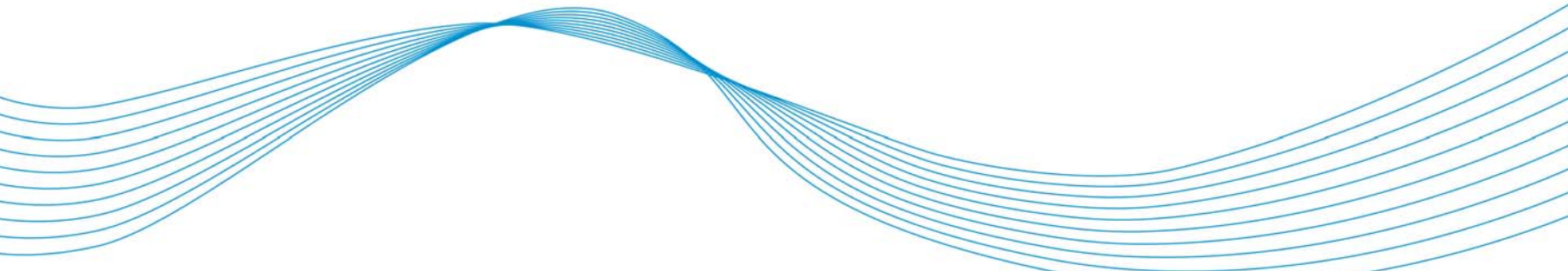




Maximizing Radio and Mobile TV in the Digital Age  
8th April 2008

# Future of Digital Radio and its prospects for Mobile Multimedia



# WorldDMB Brussels

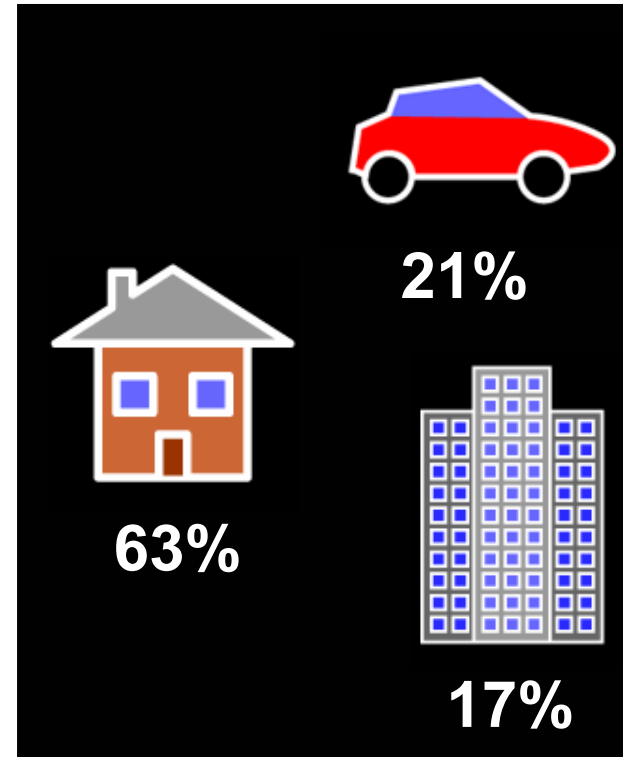
Apr 2008



john ousby (BBC) + nick piggott (GCAP)

