

Establishing the DAB+ Market

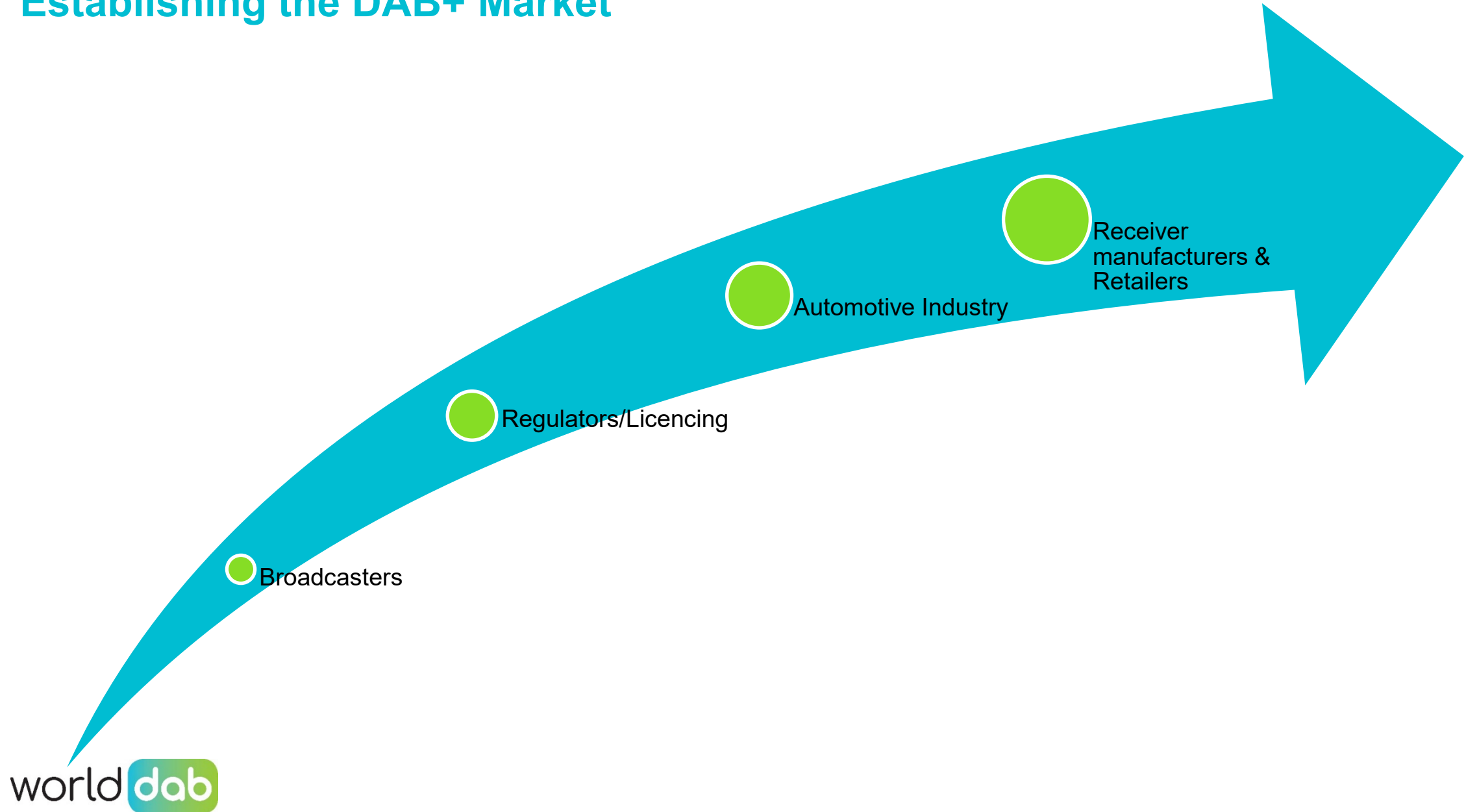
