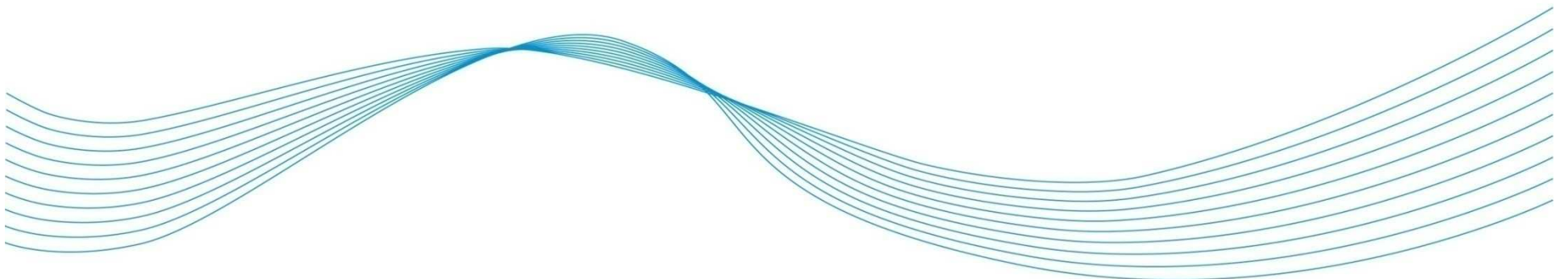


# Getting it right before your audiences tells you it's wrong

*Per Gunnarsson  
Product Manager Radio  
Teracom AB*

**World DMB 15th General Assembly  
PARIS, 28<sup>th</sup> and 29<sup>th</sup> October 2009**



# Tests and Trials play a key role in influencing decision makers

Recently launched or preparing to

- Malta, Oct 2008, DAB+
- Switzerland, Oct 2008, DAB+
- Ireland, Dec 2008, DAB
- Australia, May 2009, DAB+
- France, Oct 2009-mid 2010, DMB

..to name a few

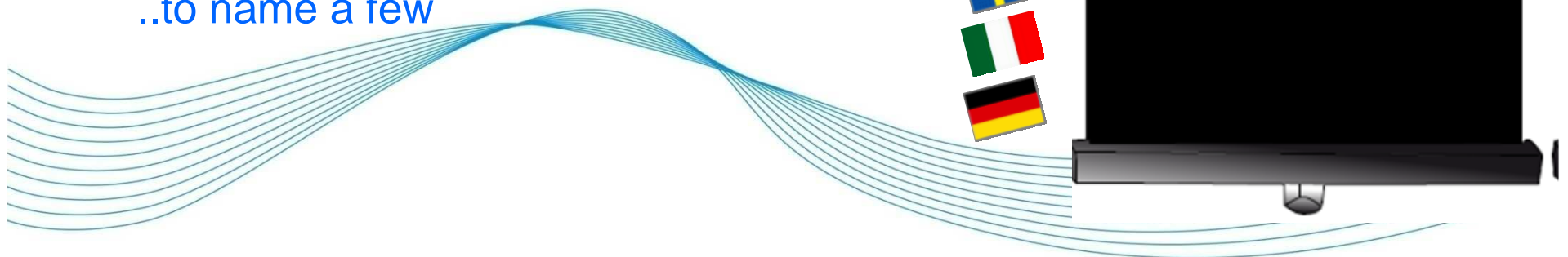


# Tests and Trials play a key role in influencing decision makers

Currently running trials and pilots

- Hungary, DAB+
- Poland, DAB+
- Czech Republic, DAB/DMB/DAB+
- Sweden, DAB+
- Italy, DMB/DAB+
- Germany, DAB/DMB/DAB+
- ...