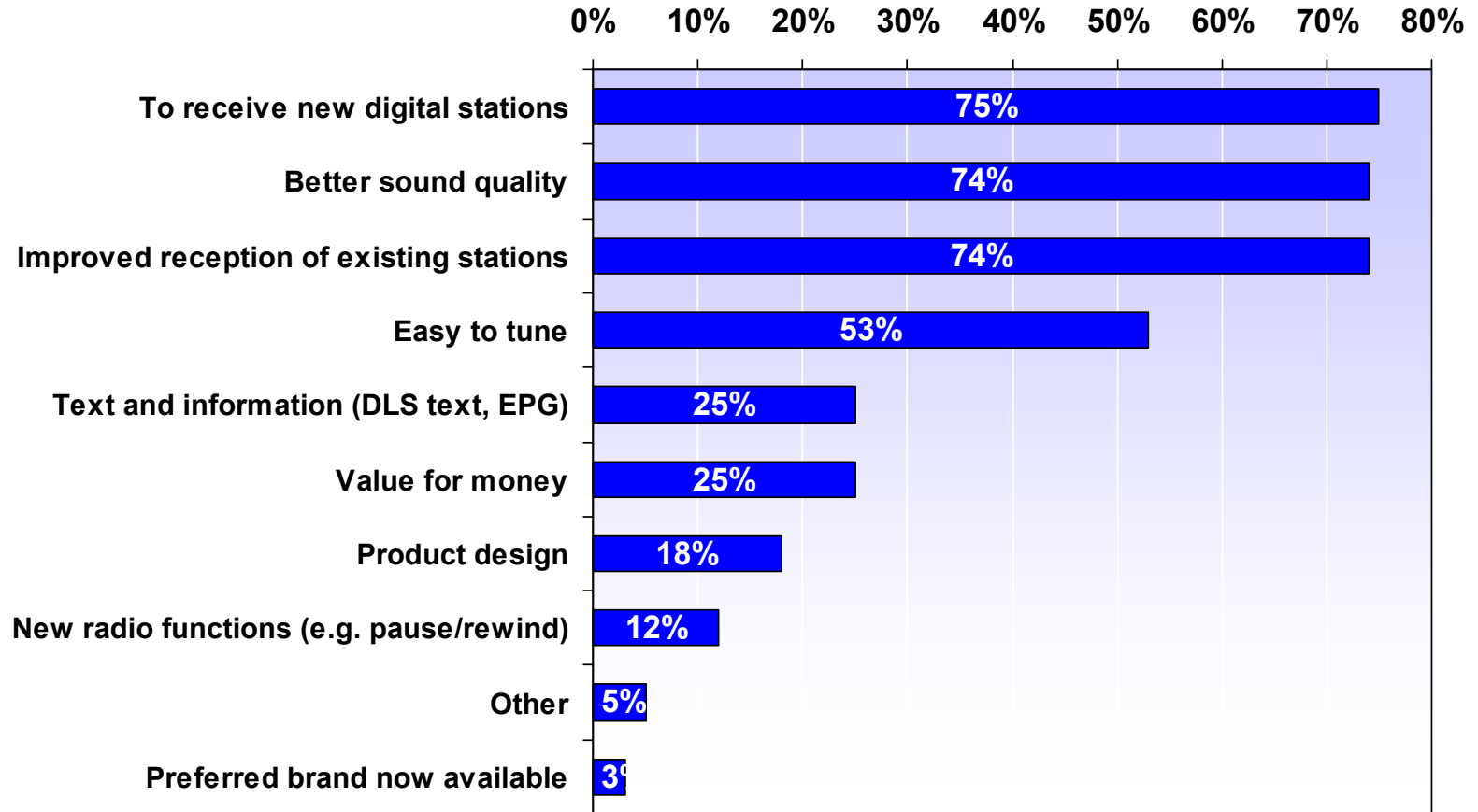
# A UK Perspective

- 90% of the UK population listen to radio every week (45m)
- Each radio listener listens for over 3 hours every day on average
- In total, over 1 billion hours of radio are consumed by UK adults every week (10% DAB)
- 6.8m DAB radios sold in UK



