

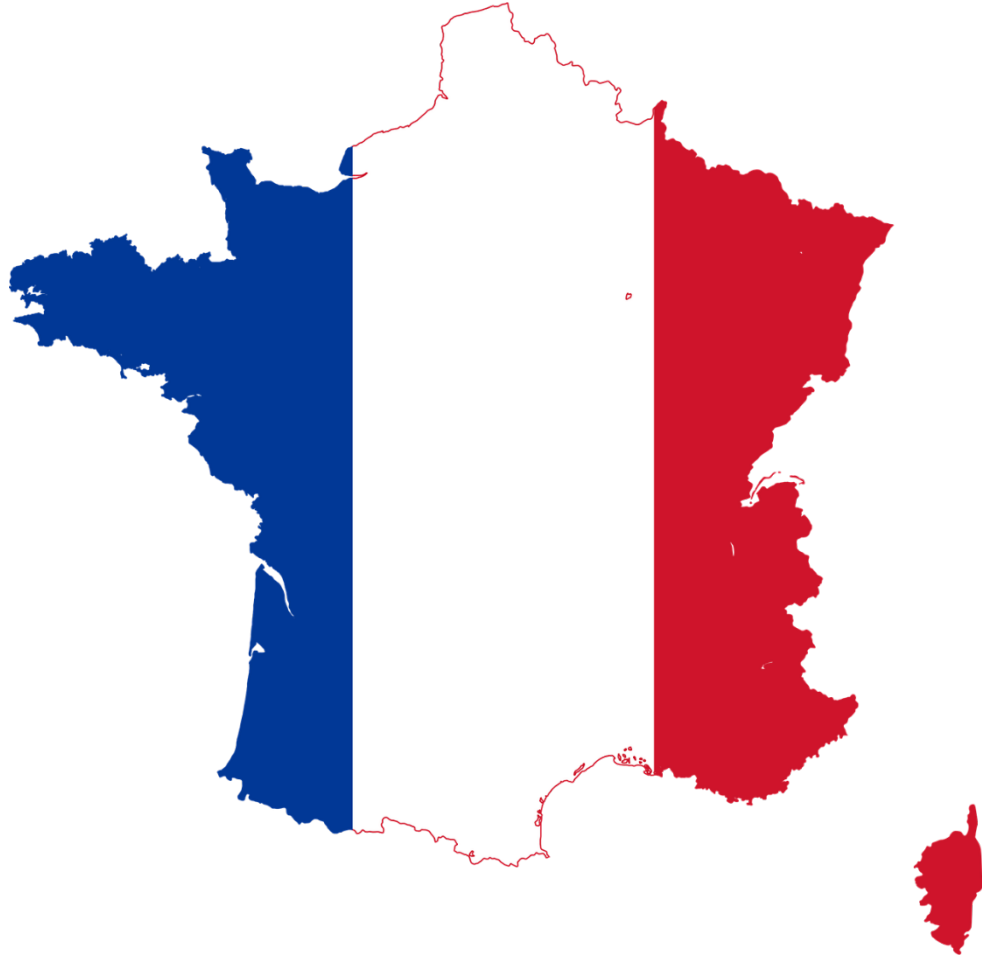
DAB+ - radio's digital future

Patrick Hannon, President, WorldDAB

General Assembly, Brussels, 5 November 2019

It's been a busy year

France is launching national DAB+



- Eight cities / regions already on air
- National network launching 2020

Switzerland confirms FM switch-off



EU is supporting digital radio



European Electronic Communications Code (Dec 18)

- From end 2020, all new car radios in EU must be able to receive digital terrestrial radio
- Member States free to introduce own legislation for consumer radios

Strong progress in major markets



UK:
57% of listening is digital



Italy:
All receivers must have DAB+ from 2020



Australia:
Three new cities in 2019



Germany:
First country to put EECC into national law

Significant launches in Europe



Belgium:

**Flemish and French
– major launch**



Austria:

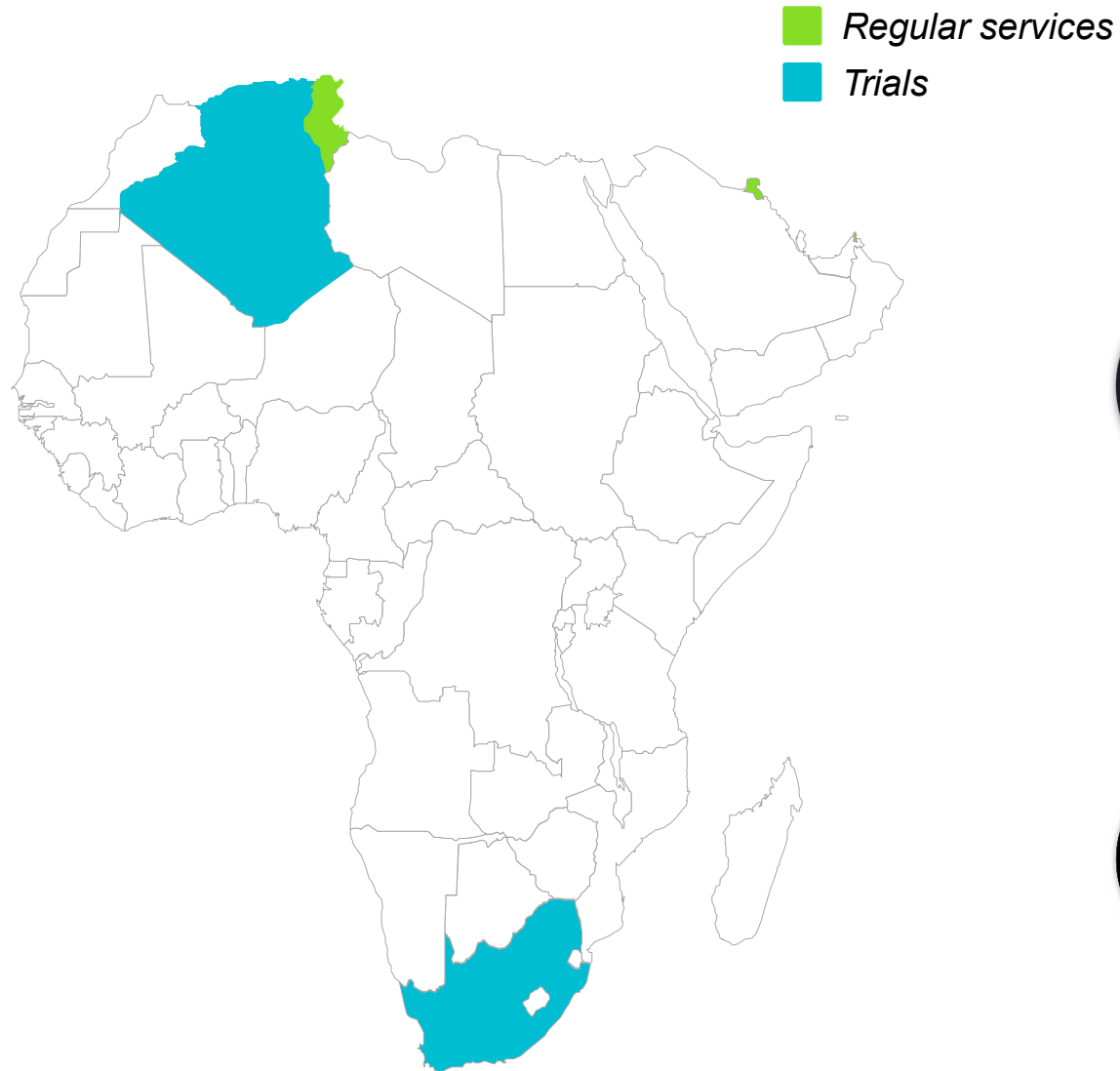
**National DAB+
(May 2019)**



Sweden:

**Commercial DAB+
(summer 2019)**

First steps in Africa and Middle East



Regular services



Kuwait:
(2014)



Tunisia:
(2019)

Trials



South
Africa



Algeria

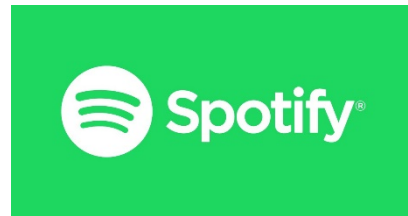
What is driving these changes?