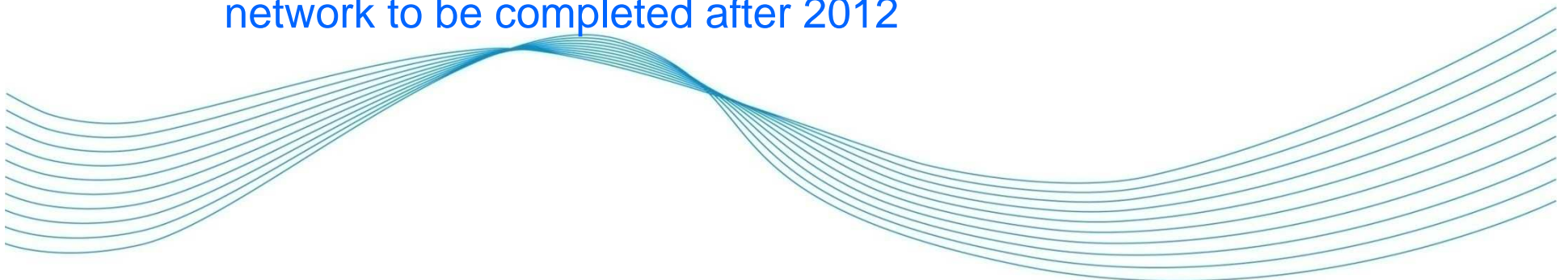
..to name a few



# Hungary



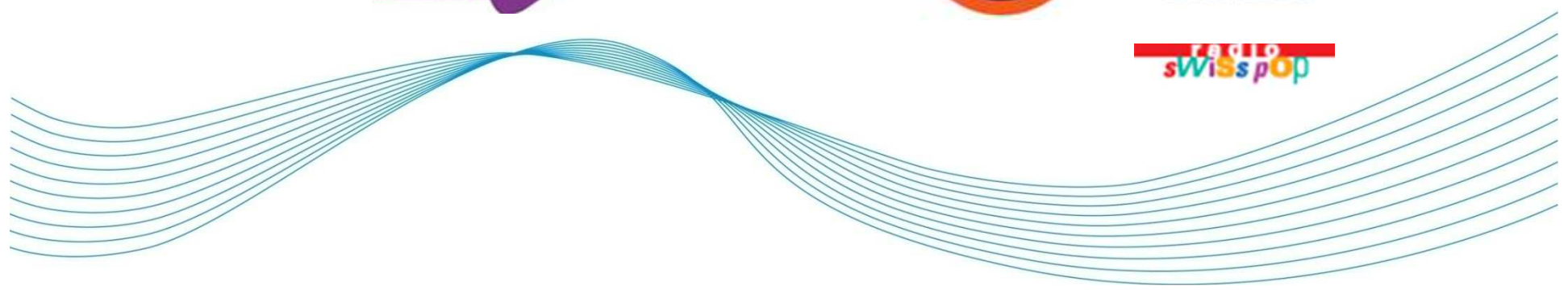
- **Government initiative**
  - 1995-2008 trial transmissions, first phase
  - 2008, call for tender for national DAB+ multiplexer, 12 yrs license
- **DAB+ pilot transmissions started in November 2008**
  - Covering 30% of pop. with content from public service and commercial broadcasters, using DAB+ audio codec
  - Considered a pilot, until the contracts are concluded between content providers and the multiplex operator
- **Next step?**
  - Regular services expected **during 2009-2010**, the rest of the network to be completed after 2012



# Hungary – content



Content providers in DAB+ Pilot  
12 services covering 3+ million people

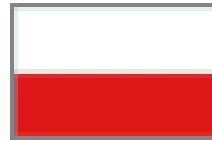


# Poland



- **Several trials initiated by public broadcasters**
  - From 2003-2009
- **DAB+ pilot transmissions on-air, may 2009**
  - 9 services, band III, Wroclaw, with content from public service and commercial broadcasters, using DAB+ audio codec
- **Main purpose**
  - To introduce digital radio (Eureka-147) to the regulators and broadcasters and to increase public awareness
- **Reaction**
  - **A second Polish DAB+ multiplex started on 26th of October** in Warsaw, as a next step of promoting DAB+ in Poland, 13 services, 5 public service, 7 commercial, 1 video
  - Support from National Broadcasting Council and the polish regulator, Office of Electronic Communications

