



# **DAB+ in cars: European expansion**

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23 June 2021

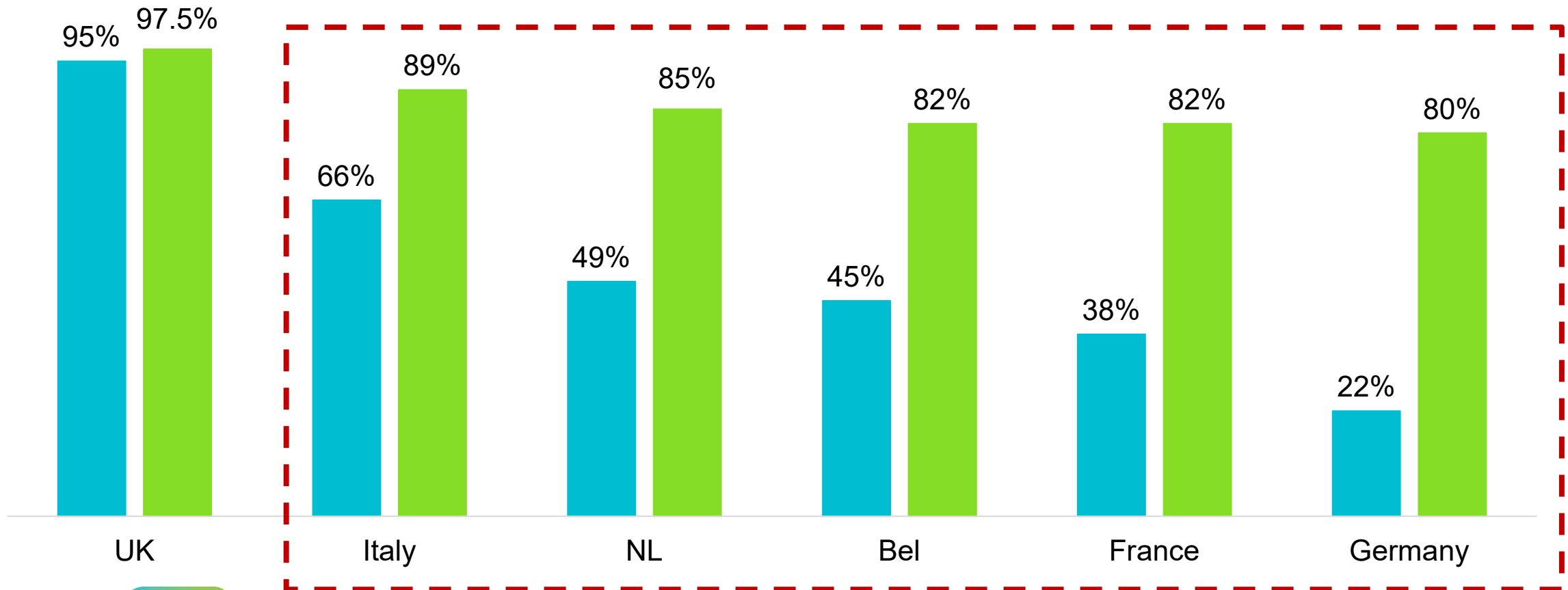
# Radio in the car is changing

# DAB+ now standard in majority of new cars

New cars with DAB+ as standard

■ H2 19 ■ H2 20

Significant shift in key EU markets

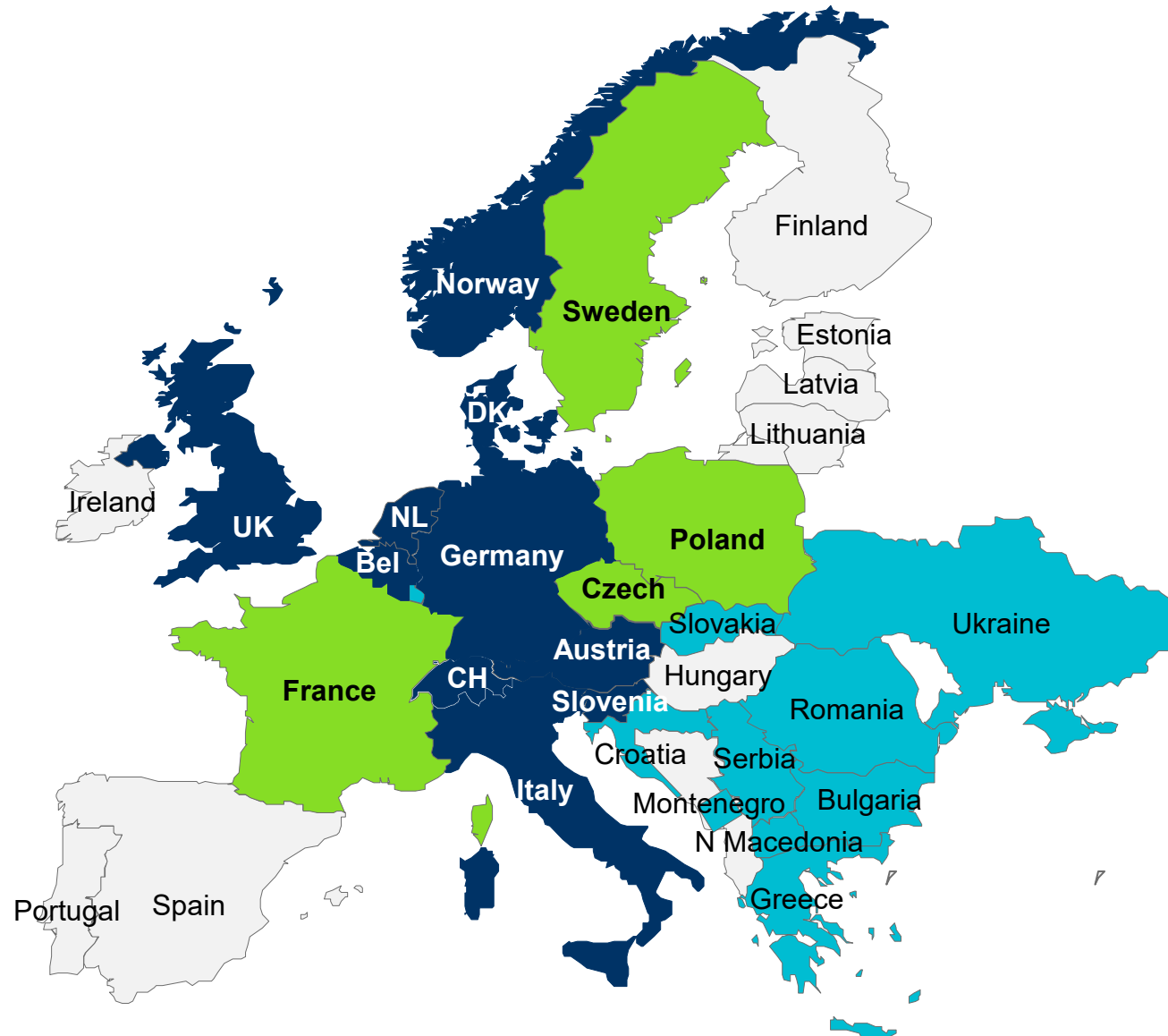
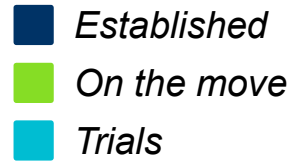


# Further progress is expected – driven by the EECC



- European Electronic Communications Code (EECC) effective from 21 December 2020
- All new car radios in the EU need to have digital terrestrial radio

# DAB+ firmly established as core future platform for radio in Europe



## National launches

- Germany: 2011
- NL: 2013
- Italy: 2014
- Slovenia: 2016
- Belgium: 2018
- Austria: 2019

# France is launching national DAB+ in 2021



- Ten cities / regions already on air<sup>1</sup>
- Two national multiplexes (25 services) due to launch October 2021

# Switzerland switching off FM: 2022 to 2023



- Radio industry has agreed switch from FM to digital broadcasting via DAB+
- SRG SSR will switch off its FM transmitters in August 2022
- Private radio stations by January 2023

# Major automotive markets continue to expand



UK:

**Over 16 million cars  
with DAB+**



Germany:

**2<sup>nd</sup> national mux (Oct 2020)  
NRW new mux (end 2021)**



Italy:

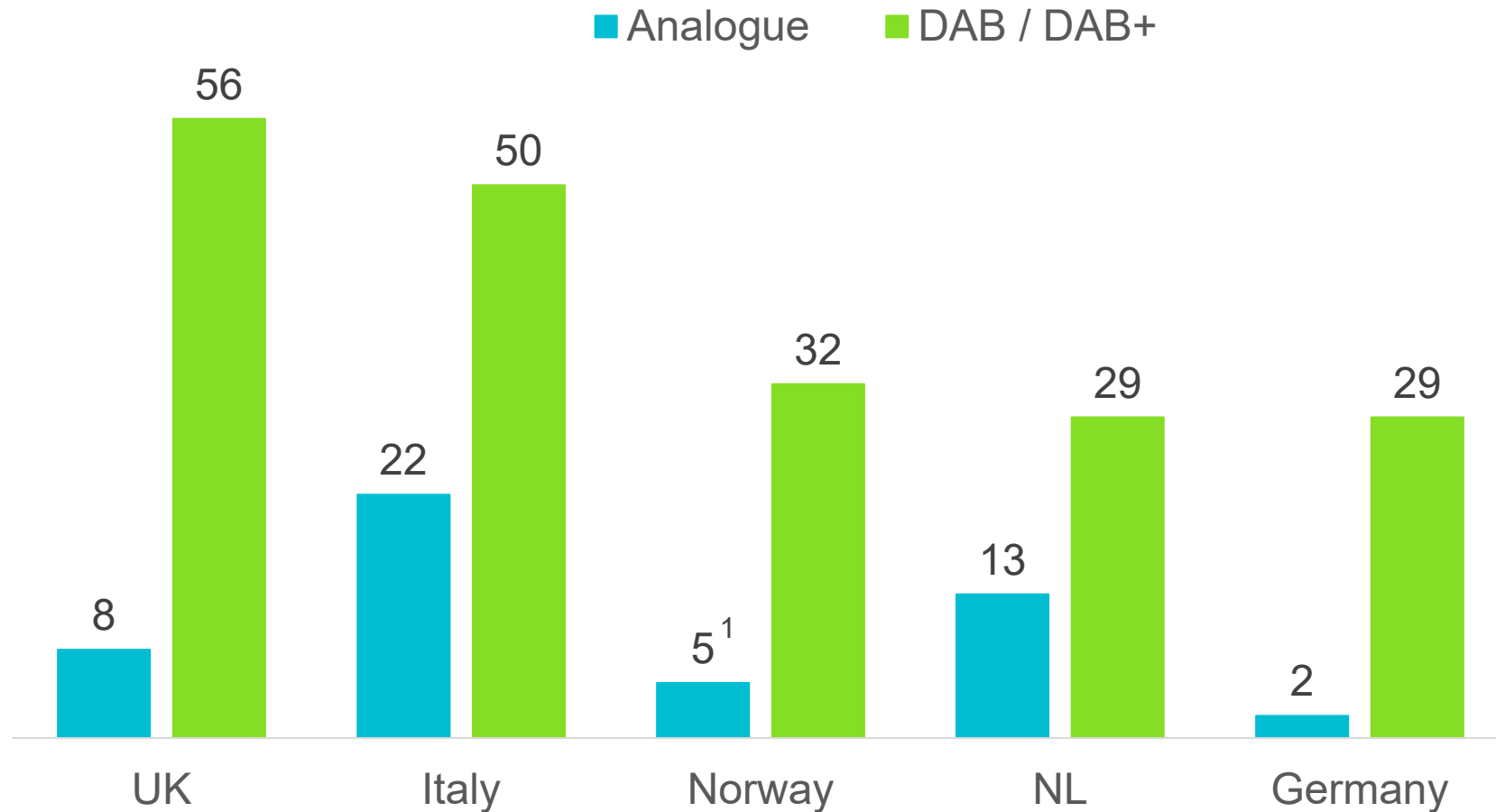
**All receivers must  
have DAB+ (Jan 2020)**



