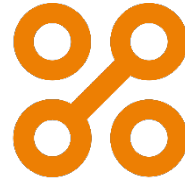
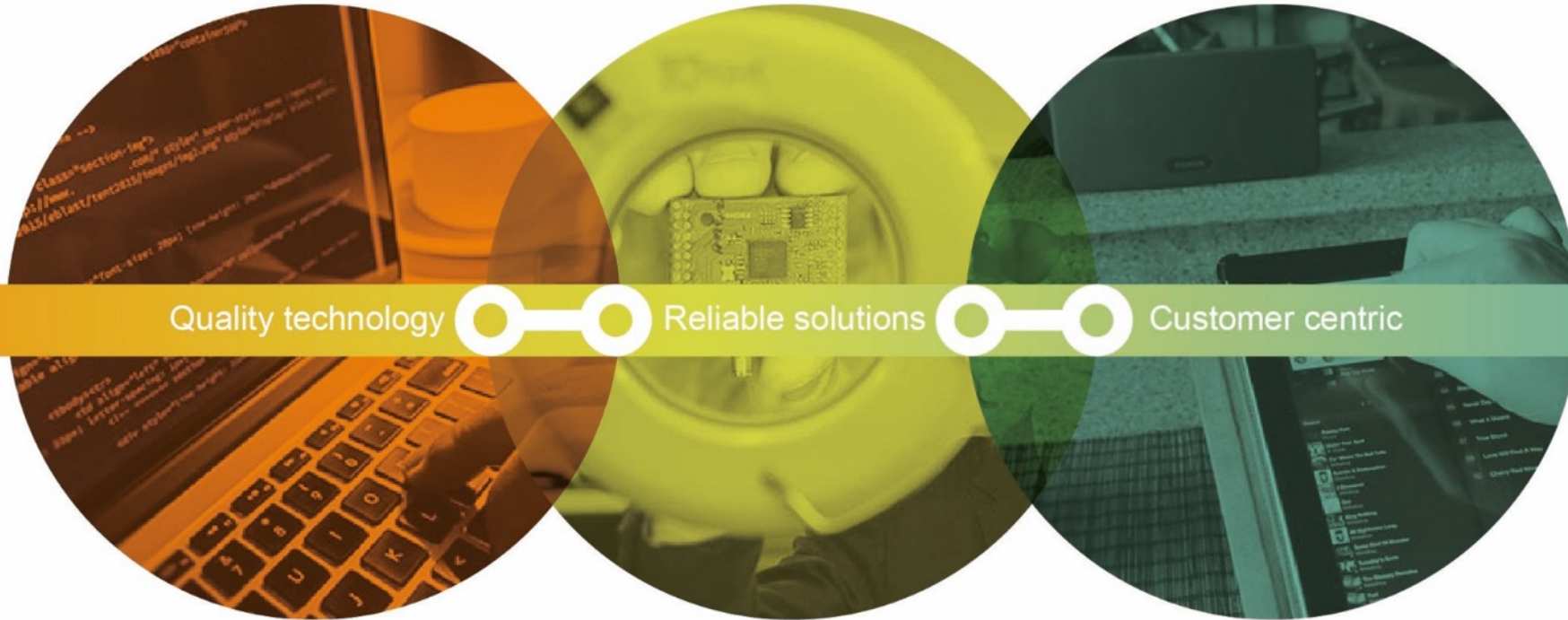


Joint WorldDAB and ASBU
DAB+ technical webinar series

15, 16 and 17 September 2020, 08:00 - 09:30 UTC (GMT)