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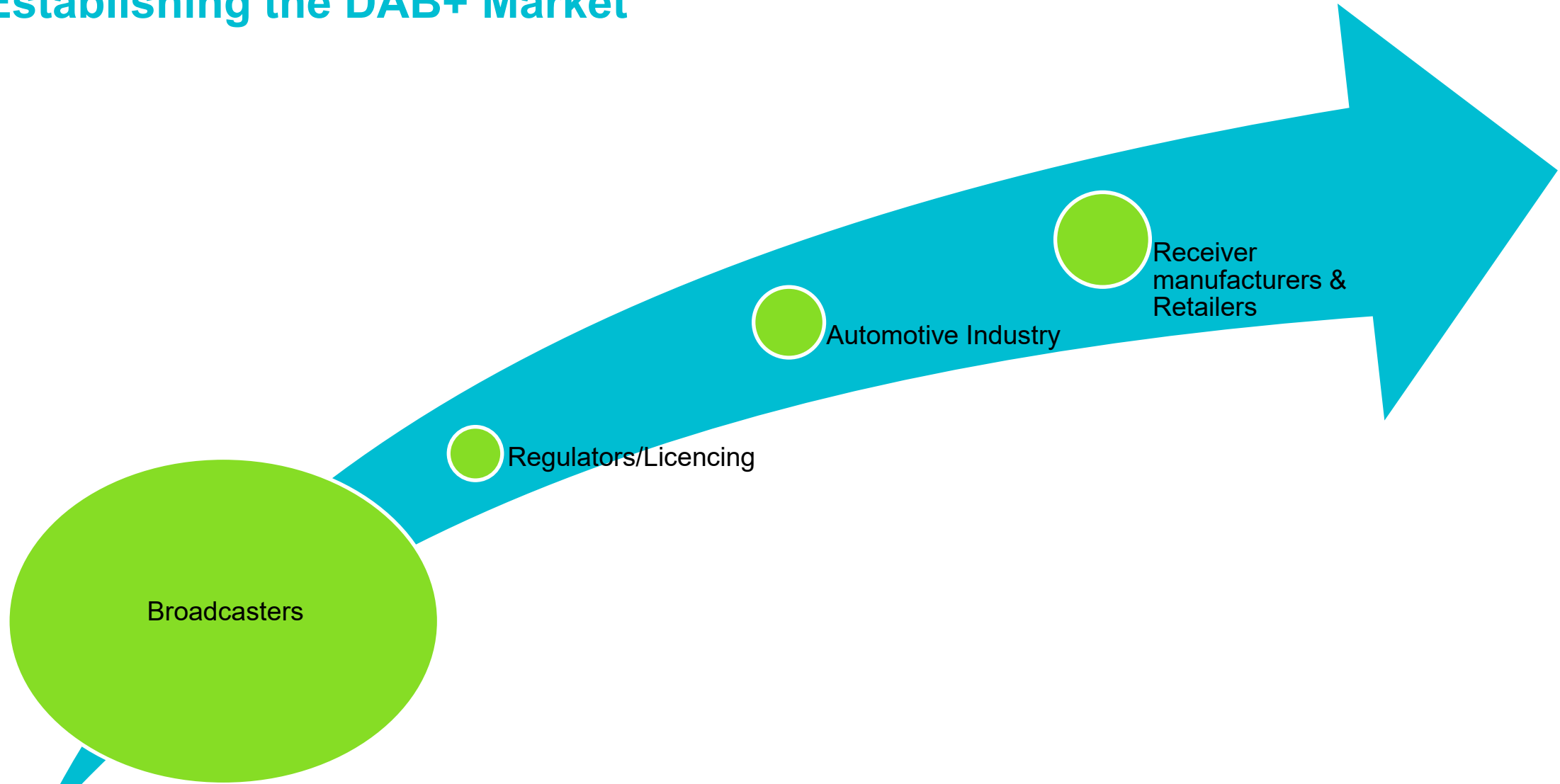
ASBU/WorldDAB Webinar

