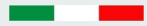


# DAB+ used the first time in Italy for an emergency

As we know, the German authorities and broadcasters after the 2021 floods started discussing the role of DAB+ to immediately alert and inform the population in case of emergencies.

The German radio industry in 2022, first published a proposal (*September 2022*) and then presented it to the WorldDAB Technical Committee (*October 2022*)



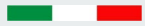
# DAB+ used the first time in Italy for an emergency

In **Florence**, Tuscany, a minor girl disappeared in June.

The police immediately started a search, which, unfortunately, has not yielded any results to date.

Italian television and newspapers have given wide coverage to the news and have repeatedly published photos of the missing girl.

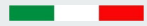
As the **Media Dab** consortium, we wondered how we too could support the search activities considering that we also **operate 24 local radio stations in Tuscany**.



# DAB+ used the first time in Italy for an emergency

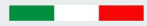
We therefore asked the 24 local radio stations that are members of our consortium for their willingness to replace the slideshows of the covers of the music on air with the photo of the missing girl. All 24 radio stations enthusiastically accepted the proposal and within 24 hours the service was activated.

But in order to spread the message also among the many tourists in the city of Florence, we decided to involve all the city's taxis as well.



# DAB+ used the first time in Italy for an emergency

Having already entered into a partnership with the national **APP TAXI** consortium in order to make them aware of using DAB since their car fleet in Italy has the highest turnover, after first obtaining permission from the Prefecture of Milan (*in view of the new way of broadcasting the message*) we proposed to **TAXI 4242** (*a member of APP TAXI in Tuscany and in the city of Florence*) to have one of the radio stations of the Media Dab mux tuned in so that anyone taking a taxi in Florence could see the image of the missing minor and possibly give useful information to the taxi driver.



# DAB+ used the first time in Italy for an emergency

The initiative had a great echo in the Italian national media, and also in view of this, we will soon propose to the competent Ministry, DAB+ as part of the national warning infrastructure, as is already the case in Germany, because we believe that the terrestrial broadcasting system in DAB+, in the event of emergencies, offers a reliable technology to immediately alert and inform the population.