

WORLD



Defining the future of digital radio

More for Automotive from the DAB family of standards

WorldDMB European Automotive Event
Berlin, 14th November 2012

Jørn Jensen, President, WorldDMB

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Defining the future of digital radio

A vibrant landscape photograph showing a lush green meadow in the foreground, dotted with small yellow and white wildflowers. The meadow slopes upwards towards a dense forest of tall, thin trees. In the distance, blue mountains are visible under a clear blue sky. A small red-roofed building is partially visible on the left side of the meadow.

**a world of
more**

who we are

- We define and maintain cutting edge digital radio standards
- We positively influence policymakers and regulators
- We promote digital radio





why broadcasting?



more people

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Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

**broadcasting reaches
more people in more places**

more cost effective



**broadcasting is cheaper
for listeners and content providers**

more reliable

EMERGENCY MICROPHONE

For Authorised Use Only

BAIRDWIN BRILL

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Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

**broadcasting is reliable, even
through overcrowding or emergency**



why digital radio?

more choice

BEERS

- AMSTEL LIGHT LAGER THE NETHERLANDS 5
- METROPOLITAN BREWING CO. "FLYWHEEL" LAGER, CHI 6
- LAGUNITAS "CZECH SYTLE" PILSNER, PETALUMA, CA 6
- GOOSE ISLAND "312" URBAN PALE WHEAT ALE, CHI 6
- THREE FLOYDS "GUMBALL HEAD" WHEAT ALE, MUNSTER, IN 7
- BRASSERIE DUPONT SAISON TOURPES-LEUZE, BR (6.5%) 15
- DARK HORSE BREWING CO. "CROOKED TREE," I.P.A, MI (6%) 7
- BELLS BREWERY "2 HEARTED ALE" IPA, MI (7%) 7
- TWO BROS. BREWING CO. "CANE & EBEL" RED RYE, IL (7%) 7
- ST. FEUILLIEN BROWN ABBEY ALE, LE ROEULX, BR. (7.5%) 13
- SPRECHER BLACK BAVARIAN STYLE LAGER, MILWAUKEE (6%) 7
- SMUTTYNOSE ROBUST PORTER, PORTSMOUTH, NH (5.7%) 7
- LOST COAST BREWERY, 8 BALL STOUT, HUMBOLT, CA. (5.5%) 6
- BREWERY DOUBLE CREAM STOUT, MI (6.1%) 7

consumers expect more choice

more choice



Imaging: TerraMetrics / Google Maps

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DAB
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Radio • Mobile TV • Multimedia • Traffic Data