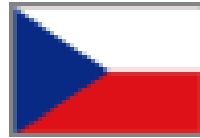
# Poland – content



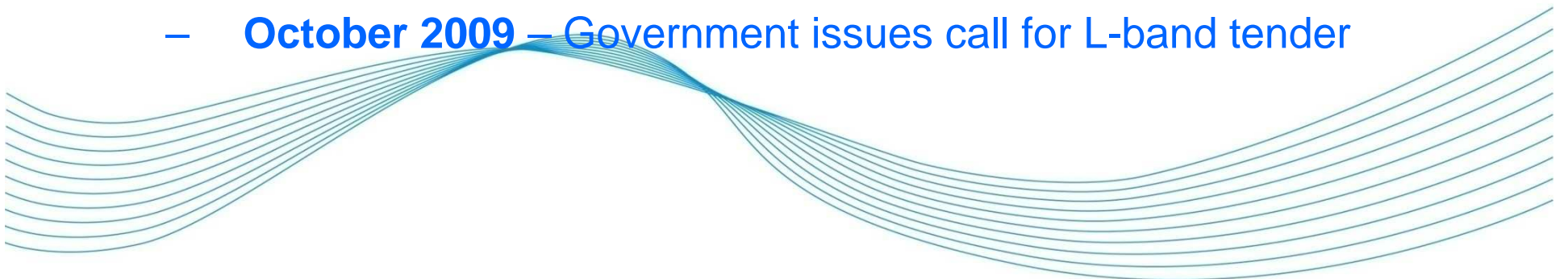
Content providers in DAB+ Pilots  
22 services covering 2,7 million people



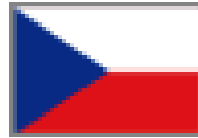
# Czech Republic



- **DAB trials since 1999-**
  - L-band, Prague
- **The latest DAB/DAB+ trial began in June 2008**
  - L-band and band III, Prague, Brno, Plzen, Pribram, Jachymov
  - Coverage 26 % of pop. (2,6 million)
  - Main initiative by public service broadcaster, Cesky Rozhlas
- **Main purpose**
  - to introduce digital radio (Eureka-147) to the regulators and broadcasters and to increase public awareness
- **Reaction**
  - **October 2009** – Government issues call for L-band tender



# Czech Rep. - Surveys

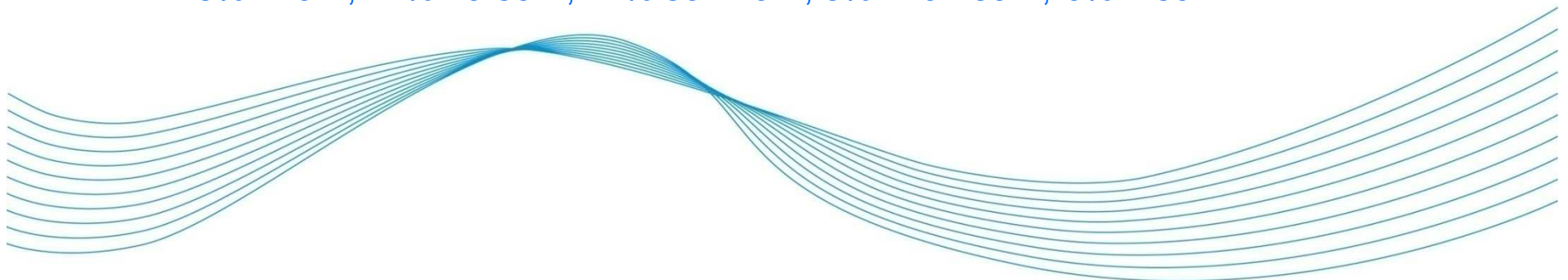


Content providers in DAB/DAB+ Pilots  
5 services covering 2,6 million people

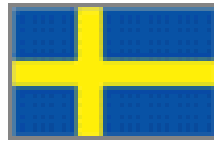


## Surveys conducted

- Dance radio research - 4130 unique respondents  
22% looking forward to DAB, 44% DAB knowledge neutral feeling, 34% ignorance
- Are you going to change your FM radio for DAB?  
41% yes, but after FM switch off, 40% yes, 19% no
- Do you use podcasting?  
73% no, 16 % yes, 11 % yes and I want more podcasts
- How much you want to spent for DAB radio?  
45% <40 €, 27% 40-80 €, 12% 80-120 €, 6% 120-160 €, 10% >160 €

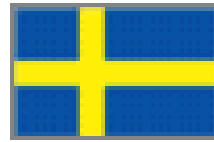


# Sweden

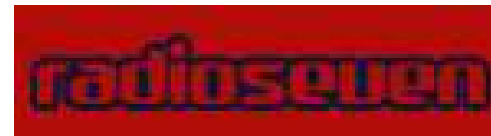


- **DAB+ pilot transmissions on-air since May 2009**
  - 12 services, band III, Stockholm, Uppsala, Gävle, with content from public service and commercial broadcasters, using DAB+ audio codec with DLS, Slideshows and TPEG as focus
- **Scope**
  - A joint venture between broadcasters, network operators, suppliers, retailers and receiver manufacturers.
  - The objective of the pilot is to evaluate commercial and technical aspects of launching digital radio to the audience
  - The ambition is to include audience focus groups and surveys which will put programs and benefits offered to its test
- **Reaction**
  - Support and interest from regulator and broadcasters that are currently not on FM, expectations on a government decision to issue commercial licenses by **the beginning-mid of 2010**

# Sweden - Content



Content providers in DAB+ Pilot  
Today 12 services covering 3 cities, 2.1 million pop.