# Drivers of growth

# DAB+ offers greater choice – on average, six times as many services as FM

## National radio services



**DAB offers clearer sound - particularly where FM is overcrowded**



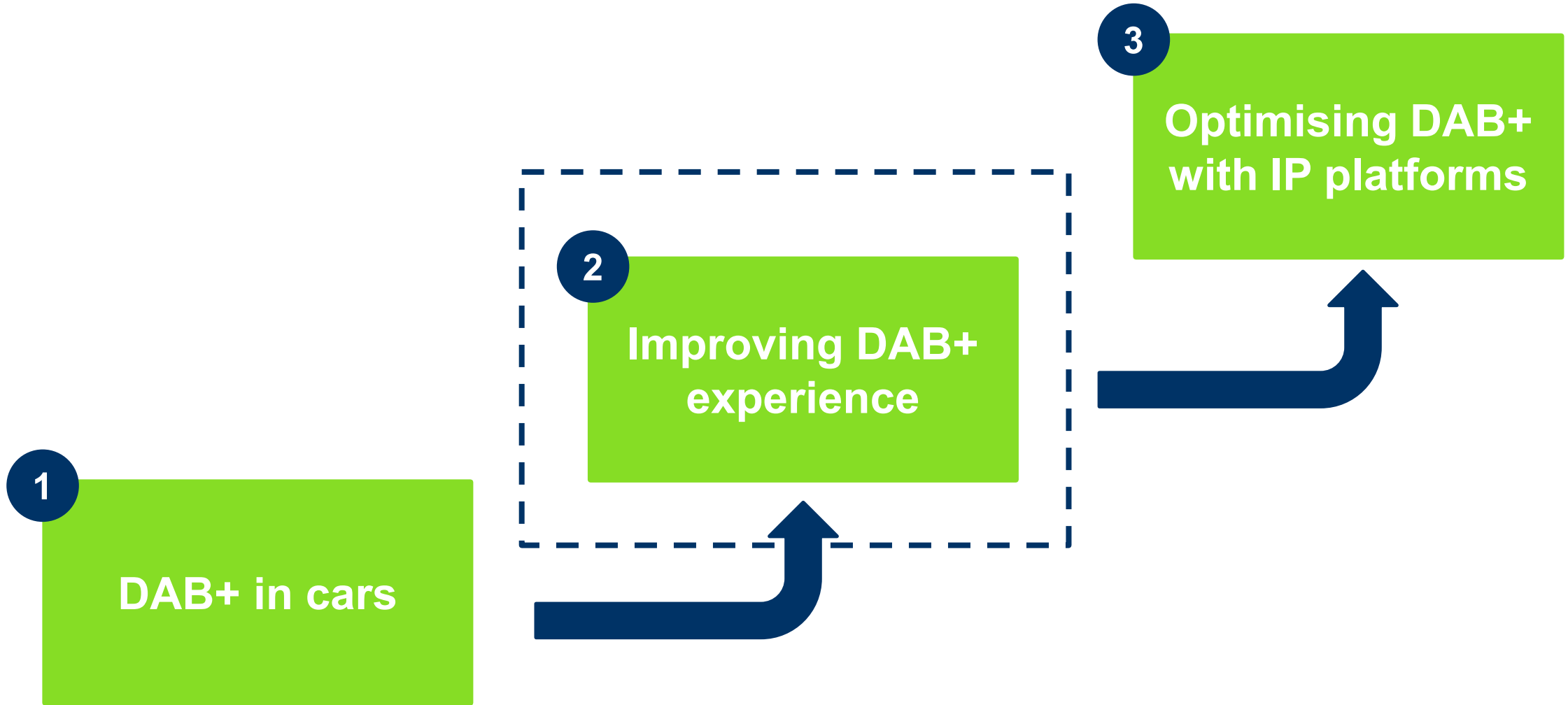
# DAB is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study shows DAB is 33% more efficient than FM<sup>1</sup>

