



## WorldDMB PRESS RELEASE

### Growing momentum for DAB/DAB+ reflected in record number of attendees at 20<sup>th</sup> WorldDMB General Assembly

London, 13<sup>th</sup> November 2014

WorldDMB held its largest ever General Assembly in Rome last week (4-5 November). The 20<sup>th</sup> Assembly attracted a record 190 delegates (up 15% on last year) from 119 organisations and 23 countries.

The event, produced in partnership with network consortium Club DAB Italia, saw several important announcements:

- **Norway:** Ole Jørgen Torvmark of Digital Radio Norway revealed that all requirements have now been fulfilled for FM switch-off in 2017, with digital listening figures now at 51%
- **Italy:** Antonello Giacomelli, Undersecretary for Telecommunications at the Ministry of Economic Development, reported that the Ministry is to unblock the frequency impasse, with a firm commitment to a national rollout of DAB+
- **Global:** Patrick Hannon, President of WorldDMB and Vice President Corporate Development at Frontier Silicon, reported that over 30 million domestic and automotive DAB/DAB+ receivers have now been sold – with annual sales almost doubling in the last four years
- **International:** An in-principle agreement was reached among mature digital radio markets to develop shared international branding for digital radio
- **Automotive:** Reports from Radioplayer UK, Garmin, ST Microelectronics, Infoblu and Anstalt Südtirol (RAS) signalled significant progress for DAB/DAB+ within the automotive sector

**Patrick Hannon, President of WorldDMB** said “The scale of this year’s WorldDMB General Assembly sends a clear message about the growing momentum behind digital radio in Europe, Asia Pacific, the Middle East and Africa. International co-operation will be key to ensuring that we deliver on this promise.”

**Antonio Martusciello, Commissioner at Agcom** said “Agcom will approve frequency planning for regular services in the regions of Valle d’Aosta, Piedmont and Umbria in the coming weeks. Agcom’s intention is to support the development of digital radio, acknowledging the important work already done by national broadcasters, who offer digital radio to two thirds of the Italian population.”

**Sergio Natucci, Chief Operating Officer of Club DAB Italia** said “Digital radio services in Italy have reached the point of no return, where two private operators offer digital programmes to 65% of the population, and the market is growing. Local broadcasters need more attention from the government to facilitate the broadcast of their programs. Club DAB Italia will continue to extend coverage to reach 75% of the population in 2015, and to cover more than 5000 km of highways.”

## The Event

Other highlights from the General Assembly:

- James Rea, Managing Editor at LBC and Group Head of News at Global Radio explained how DAB has enabled LBC's transformation from a London-only station to a leading national brand
- Receiver manufacturers Pure, Sony, View Quest and Kensen Technologies outlined their latest additions to the 400+ models of DAB+ digital radio receivers on the market today
- Mathias Coinchon from EBU reported the growing interest in regular small-scale DAB+ transmissions for local and community radio under way in Switzerland
- Nick Piggott from Global Radio asked delegates to reflect on how radio should adapt and harness technology and turn threats into opportunities
- Gunnar Garfors, President of IDAG, reported the encouraging progress on the dialogue with handset manufacturers and MNOs to get the technology into mobile phones
- DAB/DAB+ deployment reports from Vatican Radio, European Broadcasting Union, Arab States Broadcasting Union and Asia Pacific Broadcasting Union

This year's WorldDMB Award for Outstanding Service was awarded to Jørn Jensen, Strategic Advisor at NRK Norway, and Past President of WorldDMB, in recognition of his leadership of WorldDMB (2009-2013) and for his contribution to the successful deployment of DAB/DAB+ in Norway.

The principal sponsor of the event was Italian equipment manufacturer Syes, with both Gates Air and Rohde and Schwarz as event partner sponsors. Other sponsors and exhibitors included RDS, Aldena, Brionvega, Connects2, Digidia, Elenos, Factum, Glovane, Kensen, Pure, Radioscape, Sedicom and View Quest.



WorldDMB Award for Outstanding Service winner Jørn Jensen (left), Past President of WorldDMB with Patrick Hannon, current President WorldDMB

**ENDS**

### **About Club DAB Italia**

Club DAB Italia s.c.p.a. is a consortium of enterprises which is authorised to operate a national network provider accordingly to the Italian law relevant to electronic communications. The Consortium is holder of a broadcasting license for the pilot area Trentino and for a trial license for all the regions in Italy where the analogue TV switch-off process has been completed.

[www.dab.it](http://www.dab.it)

### **About WorldDMB**

WorldDMB is the global industry forum for digital radio, facilitating the adoption and implementation of broadcast digital radio based on DAB, DAB+ and DMB, the digital radio standards of choice for broadcasters across Europe, Asia Pacific and other regions. WorldDMB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content.

[www.worlddab.org](http://www.worlddab.org)


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