FM/DAB/DAB+ receiver  
Advert - Sweden Oct 2009

# BÄTTRE RADIO, HELT ENKELT

I och med den kommande DAB-standarden är digital radio på väg att bli en naturlig del av den svenska vardagen. DAB ger dig klar och ren radiomottagning och du får tillgång till en lång rad nya stationer som sänder program inom de flesta områden: nyheter, sport, rock, pop, klassiskt, jazz, hiphop, barnprogram, ungdomsprogram och så vidare. Och du kan naturligtvis fortfarande lyssna på vanlig FM-radio, precis som du är van vid. En DAB-radio är en perfekt lösning för alla platser där du vill att det ska vara enkelt att lyssna på nyheter, musik och allt annat som du gillar.

DAB2 som visas här är Hi-Fi Klubbens egen DAB-radio, som vi själva har utformat och tagit fram. Här får du hög ljudkvalitet, både FM och DAB (inklusive nya DAB+), fint utförande, snygga färger samt en rad smarta funktioner. Du kan till exempel koppla in din iPod och dela med dig av din bärbara musik till familj och vänner. Bra underhållning till sommarstugan och andra platser där det är praktiskt om musiken är enkel och kompakt.

1 498,-

Läs mer om Hi-Fi Klubbens DAB-radio på sidan 122.

# Germany



- **Several DAB/DAB+/DMB pilot transmissions on-air**
  - Most current in Leipzig, Saxony, with 6 programmes from public service and commercial broadcasters



- **Expectations**
  - "Soft" switchovers from DAB to DAB+ beginning January 2010
  - Two thirds (2/3) of the coming national multiplex capacity to be licensed to commercial stations, one third (1/3) to public service
  - About two thirds (2/3) of the services to use DAB+ audio codec (new services and commercial broadcasters)
  - Radio industry working against a common goal to re-launch digital radio beginning **3<sup>rd</sup> quarter of 2010**

# Italy



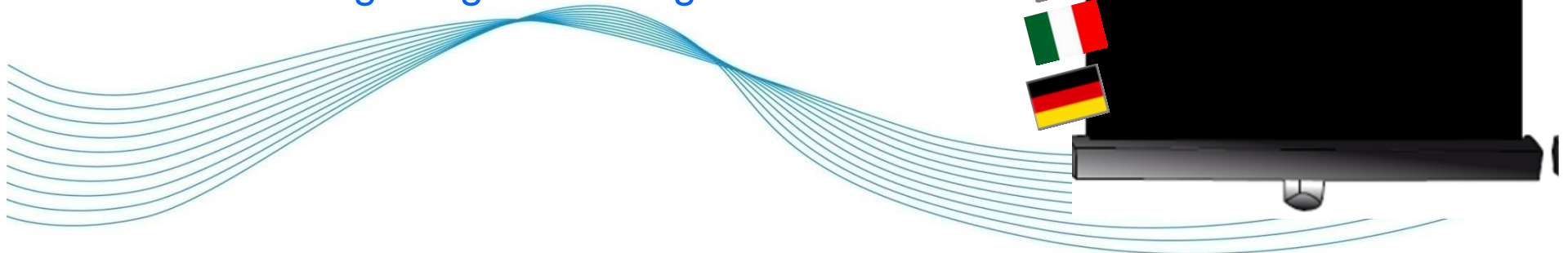
- **At present there are 3 national and 5 regional multiplex operators conducting trials and pilots**
  - RAI and EuroDAB operates two national multiplexers covering about 40% and 60 % of the population.
  - RAS, ClubDAB and Consorzio Radio DAB operates local multiplexes in the South Tyrol, the Piemonte region and in Rome and Milan.
  - 14 national commercial radio stations, 1 foreign commercial station, 7 public service stations and many, many local stations.....(pew!)
- **Status**
  - The Italian Media Authority has approved official regulations for Eureka-147 bringing to an end an experimental phase, all major players has agreed on DMB/DAB+ audio codec (vast majority will use DAB+)
  - Expectations that licenses/spectrum in the analogue TV switch off areas will be released to national and local radio paving the way for a commercial **launch starting 2010.**


# Tests and Trials

## - common denominators

1. Influencing decision makers such as the regulator and government
2. Create a common agenda between broadcasters and increase general awareness
3. Claim spectrum needed

..all three important benefits..but are we forgetting something?