Day 1, Webinar 1b – 15 September 2020

Establishing the DAB+ Market



Establishing the DAB+ Market



Understand where DAB+ fits alongside other platforms

- Technical people often lead
- Engage management, program makers, sales and promotions teams.
- Explain that DAB+ is a cost effective, reliable new platform that sits alongside existing digital activities & events
- Helps broadcasters maintain audience share; attracts niche audiences via new content, new ways to engage, wherever and however it suits them
- New revenue streams for the commercial stations
- Combined, these platforms create a successful and thriving radio industry.



PWC Entertainment & Media Outlook 2018-2022



“The resilient radio industry will find growth over the forecast period via new products and distribution channels such as podcasts, streaming, on-demand and DAB+”



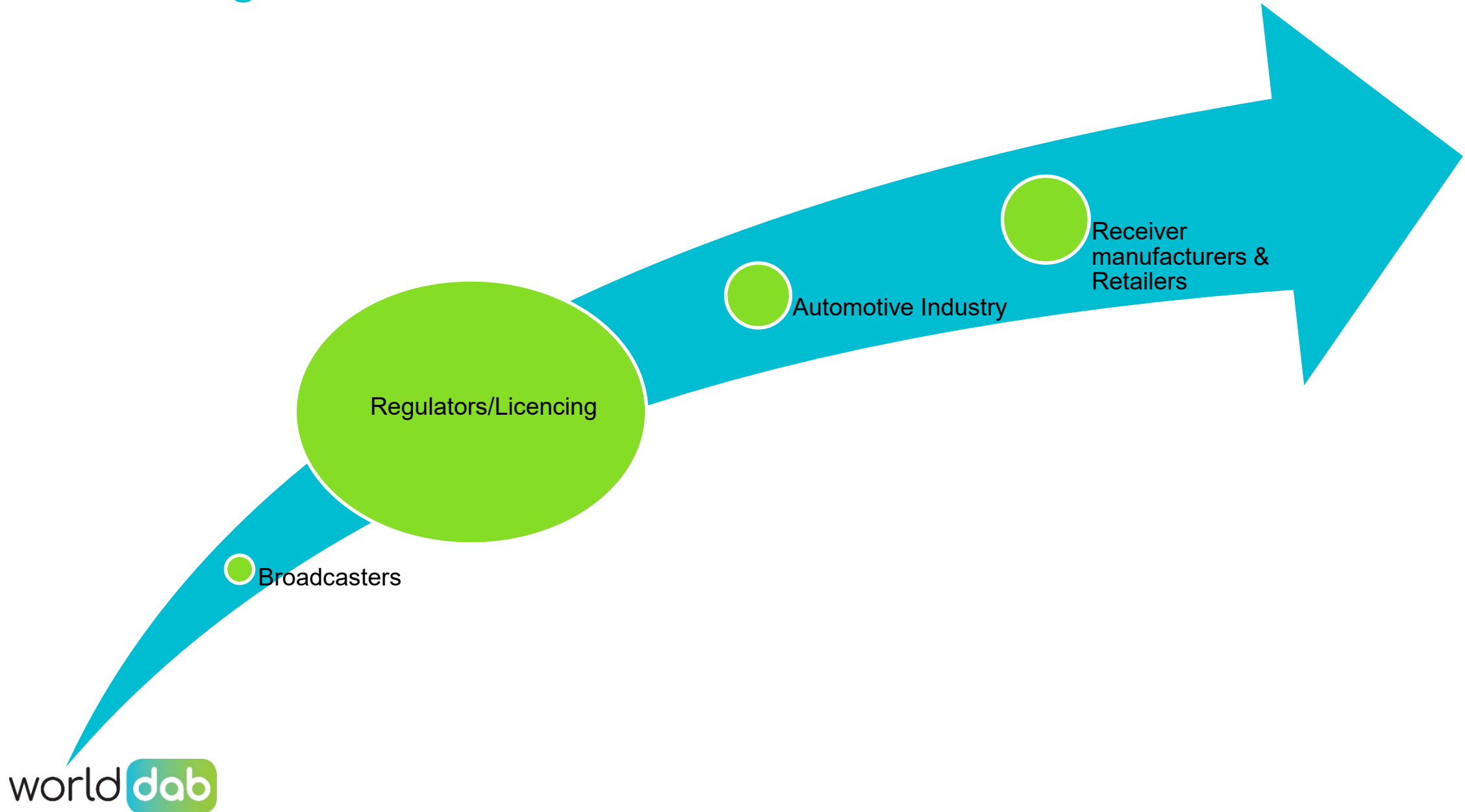
Competitive media environment



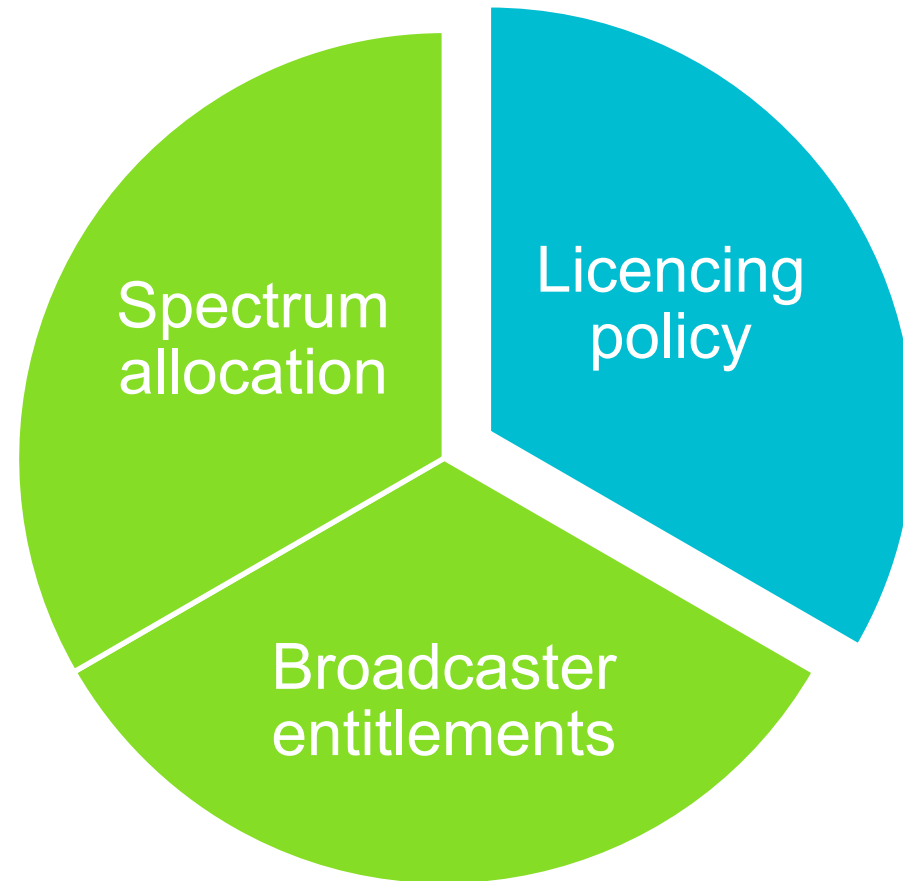
Audio can be sourced from anywhere using smart speakers with IP/Bluetooth connectivity, Alexa/Google Voice command, Spotify Connect and so on...but they have generated some privacy concerns.

The new Smart Radios from Pure support all the voice activation and connectivity, but allow privacy whilst playing DAB+ stations.