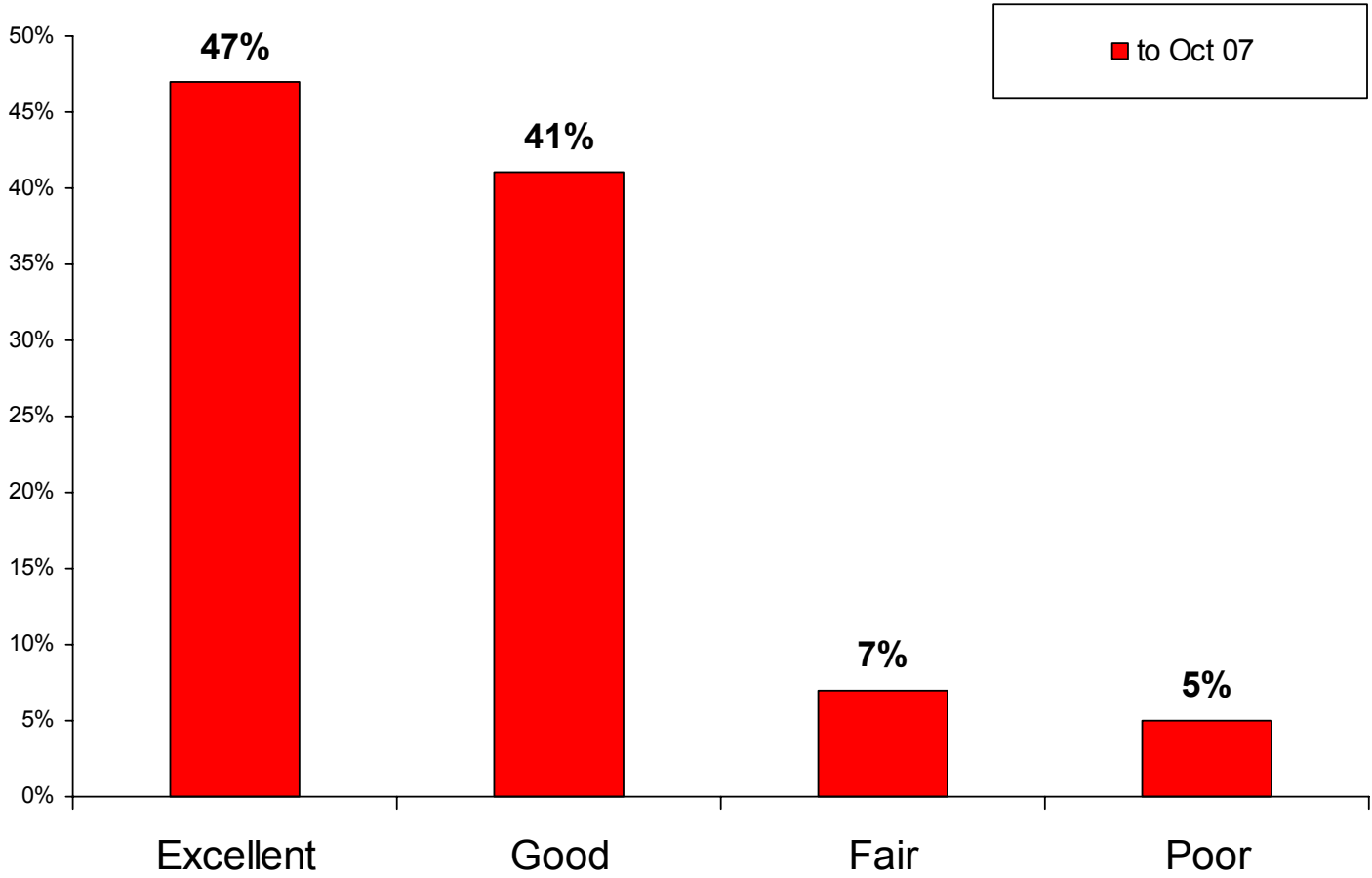
# Main reasons for buying DAB

**Q. Which factors influenced you to buy DAB over analogue?**

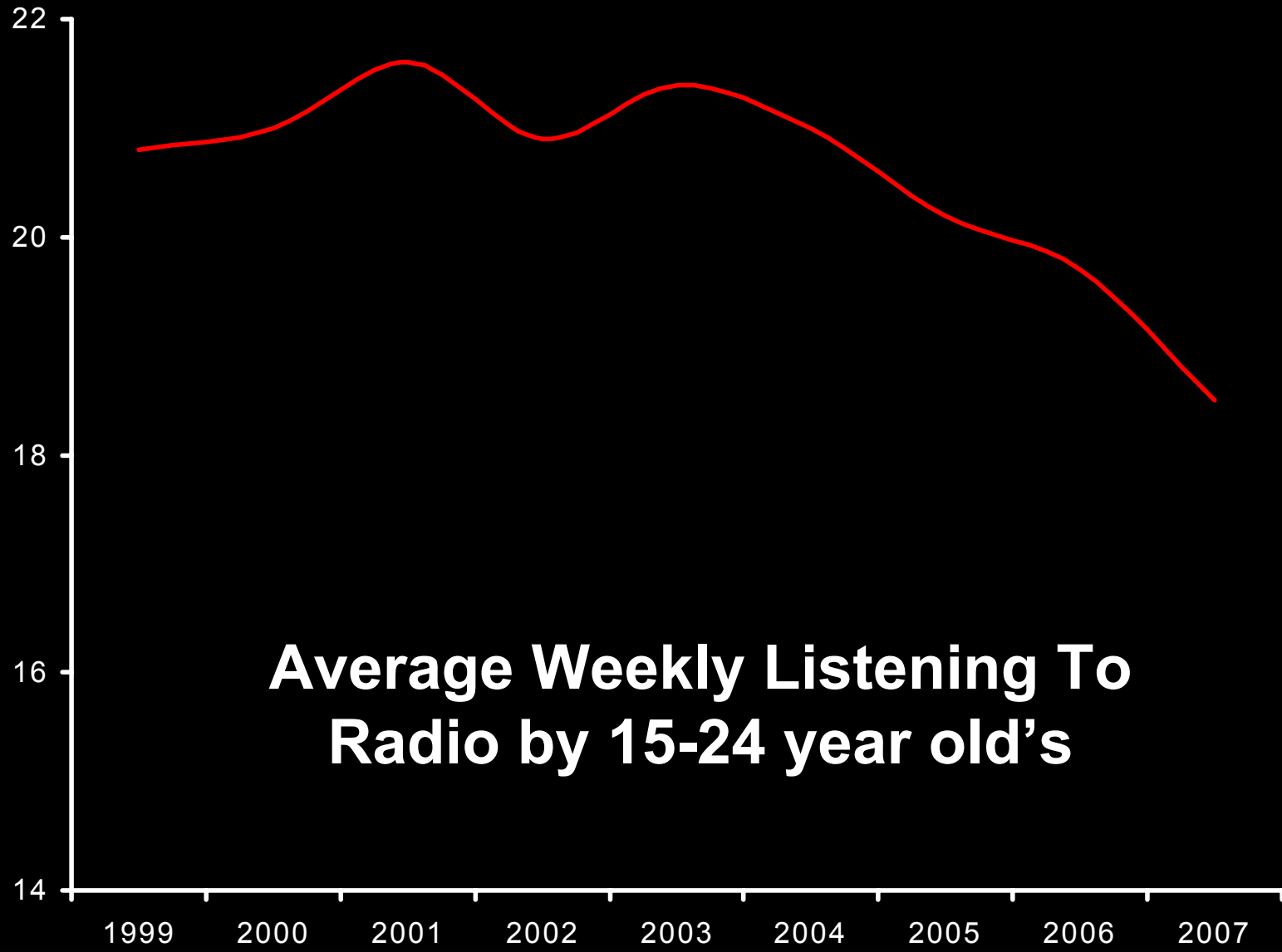


# High DAB owner satisfaction

*88% of owners quote 'excellent or good' satisfaction with their DAB radio overall*



Source: DPDB online questionnaire - owners Q3 2007



**Average Weekly Listening To  
Radio by 15-24 year old's**

# Situation of use

## AT HOME

- local radio
- national radio
- pirate radio
- downloading
- range of devices
- portability

## ON THE MOVE

- cars
- train
- boat
- bus
- walking
- public spaces
- devices

## AT WORK

- office
- factory
- shop
- outside
- devices

Portable vs nomadic vs fixed

# criteria

- Coverage and robustness of reception
- Tuning time
- Backwards compatibility
- Spectrum requirements
- Energy efficiency
- Conformity with an open European technical standard
- Free to air reception
- Relationship with other standards
- Platforms/devices
- Primary Service proposition / visualisation



