits of hybrid radio

# #3 Collaborate with car makers to optimise the motorist's audio experience

## Automotive members of WorldDAB



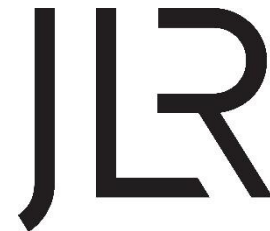
Mercedes-Benz



**HONDA**



**HYUNDAI**



**RIVIAN**

STELLANTIS



**TOYOTA**

**VOLKSWAGEN**

GROUP



# Conclusions



- 1 Cars are major growth driver for DAB+ across Europe
- 2 Brings benefits to listeners, broadcasters, and car makers
- 3 Collaboration across sectors is key to future success

Thank you