

84th Geneva International Motor Show Demonstrates Broadcast Radio Remains the Top Choice for In-Car Radio Listening

Geneva, Switzerland, Thursday 6 March 2014

The 84th Geneva International Motor Show 2014 is a showcase for why broadcast radio remains the top choice for in-car listening. This year alongside analogue radio (FM/AM), DAB+ was included in the latest models from: Alfa Romeo, Audi, BMW, Cadillac, Citroën, Fiat, Ford, Honda, Kia, Jaguar, Land Rover, Lexus, Mercedes Benz, Nissan, Opel, Peugeot, Suzuki, Seat, Skoda, Tesla, Toyota, Volkswagen and Volvo. At the first and one of the largest consumer automotive shows of the year, radio, especially digital radio, was very much a feature of the in-car infotainment systems on show.

Once again, the Geneva Motor Show is gearing up to be the hub of the automotive industry. The Motor Show, which sees many of the major product launches for the year ahead, remains an important event at which the automotive industry shows what is coming to the market. The number of DAB+ receivers on show in all automotive brands has significantly increased from last year. In addition, following on from an initiative by SRG SSR, the Swiss public broadcaster, EBU and WorldDMB to communicate the list of SRG SSR DAB+ services on air in Geneva to automotive manufacturers, visitors to the Motor Show were able to see and hear the benefits of digital radio on the in-car screen of all models that had DAB+ receivers.

In a Factsheet produced by the EBU, WorldDMB and RadioDNS and which was distributed to the automotive sector at the Geneva Motor Show, the broadcast industry made the following points;

“While it’s possible to listen to radio via broadband internet, the vast majority of audiences tune in via broadcast radio. In-car listening share is high and radio accounts for double the time of other in-car sources.

Broadcast radio on analogue (AM/FM) or digital (DAB/DAB+) is free-to-air and so can be received without any subscription. Broadcasting can also be relied upon to inform citizens during natural disasters or emergencies, for traffic announcements or to inform drivers of tunnel accidents.”

A further message was also delivered to the car industry to request that DAB+ should now be offered as standard;

“Most car manufacturers already offer DAB+ as an option. However it must come as factory-fitted in new cars sold in Europe to avoid complications for car-buyers in the future. Broadcasters in Europe are ready; they are dedicated to offering and promoting free-to-air content.”

In a statement from Mathias Coinchon, EBU who visited the Motor Show to discuss with the automotive manufacturers their current and future plans to integrate digital radio in-car, he said; “This year was more positive for DAB+. We have seen the automotive sector increase the number of cars available with DAB+ digital radio and having a strong signal on-air from SSR SRG ensures that consumers will see and hear the benefits of digital radio. There is however more work to do. We need to inform the automotive sector about the roll out of digital radio and about digital radio being a key part of the connected car whether this is through hybrid radio solutions, via driver information through TPEG or simply, as radio has always done, provide information and entertainment to the driver. Hybrid digital radio especially has the potential to offer drivers an enriched and personalised experience of radio in the connected car as it combines broadcast radio with a back channel.”

The 84th Geneva International Motor Show runs from the 6-16 March, Palexpo, Geneva Switzerland.

If you would like to download the EBU Factsheet on digital radio and for more information on the automotive events WorldDMB will attend this year please go to our events page <http://www.worlddab.org/events>.

View a selection of photos from the Geneva Motor Show on the WorldDMB Flickr account: <http://www.flickr.com/photos/worlddmb/>

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About WorldDMB

WorldDMB is the global industry forum for digital radio promoting DAB / DAB+ - the digital radio broadcasting standards of choice in Europe and Asia Pacific. Its global membership includes public and commercial broadcasters, policy makers and regulators network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. Broadcast radio professionals have access to this body of expertise which is delivered through leading-edge industry events, car manufacturers’ workshops, tailored workshops and seminars and the WorldDMB website via the members-only information portal that includes an extensive online ETI library. More than 500 million people worldwide are within range of a DAB/DAB+/DMB Digital Radio transmitter, there are well over 1,000 services on air and several hundred varieties of receivers are available to market.

For more information about WorldDMB contact projectoffice@worlddab.org.

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