

# Digital Radio Country Update Italy

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# DAB+ is mandatory for law\*\*

- **June 1<sup>st</sup> 2019** all radio devices sold into B2B must have an interface to enable DAB + digital radio services.
- **January 1<sup>st</sup> 2020** all devices sold to consumers must have an interface to enable DAB + digital radio services.



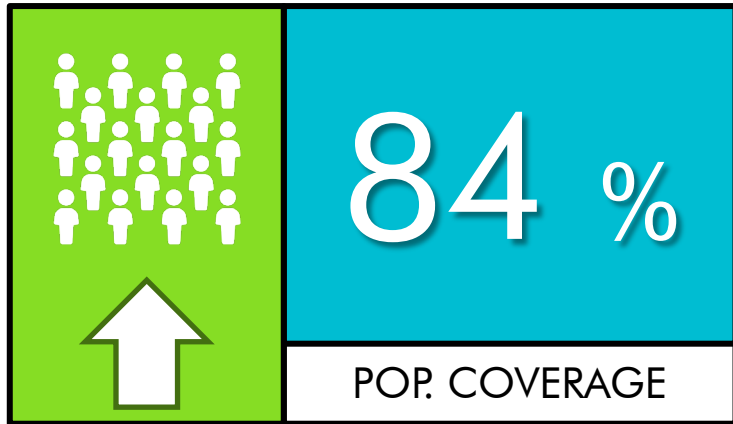
\*\* **LAW 27 December 2017, n. 205, article 1, paragraph 1044**

"State budget for the 2018 financial year and the multi-year budget for the three-year period 2018-2020."

Confirmed by law **14 June 2019, n 55 - article 28 paragraph 5**

## Coverage extension

Over **6.500** Km of Highways covered [out of 7.000 Km]



# DAB+ Tunnel Coverage

- Joint experimental project between national network operators and «Autostrade per l'Italia»
- Optimize coverage cost
- Tunnel MonteMario | 2500 mt
  - Sasso Marconi (Bologna) is already covered



# National Radio Stations simulcast FM and DAB+<sup>5</sup>



# National Radio Stations only **DIGITAL DAB+**



TPEG SERVICE in partnership with





# ... the experience of who will buy a car from 1 January 2020



TPEG SERVICE in partnership with





**NOTE: WITHOUT GOOD CONTENT  
THE RECIPE CAN NOT GIVE EXPECTED RESULTS**



# New radio stations, not music playlists!



# Road map for local DAB+



## NOW

- n.8 areas planned completed
- DAB+ Programs on air: 250



## NEXT

- n.8 areas planned WIP
- Expected programs: 156



43 %

COVERAGE



# Digital radio DAB+ breathes around us!

NETFLIX **CK** Browse ▾

KIDS DVD

UNBREAKABLE  
KIMMY SCHMIDT

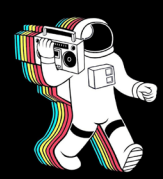
of CARDS

NEW EPISODES

## Top Picks for Christopher



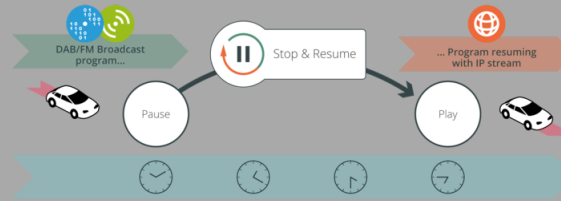




# User experience have to be improved.

## SEAMLESS SWITCH

When the live reception signal gets weak, for instance when the vehicle enters a tunnel, the infotainment system automatically searches for an alternative to the same live program. It can seamlessly switch to the new bearer, offering a perfect program continuity and extending the radio reception coverage.

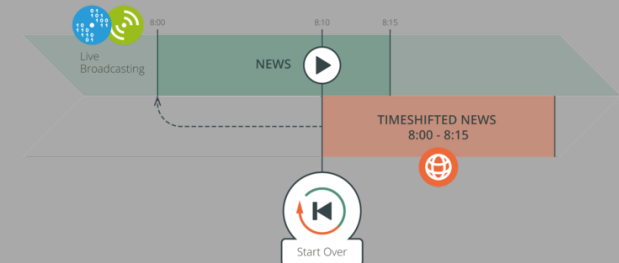
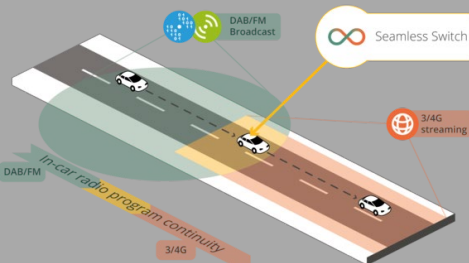


## PROGRAM STARTOVER

If the driver just starts listening halfway to a live broadcast program, he decide to start listen it over from the beginning using a dedicated IP Stream

## PROGRAM PAUSE

For instance because the driver is answering a phone call or has to leave the car, the service makes it possible to resume listening to the program later on from the point where the program was last left, using a dedicated IP Stream.



**Player Editori Radio** signed an agreement with **Radioplayer World Wide** to launch

**Radioplayer**  
ITALIA



«hybridradio»