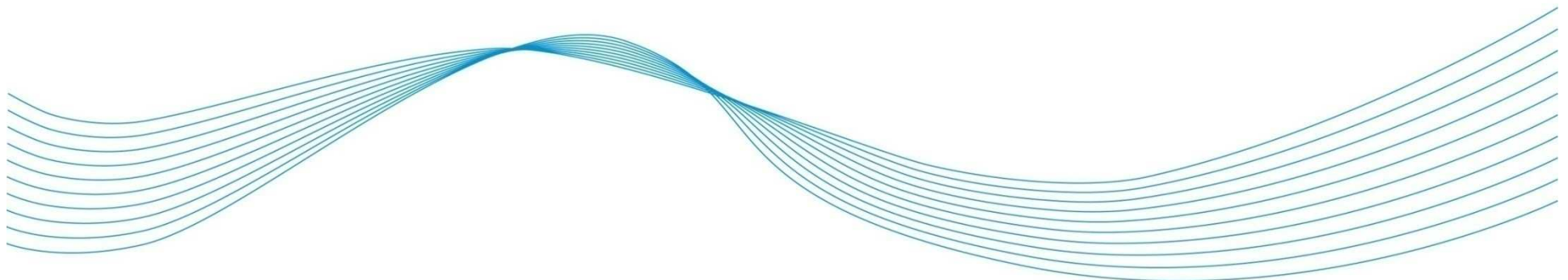
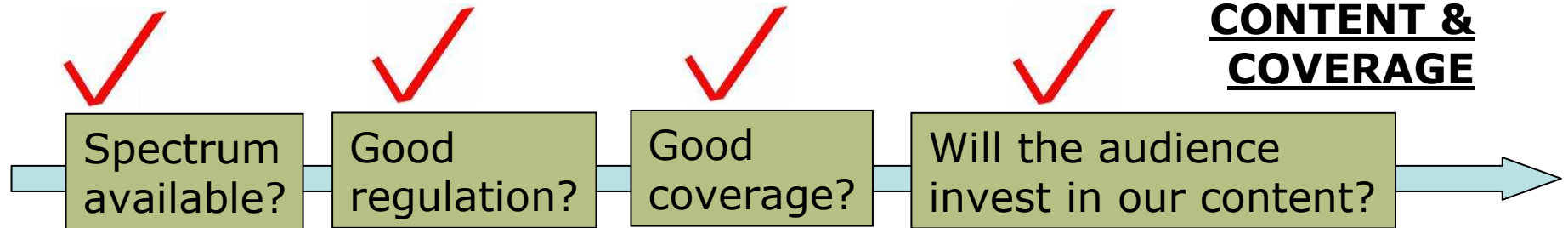


A close-up photograph of a person with dark, curly hair laughing heartily. Their eyes are squeezed shut, and their mouth is wide open, showing their teeth. The background is a large, powerful ocean wave with white foam, curling over. The sky is a clear, bright blue. The overall mood is one of pure joy and exhilaration.