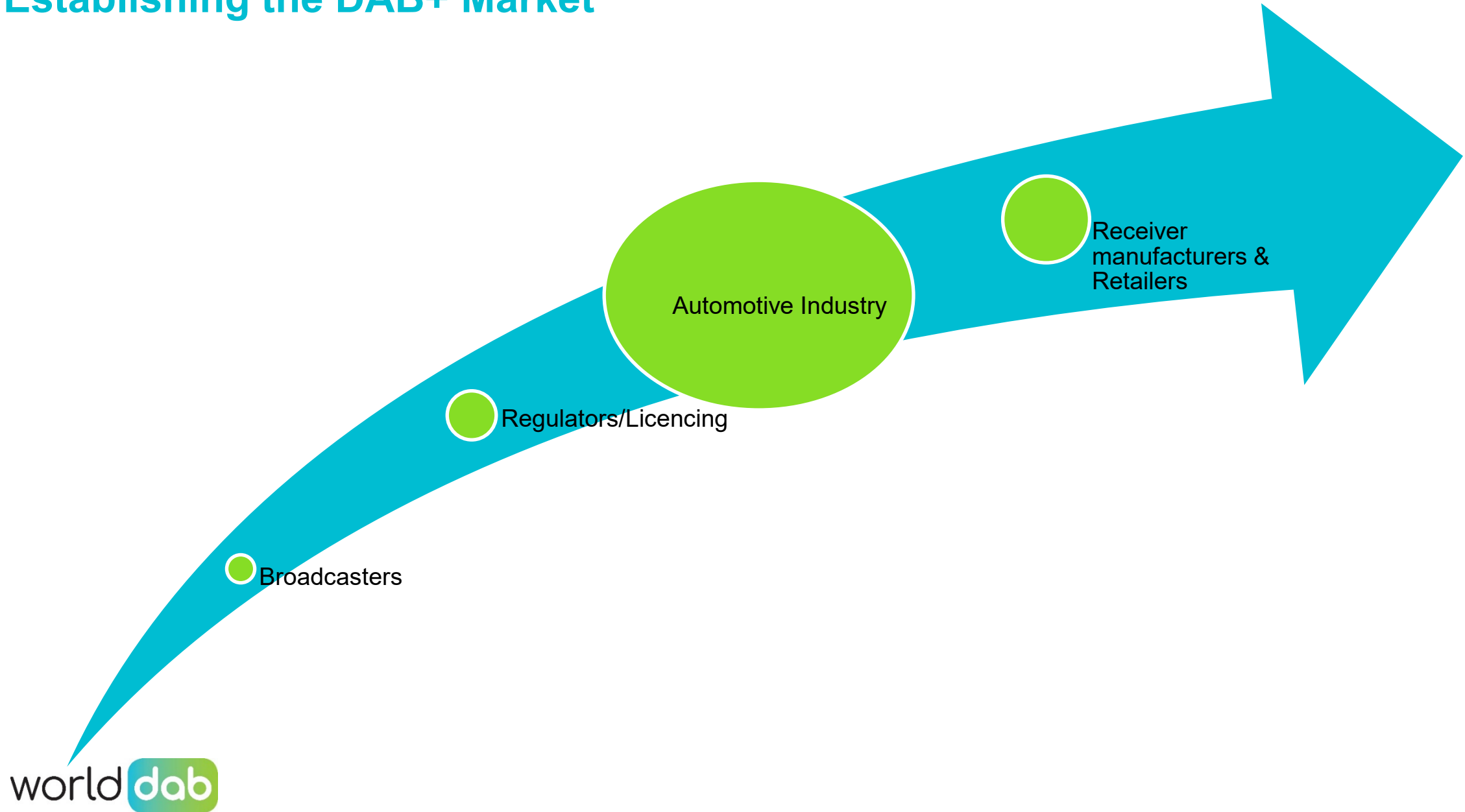
Establishing the DAB+ Market



Approach the regulator with an industry agreed plan



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All these vehicle brands support DAB+



Advanced automotive receiver @ 2003





22:36

Shanghai 21°C



RECOMMENDED BY THE AI ENGINE

MUSIC



Connected vehicles are here...

