

## **WorldDAB establishes new Aftermarket Devices Working Group**

**26 July 2018, London, United Kingdom:** WorldDAB has created a new Working Group, focused on the performance and user experience of aftermarket devices for DAB+ in the car. The Aftermarket Devices Working Group (ADWG) brings together broadcasters, device and antenna manufacturers, plus experts from the automotive industry, in an important collaboration for digital radio in the car.

The chairman of the group is Jørn Jensen, a Senior Advisor at NRK who was closely involved in helping Norwegian drivers convert to digital in the recent digital switchover.

“The aftermarket sector has seen a significant increase in demand over the last few years, with more drivers looking to bring the extra choice and better quality of DAB+ into their cars,” said Jensen. “This group has been established to bring together all of the players from the value chain to ensure that drivers get the best possible digital radio experience. This group is focusing on key areas including technology development and innovation, better performance, best case marketing initiatives and installation programmes and training. I would encourage any interested parties to get in touch with the Project Office to find out more about the work or join the team in this Working Group.”

The Aftermarket Devices Working Group was set up to work on improving performance, antennas, guidance on installation, marketing and all other areas to ensure aftermarket devices give the driver the best digital radio listening experience.

In advanced markets the majority of new cars are now sold with DAB+ as standard, with Norway leading the way with 98%, the UK close behind on 92% and Switzerland on 85%. As more countries roll out digital radio, attention is focused on converting the millions of cars already on the road to DAB+, enabling drivers to continue listening to digital radio across borders.

For more information on the group or for details of membership, please contact the WorldDAB Project Office.

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### **About WorldDAB**

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1200+ experts from over 100 member organisations cover 29 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

Together, we are shaping the future of radio, delivering advice and tailored solutions on all aspects of the switch from analogue to digital.

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