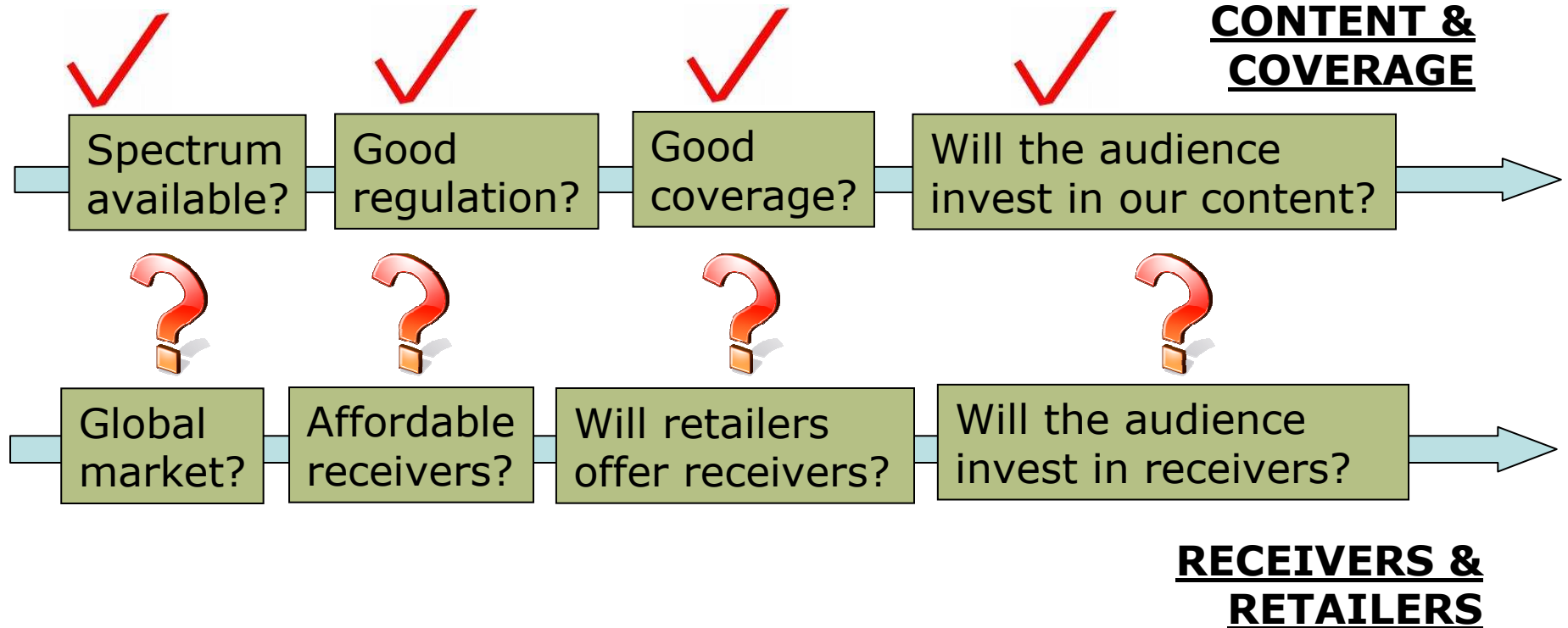
Make sure your audience  
has a say in the process

Make sure the ones selling  
and marketing your content  
have enough knowledge  
to meet your audience

# Broadcasters generally good at “content and coverage”



# Broadcasters generally bad at “receivers and retailers”



*We need to be competitive on content AND receivers to convince the audience to invest in digital radio*

# Getting it right before your audiences tells you it's wrong, 3 simple steps

## 1. Involve the Audience in your trial

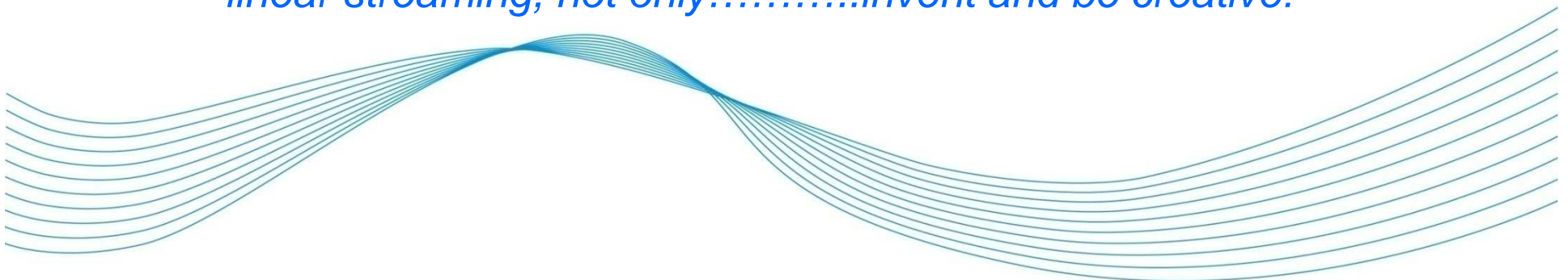
- Their response needs to be analyzed in measurable benefits