**Digital radio  
for €19?**



EPG

11:58am



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Capital Radio - James Cannon

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Don't wait days for your  
interest. Switch to Lloyds TSB.  
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[lloydstsb.com](http://lloydstsb.com)

Volume

ReVu

Tune

PURE

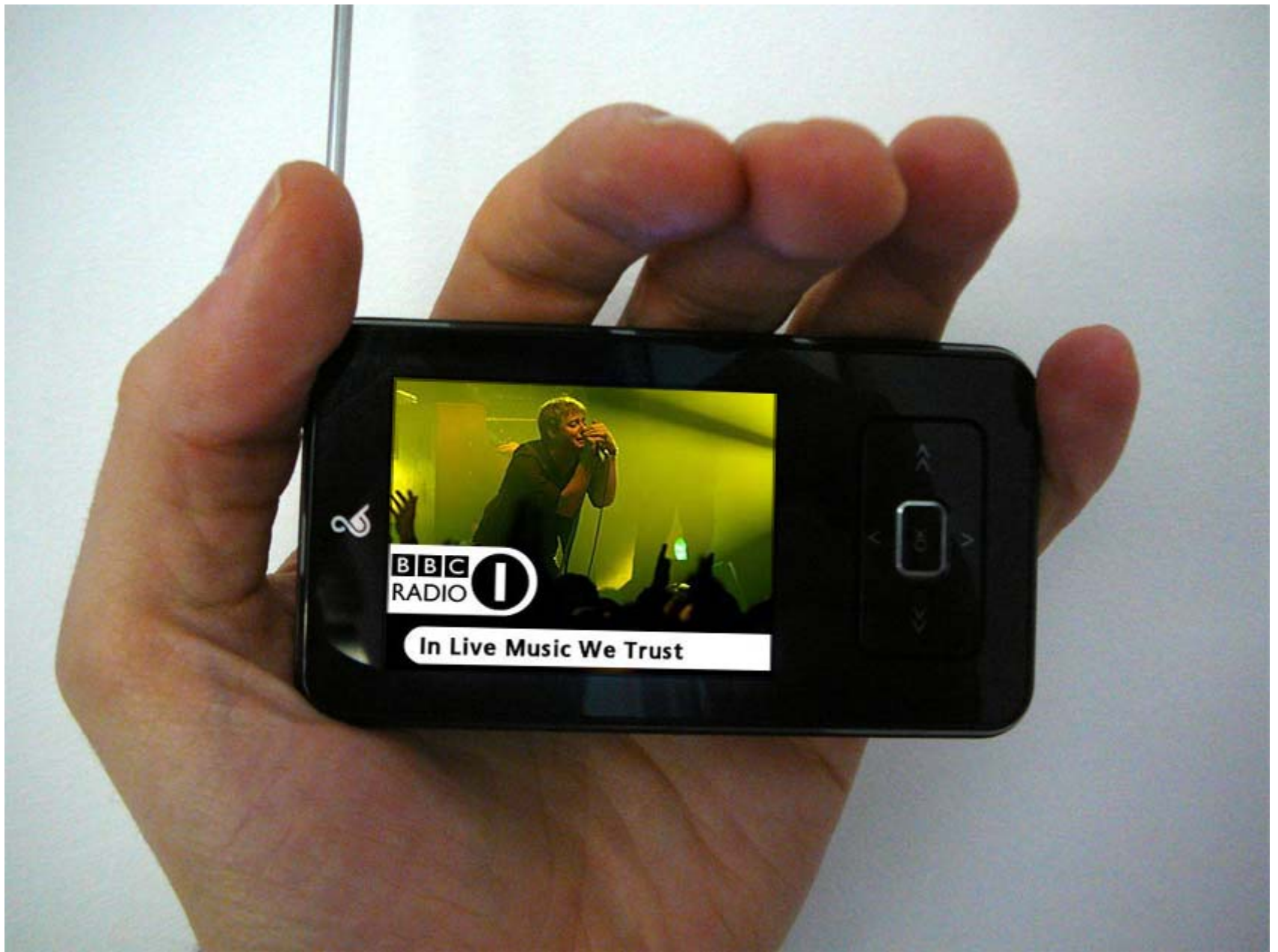
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DAB Digital Audio Broadcasting T DAB DAB DAB