FM spectrum is full



- No capacity to expand
- Impossible to innovate

Online players are entering radio's space



- Curated playlists
- Podcasts
- Personalised news

Broadcasters must compete online

Limit dependency on tech giants



“Radio France must not let Google, Apple, Facebook and Amazon own the direct relationship with listeners”

Sibyle Veil, President, Radio France

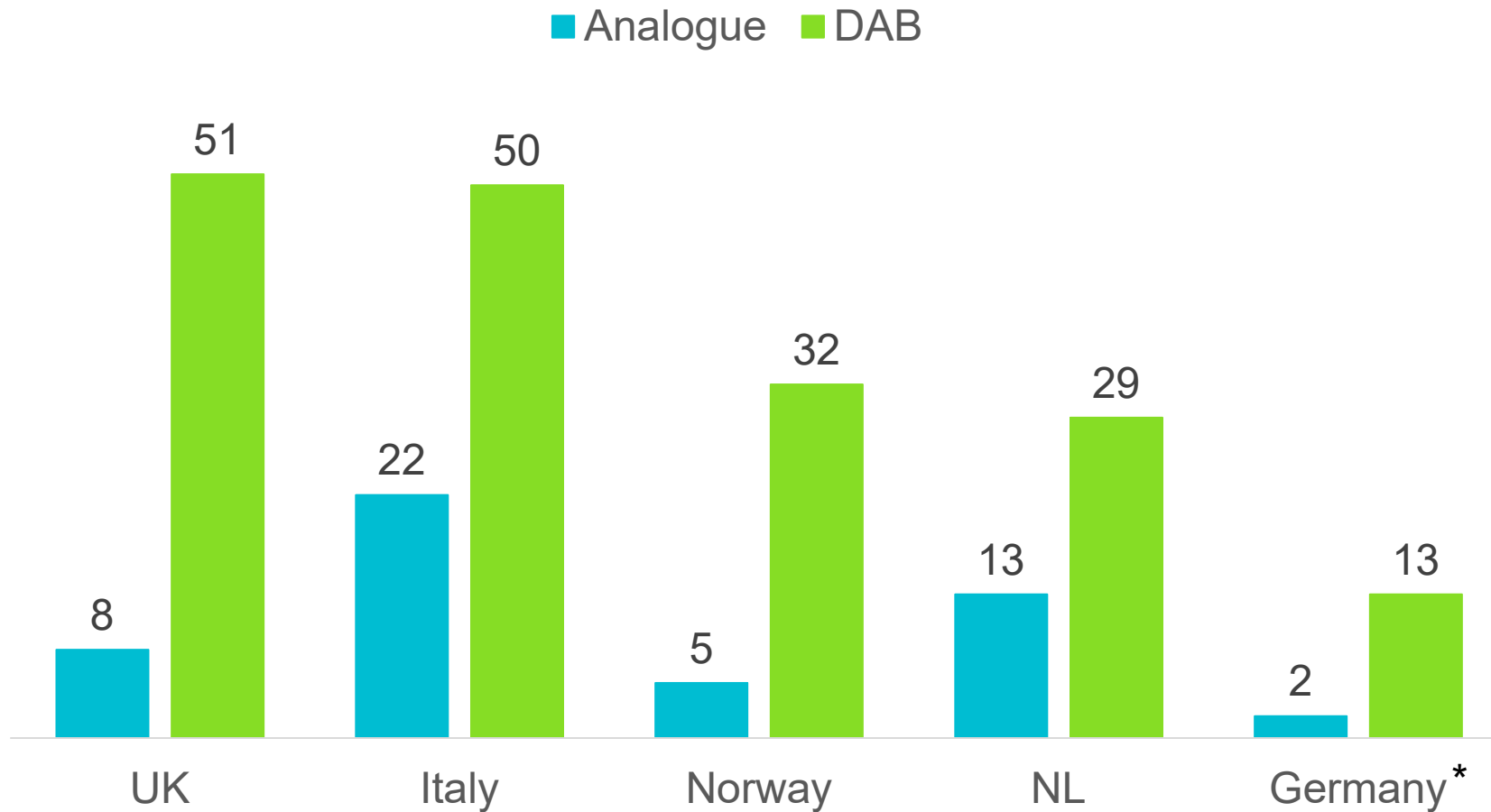
Essential to optimise the broadcast experience