## 2. Involve Retailers and other key players

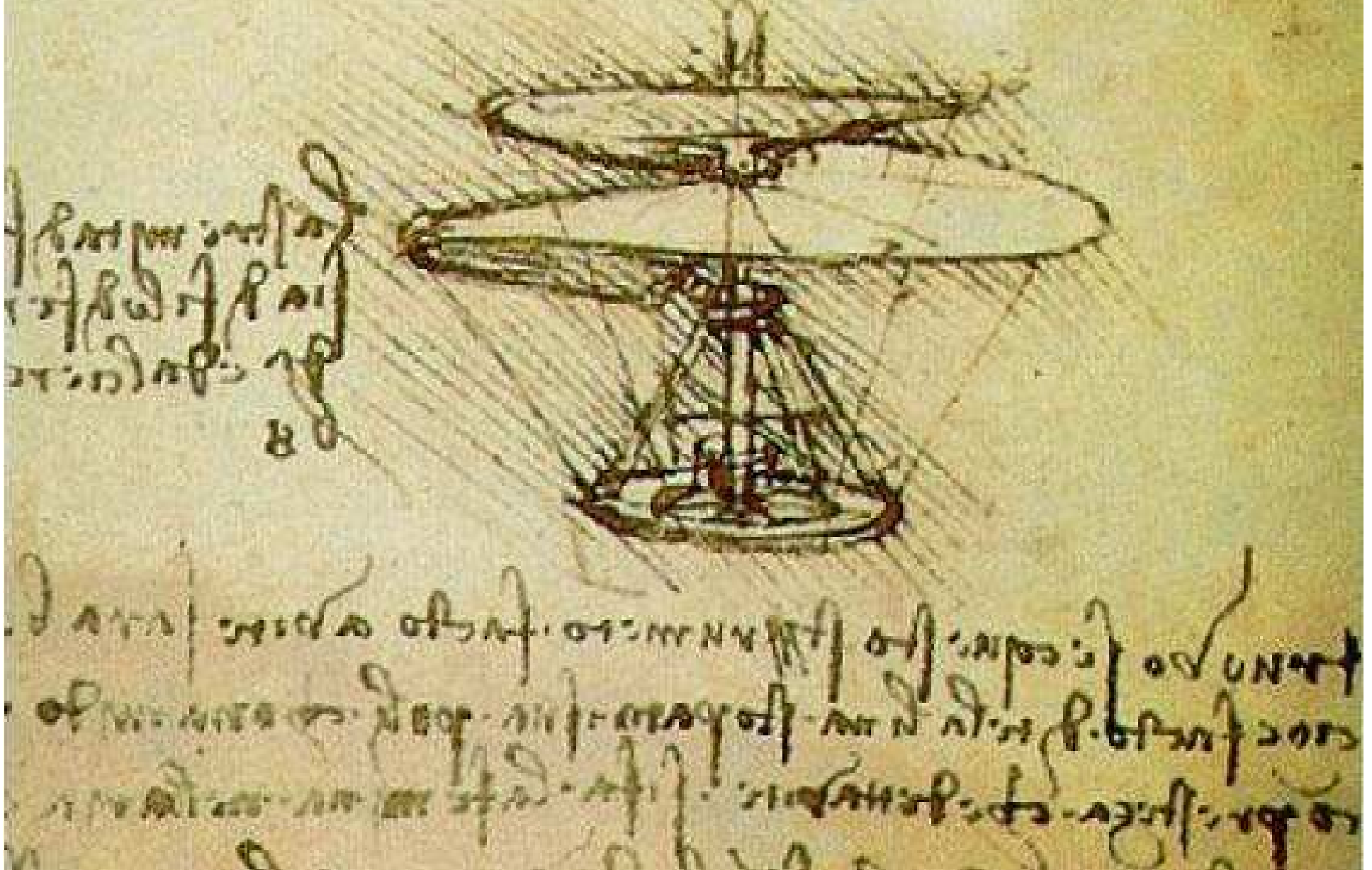
- They need to be targeted, involved and continuously informed

## 3. Be creative on Content in your trial

- A compelling digital radio offer needs the basics, such as good coverage and audio quality - but it also needs something new, *not only audio, not only FM simulcasts, not only linear streaming, not only.....invent and be creative!*



If you cannot predict the future..



Invent it!



Thanks!

TERACOM

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We are ready for

DIGITAL  
RADIO



WORLD  
**DAB**  
Digital Multimedia Broadcasting  
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