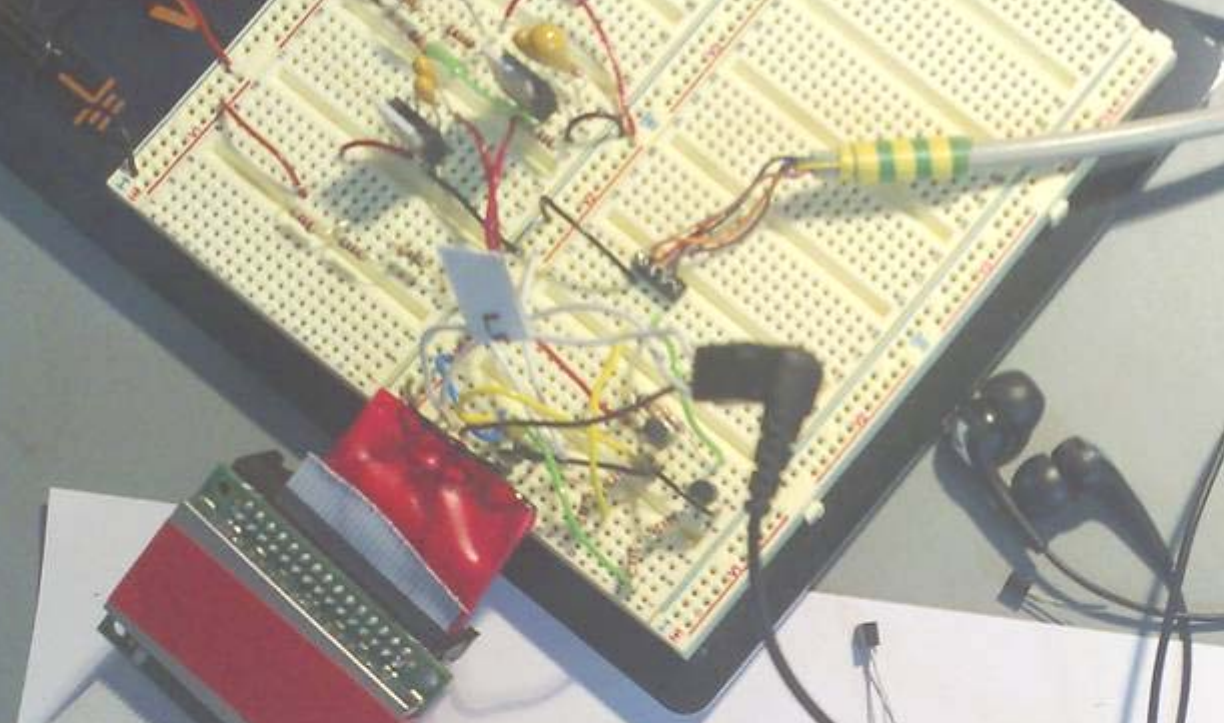


CD/DAB/FM

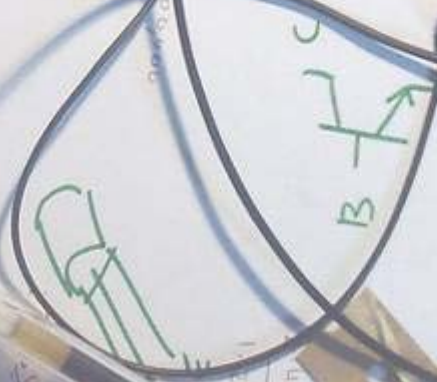








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signal ground



337





FREE  
HUGS