- Increase capacity
- Free-to-air
- No 3rd party gatekeeper

Six times as many services

National radio services



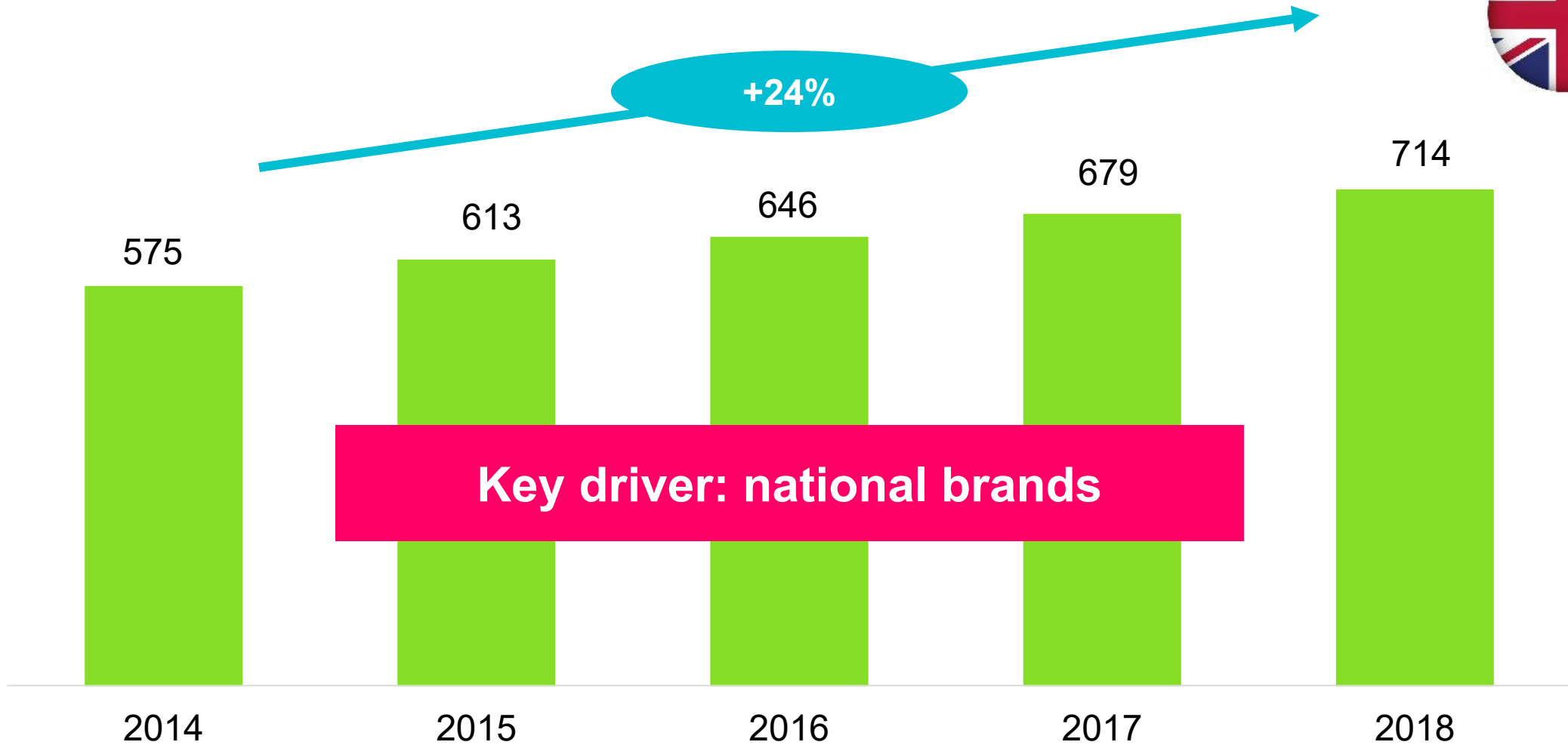
Brand extensions



Audience has tripled in seven years

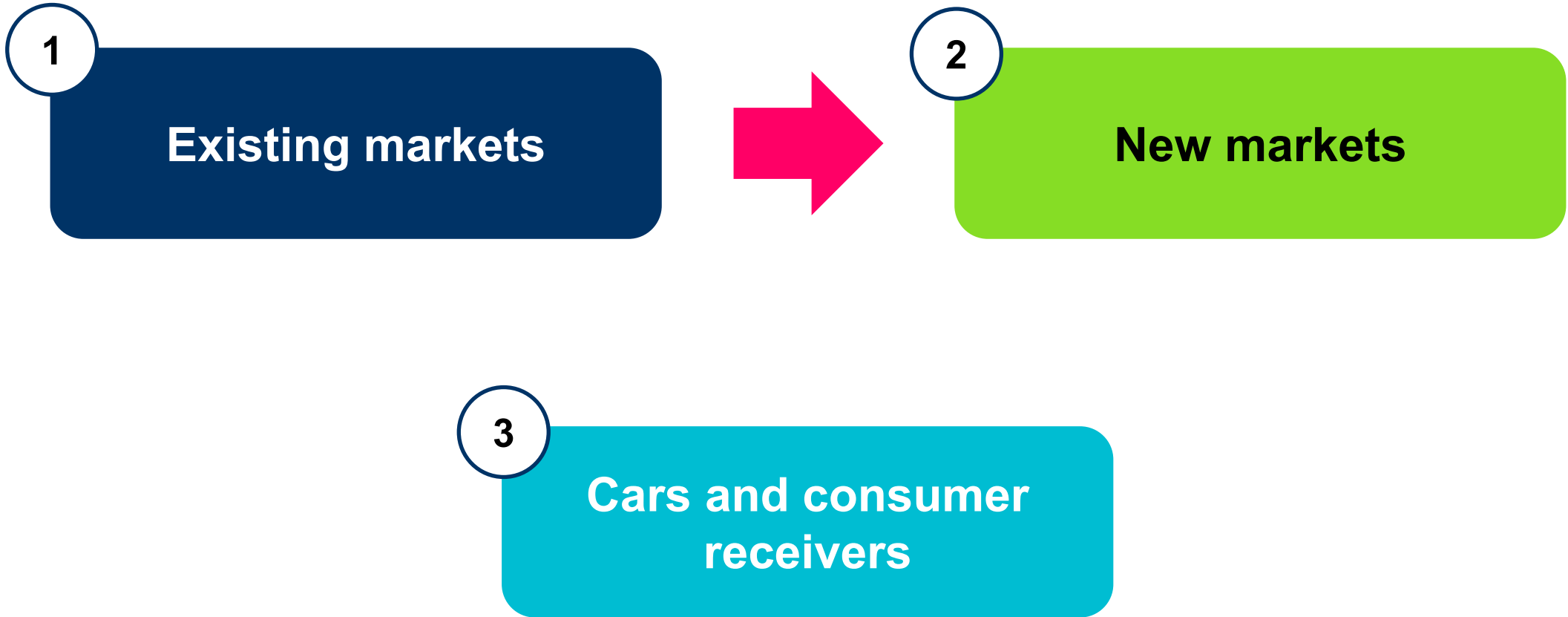
Revenue growth

UK radio advertising revenues, £ million



What next?

Our goals



Cars: European Electronic Communications Code must be implemented



- Deadline is 21 December 2020
 - France and Italy already have laws
 - Germany first to transpose EECC into national legislation
- Other member states must follow

Consumer radios: too many are analogue-only

72% of consumer radios sold in Europe:
analogue-only



- Consumers denied access to full range of free-to-air services
- Negative environmental impact
- Adoption of DAB+ slowed unnecessarily

Receiver regulation can transform the market



- Bring benefits of DAB to mass audiences
- Promote and preserve European content
- Lower prices through economies of scale

EU members: free to introduce laws for consumer radios



- EEC Directive allows members to have national laws on consumer receivers
- France and Italy already have laws
- Germany is adopting legislation

Summary

- 1 DAB established as core future platform for radio in Europe
- 2 EECC: helps drive DAB+ in car and at home
- 3 Make sure our governments take this opportunity

Thank you