FRONTIER
SMART TECHNOLOGIES



DAB+ Home Receivers

Prem Rajalingham, Managing Director, Frontier Smart Technologies

prem@frontiersmart.com

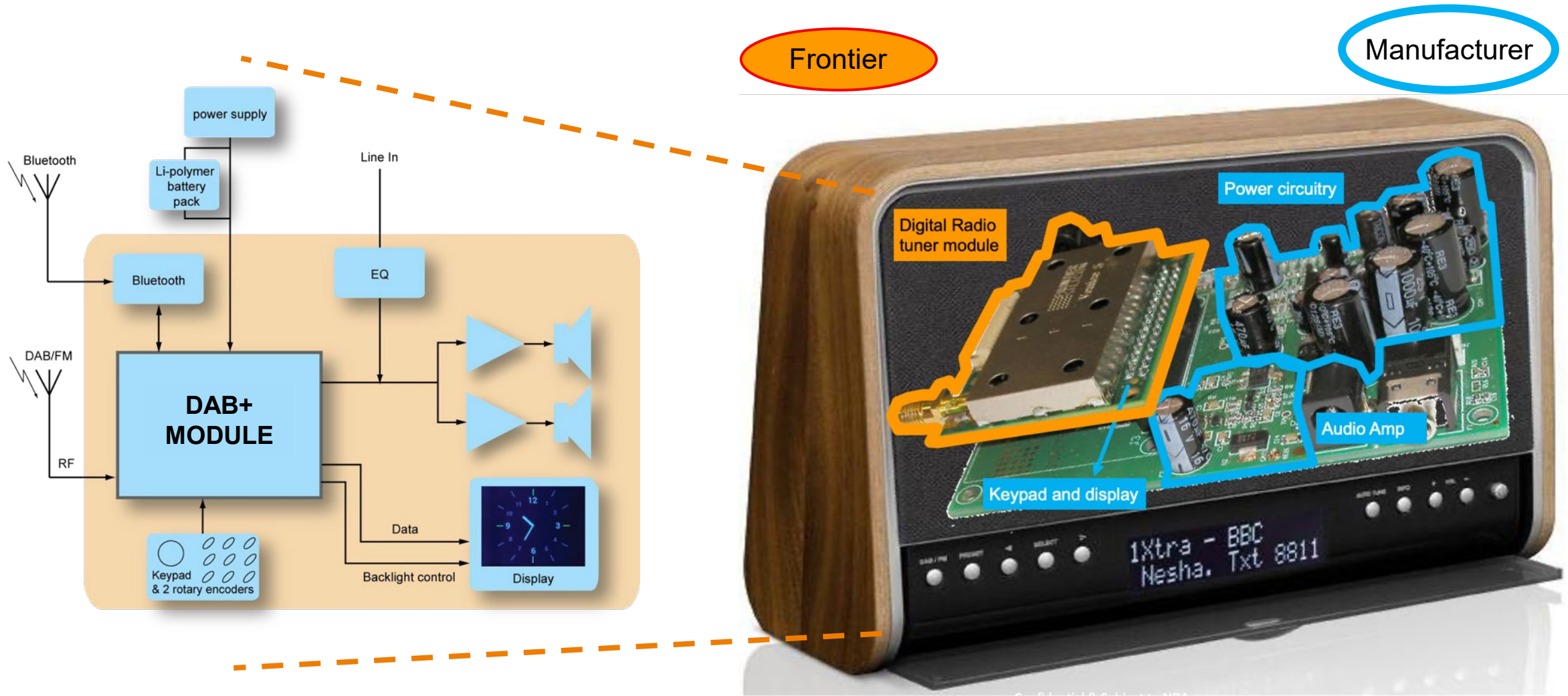
Digital radio receiver supply chain

Close collaboration between technology provider, manufacturer (product development) and audio brand/retailer, to ensure good selection of devices available to end users.

- Different price points
- Different categories
- Different features
- Different designs



A typical digital radio architecture



Many products available with DAB+, across variety of categories

Audio Systems & HiFi



Portable & Table Radios



Clock Radios

Thousands of DAB+ receivers available, with hundreds new developed each year



Hand Held & In-Car

Cost of adding DAB+ to analogue radios is reducing

Current market prices

- The incremental cost (bill of materials) of adding DAB to an analogue-only consumer receiver is about \$4.00
 - entry level DAB module plus associated circuitry: \$4.50¹
 - FM circuitry: \$50c
- This would typically result in a £7.68² (\$9.60) increase in retail price

Two-three years' time

- Over time, incremental cost of DAB technology likely to fall to ~\$3.00
 - historic trend: entry level pricing falling by 5-10% p.a.
 - economies of scale driven by receiver regulation in UK...
 - ... and other European markets (France and Italy have already adopted laws requiring all receivers to have DAB+)
- Likely to result in a ~£5.76 (\$7.20) increase in retail price

(1) DAB module, display and power supply (2) Retail price (including 20% VAT) based on 2.4x BOM cost; \$/£ exchange rate of 1.25

Receivers are affordable - best selling digital radios retail between £20-30

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Portable DAB Radios

#1



Roberts Radio Play10 DAB/DAB+/FM Digital Radio with Simple Presets - Black

★★★★☆ 1,672

£35.00

#2



Majority Histon II DAB/DAB+ Digital & FM Portable Radio, Dual Alarm Clock, Battery Portable or...

★★★★☆ 2,332

£23.95

#3



Majority Little Shelford DAB/DAB+ Digital & FM Radio, Portable Wireless, Bluetooth, with Stereo...

★★★★☆ 3,057

£35.95

#4



LEMEGA PR2 Portable DAB/DAB+ FM Digital Radio with Battery and Mains Powered, 40 Preset...

★★★★☆ 267

£27.95

#5



DAB/DAB+ Digital & FM Radio, Portable Mains and Battery Powered DAB Radios Rechargeable...

★★★★☆ 1,627

£26.99

#6



DAB/DAB+ & FM Radio, Mains and Battery Powered Portable DAB Radios Rechargeable...

★★★★☆ 20

£32.99

#7



Majority Arbury II DAB/DAB+ Digital + FM Portable Radio, Rechargeable 6 hr Mains and Battery...

★★★★☆ 269

£20.00

#8



Majority Histon II DAB/DAB+ Digital & FM Portable Radio, Dual Alarm Clock, Battery Portable or...