more choice in Germany





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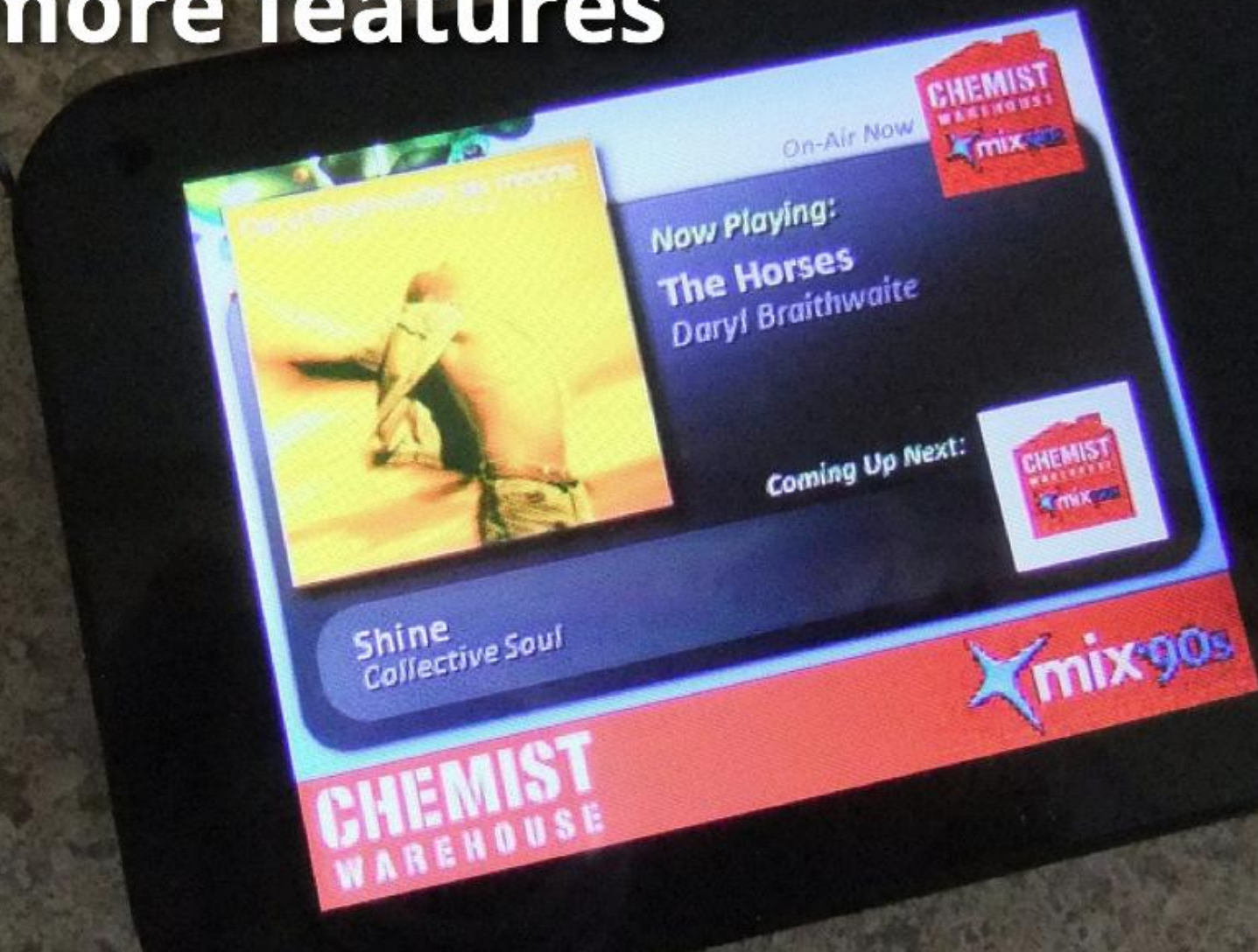
DAB+ means more choice