# What next?

# Three steps to our automotive strategy



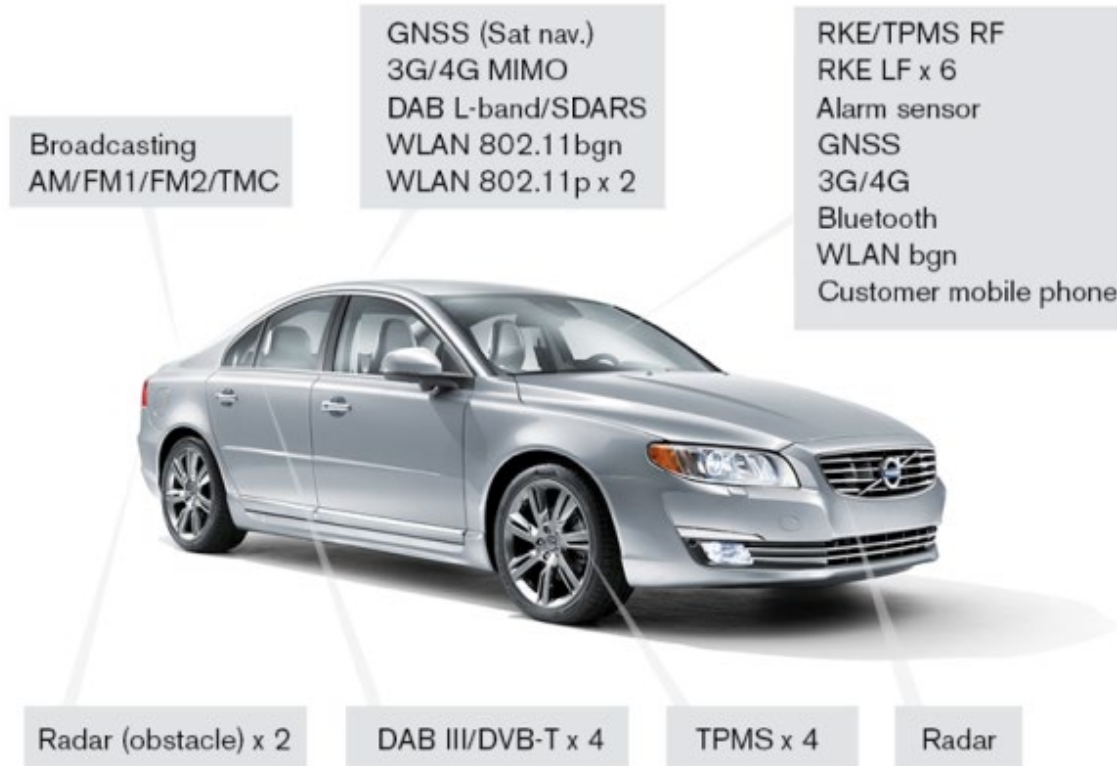
# Listeners need simple navigation



- A radio button is essential
- A-Z station list
- Pre-sets should be easy to programme

# Listeners deserve great audio quality

## Antenna complexity



- Optimise antenna performance
- Collaborate on testing (test routes)
- Electric vehicles next focus of investigation



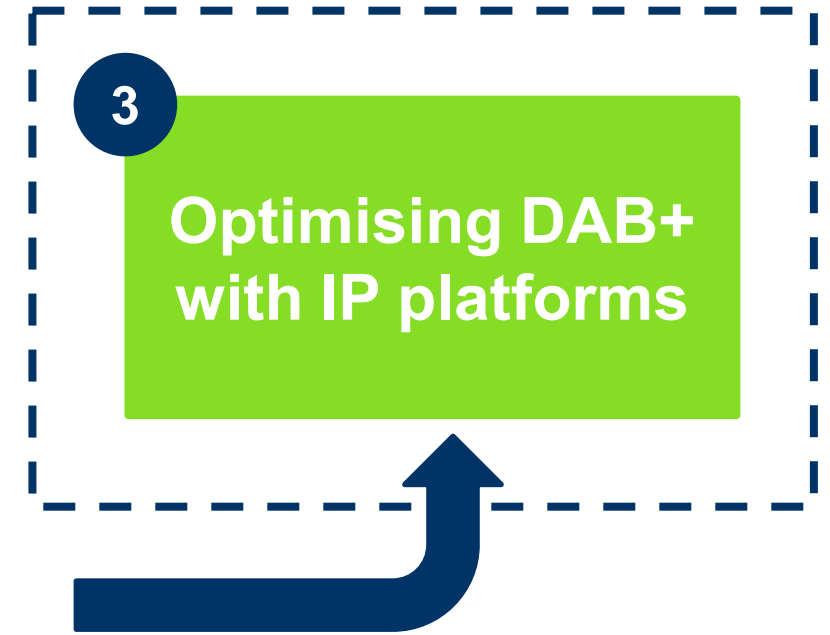
# Listeners need strong, clear branding and visuals

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Working Group



- Visuals / logos to maximise impact on the dashboard
- Competition (online services)

## Step 3 of our automotive strategy



# We are embracing hybrid radio (DAB+ and IP)



- Extend geographic reach
- Additional data, e.g. station logos
- Potential for personalisation and interactivity

# We are engaging with Android Automotive

WorldDAB Automotive  
Working Group



- WorldDAB members are part of the Android Automotive NAB Pilot project
- Cross-sector involvement brings important new perspectives to this work

# We are focusing on voice as a key user interface



- Voice assistants well established in cars
- Radio needs to be part of this ecosystem

# Conclusions



- 1 DAB+ now standard in new European cars
- 2 DAB+ experience has been simplified and improved
- 3 Our goal now is full integration of DAB+ in the connected car

Thank you