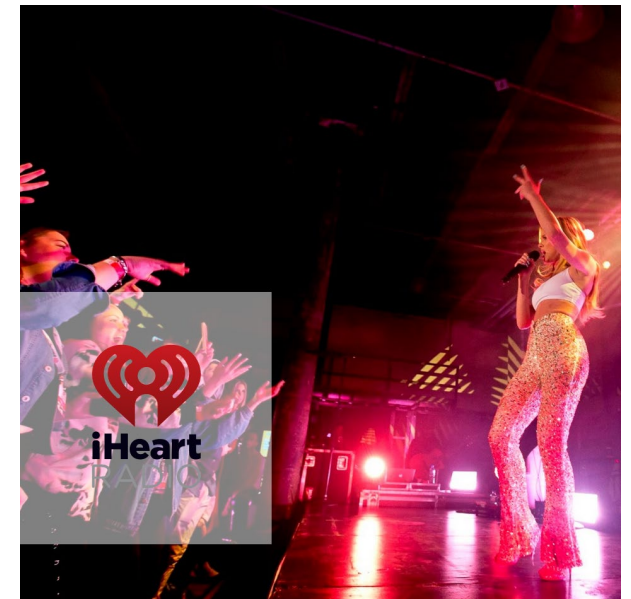
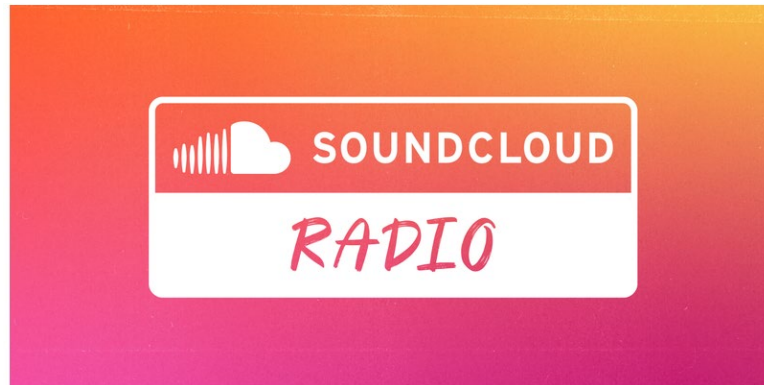
- Broadcasters must engage with the automotive sector
 - show them how radio is more resilient than IP only
 - How we can make radio look better
 - Ensure we broadcast more metadata (images & text) over DAB+
 - Introduce links and URLs to the DAB+ signal so listeners can engage with our content live

We have the content – we just need to build the DAB+ platform so we can use it.