★★★★☆ 2,332

£23.95

#9



AUDIBLE FIDELITY Complete HI-FI DAB/DAB+ Stereo System CD Player With Speakers, Wireless...

★★★★☆ 64

£89.99

#10



Smith-Style Retro H1 DAB+ FM DAB Digital Radio Bluetooth Portable Radio with Dual Alarm Clock...

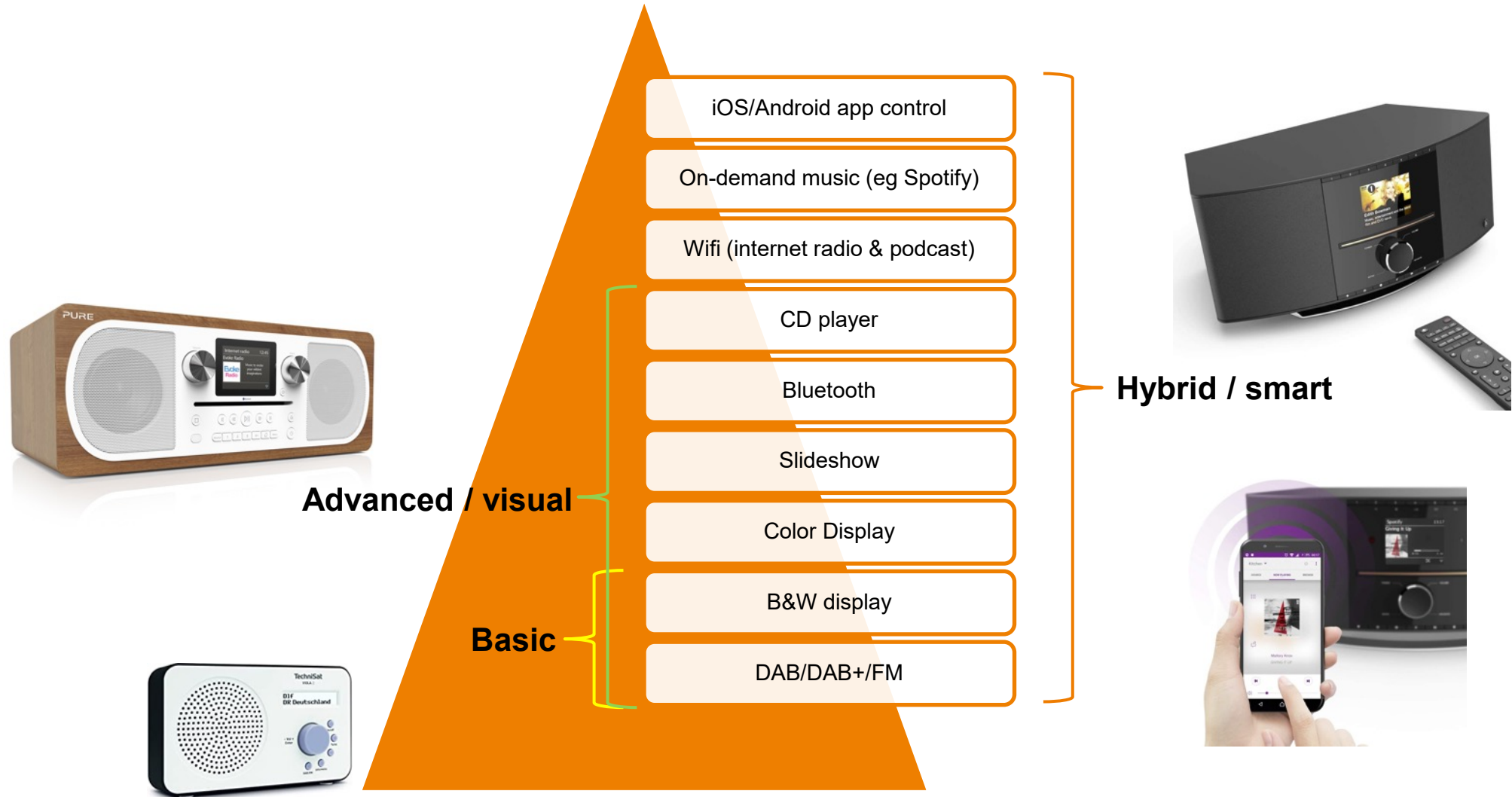
★★★★☆ 96

£29.95

Radio market evolving, with consumers wanting more from radio products



Receiver types – basic, visual, and hybrid / smart available



SmartRadio logo initiative launched in Q3 2020 to create consumer awareness



Product packaging featuring SmartRadio logo expected to appear at retail in 2021



Conclusions

- 1 Wide selection of home receivers available for consumers, across different categories, form factors, price points
- 2 Price of receivers continue to reduce, with more features being offered, making them attractive for consumers
- 3 Receivers evolving to offer consumers both broadcast and on-demand contents

Thank you