more features



**more simple to tune:
by name, not frequency**

more features



**Colour DAB+ images in Australia -
more revenue from sponsorships**

more features



more features

VB



AXIS

more features





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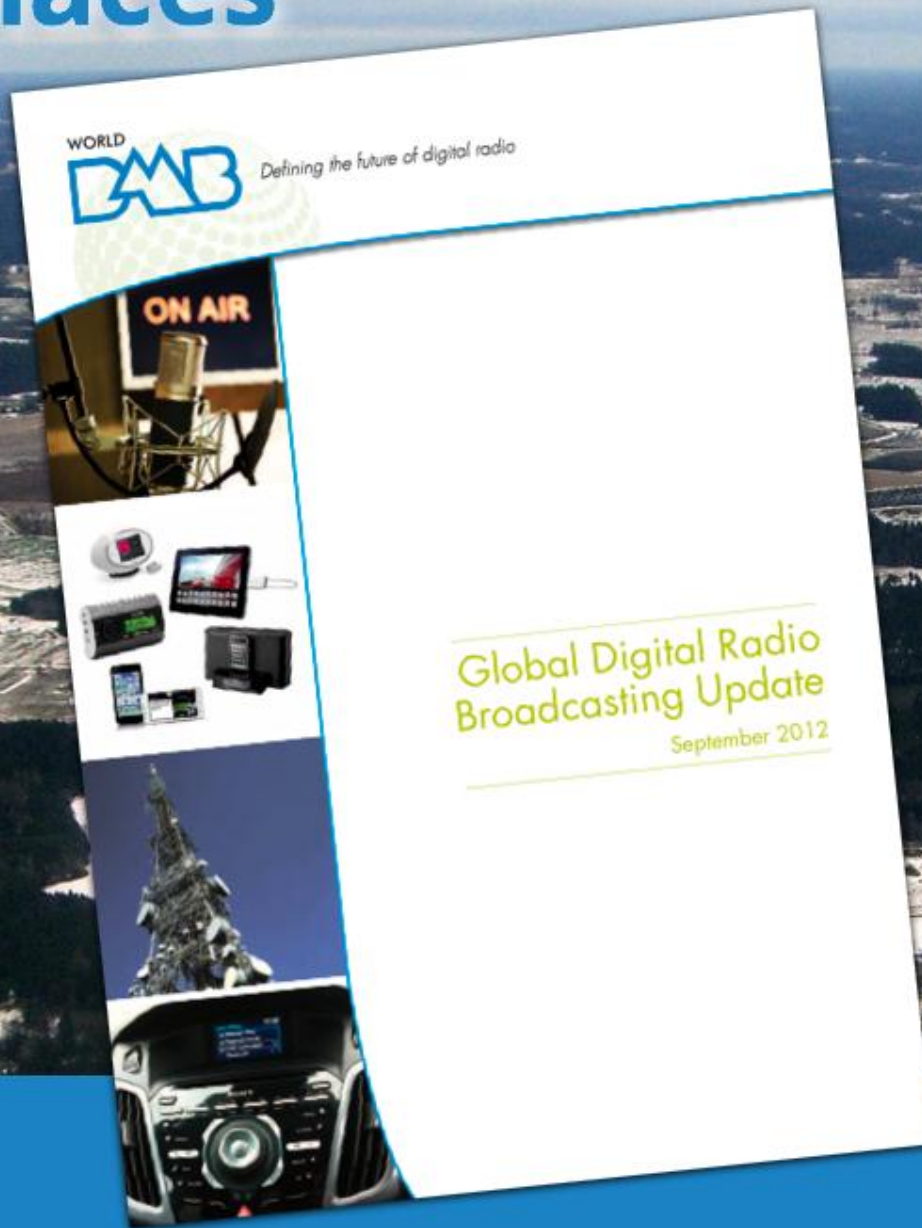


Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

more places

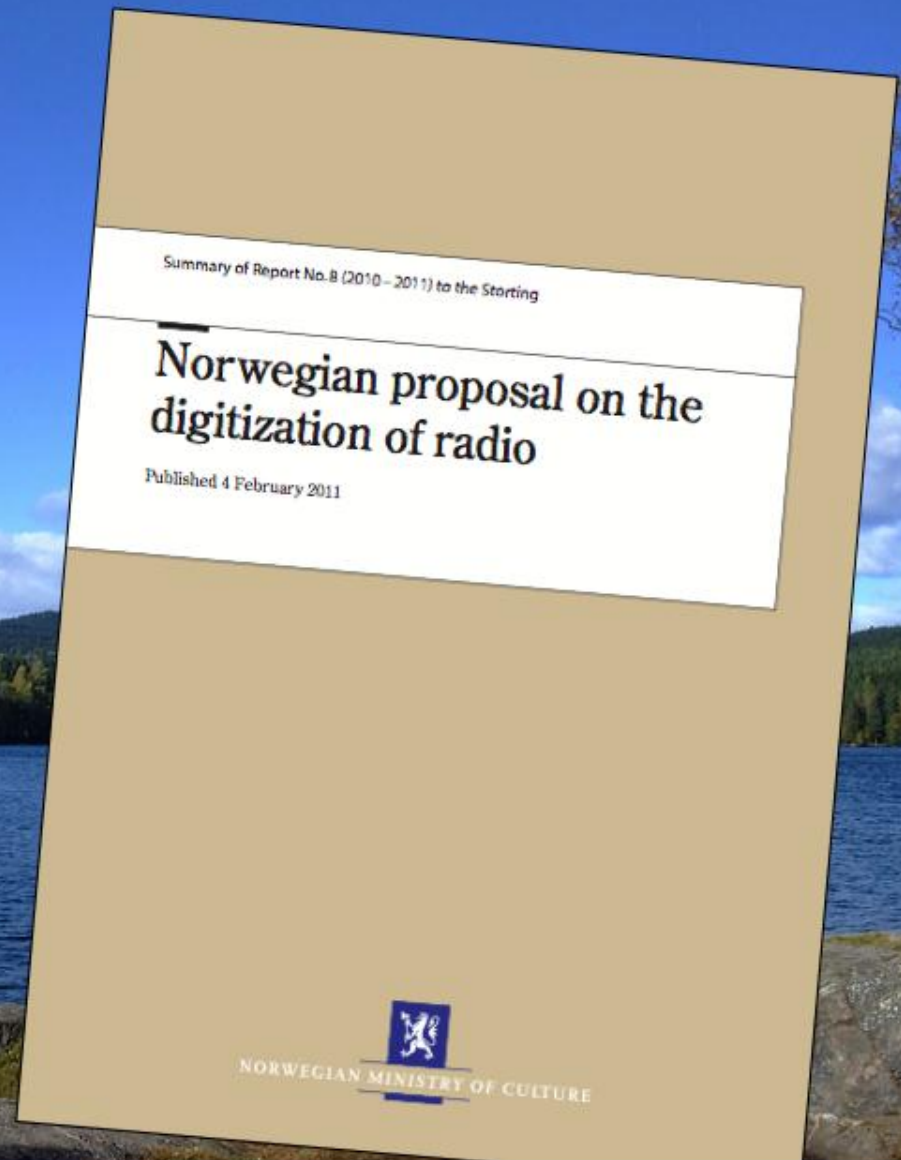
more places



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DMB
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free download
worldtab.org

more countries



Norway announced in 2011 that they would switch off FM in 2017

more countries



The UK is planning a DAB switchover

more countries



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DAB

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Germany: DAB+ launches new national radio stations





more mobile



**DAB+ available as add-on
to almost any car's existing ICE**

more mobile

0017 01



**MP3 connectivity
& DAB radio
as standard.**

The Ford Standard. More as standard.

FOCUS ZETEC



Feel the difference

Official fuel consumption figures in mpg (l/100km) for the Ford Focus Zetec 1.6 125PS shown: urban 35.3 (8.0), extra urban 60.1 (4.7), combined 47.9 (5.9). Official CO₂ emission 136g/km. ford.co.uk

JCDecaux

Photo: Nick Piggott

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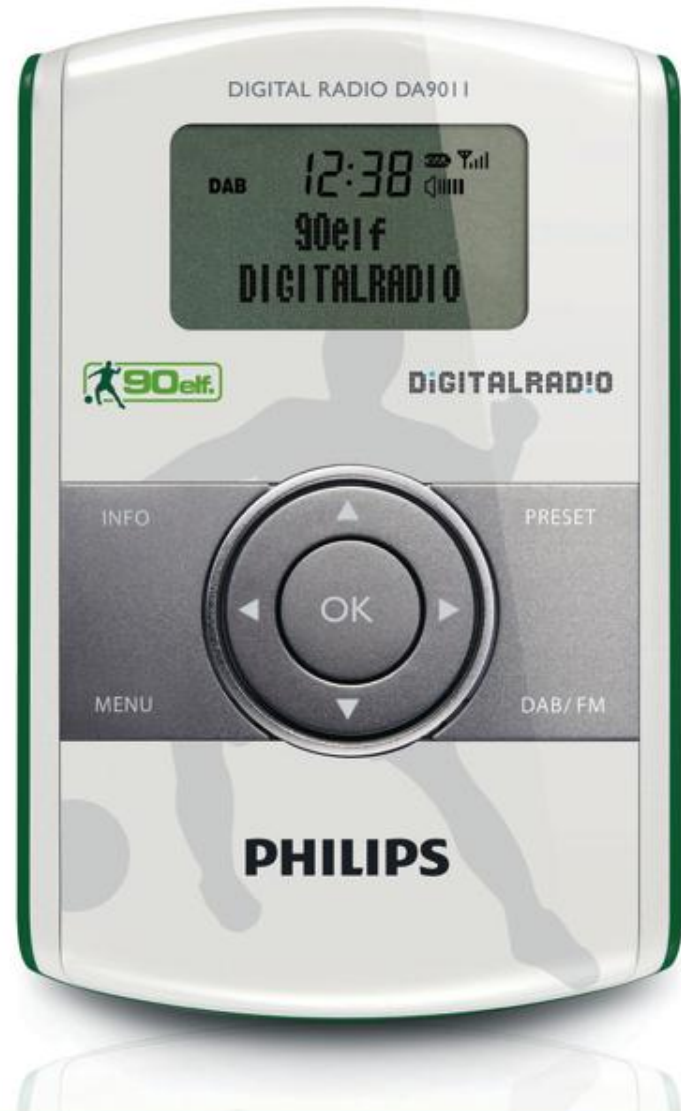


Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

DAB+ now fitted as standard in many manufacturers in Europe

more mobile



**DAB+ also available
in handheld radio receivers**

more mobile

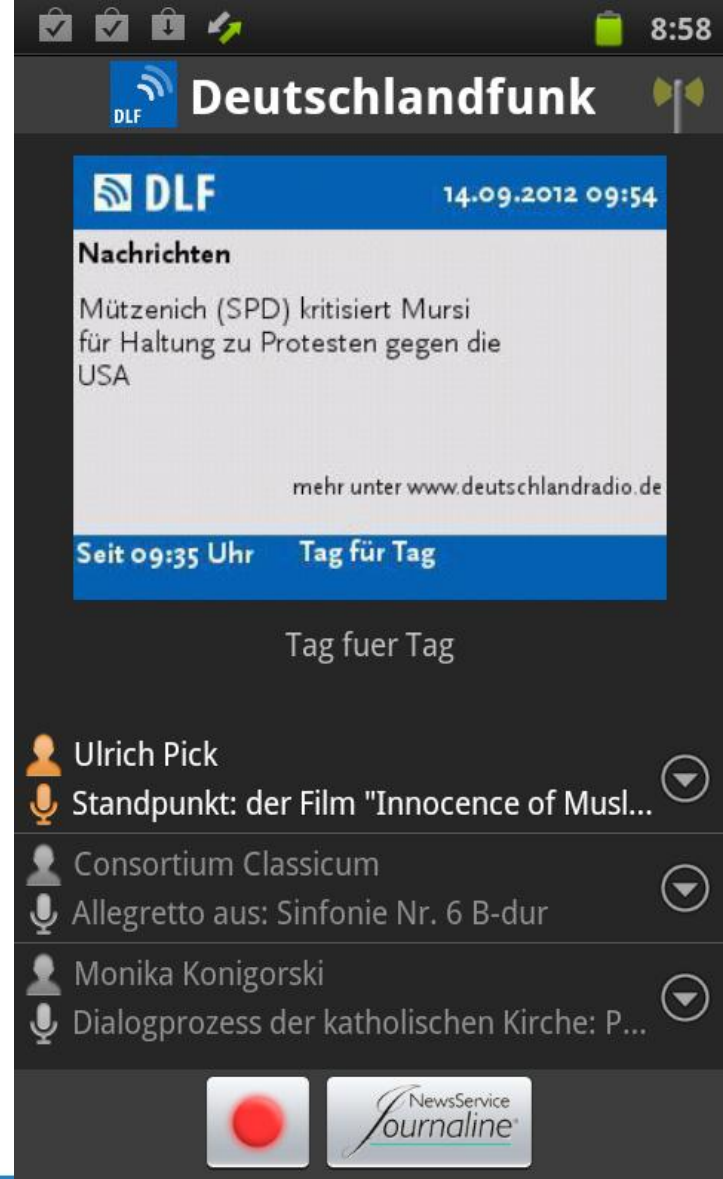


**DAB+ is in more form factors
than ever, just like analogue radio**

More information



more mobile



**DAB+ also available
in handheld radio receivers**

more mobile

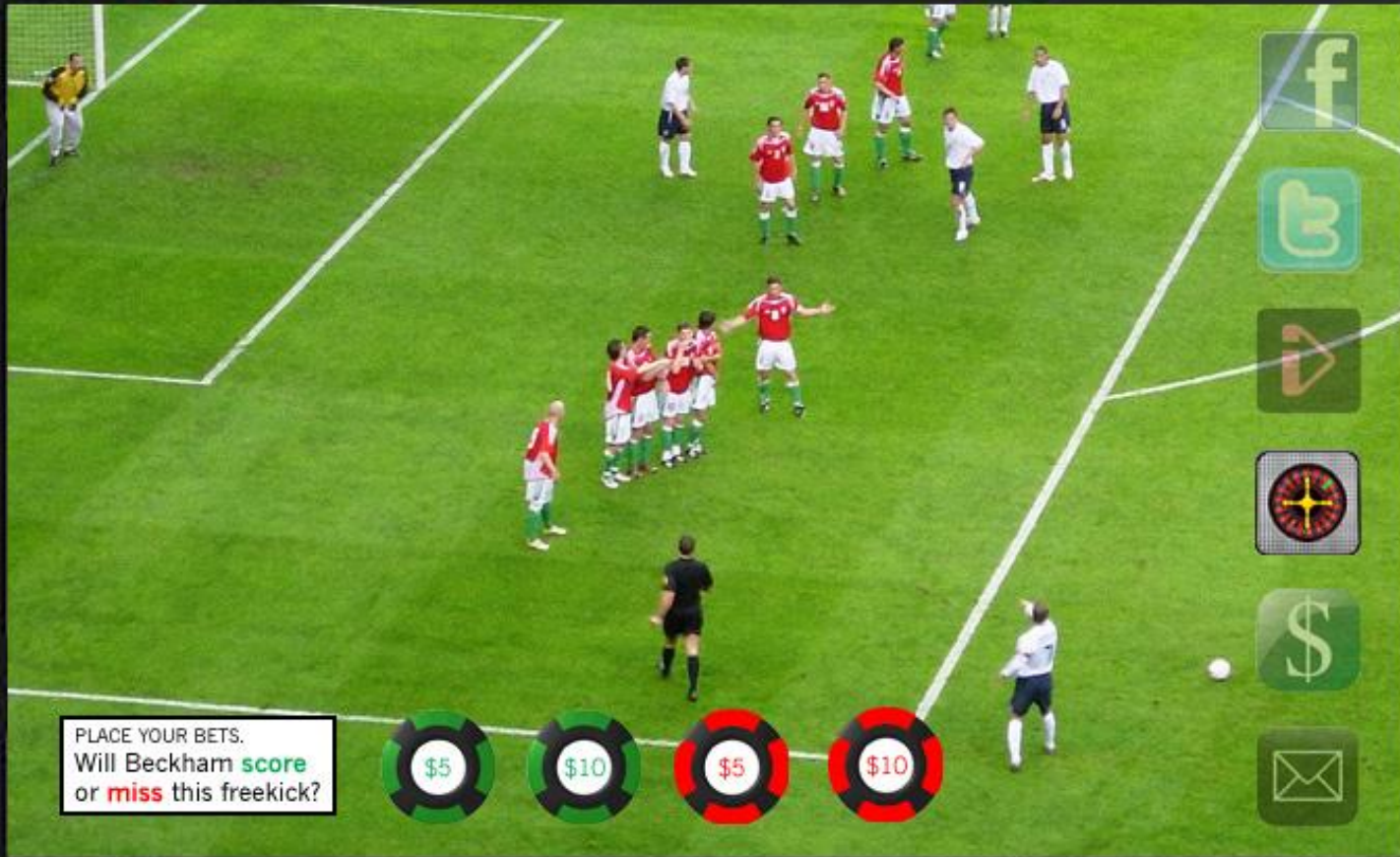


**DAB+ also available
in handheld radio receivers**

more mobile



**DAB+ also available
in handheld radio receivers**



more mobile



Latest DAB+ chipsets very power-efficient

more money



more money



**90elf, Germany:
more commentary for sports fans**

more money

THE VOICE

**The Voice, Norway:
more coverage, from regional to national**

more ways to work together



Broadcast: FM, DAB, HD etc

Reliable, high quality, local, popular audio delivery



The Internet

Station logos and information
Visuals to go with the audio
Auto tuning from FM to IP to FM
Tagging - "give me more info"

Broadcast radio

- more reliable, more cost effective, reaches more people in more places

DAB+

- offers more choice and more features
- reaches more people in more places on more devices: at home, at work, in car, in pocket.
- in more countries, more cars, for more listeners
- more ways of working together

WORLD



Defining the future of digital radio

A vibrant landscape photograph showing a lush green meadow in the foreground, dotted with small yellow and white wildflowers. The meadow slopes upwards towards a dense forest of tall, thin trees. In the distance, blue mountains are visible under a clear blue sky. The overall scene is bright and sunny.

**a world of
more**