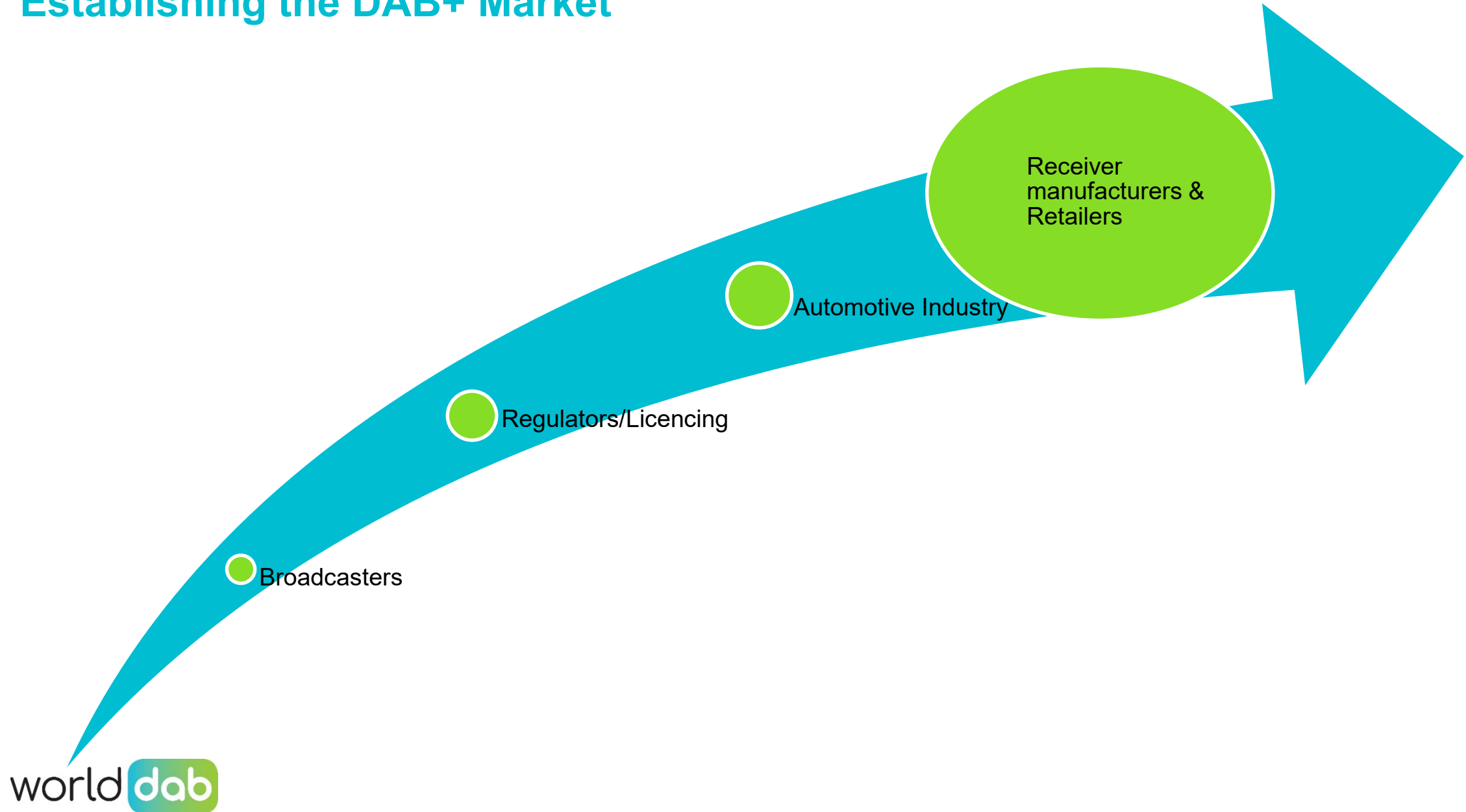


DAB+ helps radio evolve into broader entertainment brands

- DAB+ helps integrate on demand or time shifted programming like streamed radio, podcasts, so listeners get what they want from radio.
- Listeners can use DAB+ and/or Apps to listen, tweet, vote, buy and share digital content



Establishing the DAB+ Market



Categories of retailers

Department /
Chain stores

Specialist retailers

Discount
department stores

Online retailers



John Lewis UK
Harvey
Norman

Home audio
suppliers

Automotive
aftermarket
installers

Kmart - Australia
Big W - Australia
Halfords - UK

Amazon - Intl
Alibaba – Intl
Kogan

Engage with the chipmakers



Talk to the chip makers about the functionality your industry wants



Encourage leading manufacturers to support DAB+ in your market



Encourage manufacturers to support advanced DAB+ features



As more countries roll out DAB+, chance of getting into handsets improves



Finally – never stop building awareness in your Market!



Marketing DAB+ in
Australia

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Marketing DAB+ in
Austria

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Marketing DAB+ in
The Netherlands



Marketing DAB+
in Slovenia



Marketing DAB+
in Switzerland

Thank you

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