

WORLD



*Defining the future of digital radio*

# **DAB+ International Market Update, DAB/DAB+ around the world**

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VOV/WorldDMB Workshop on Digital Radio Technologies

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Melia Hotel, Hanoi, Vietnam



# Terrestrial broadcasting offers advantages

- Robust and reliable
- A true mass market delivery system
- Everyone, Everywhere , also cross borders
- No need for costly subscriptions
- Your integrity is safe



# But - FM spectrum is full in many markets



- Difficult for radio to innovate
- No significant growth
- Younger audiences are listening less

# Digital radio offers solutions

- More choice
- More cost efficient
- Greener
- New features: text, images, interactivity
- Better reception

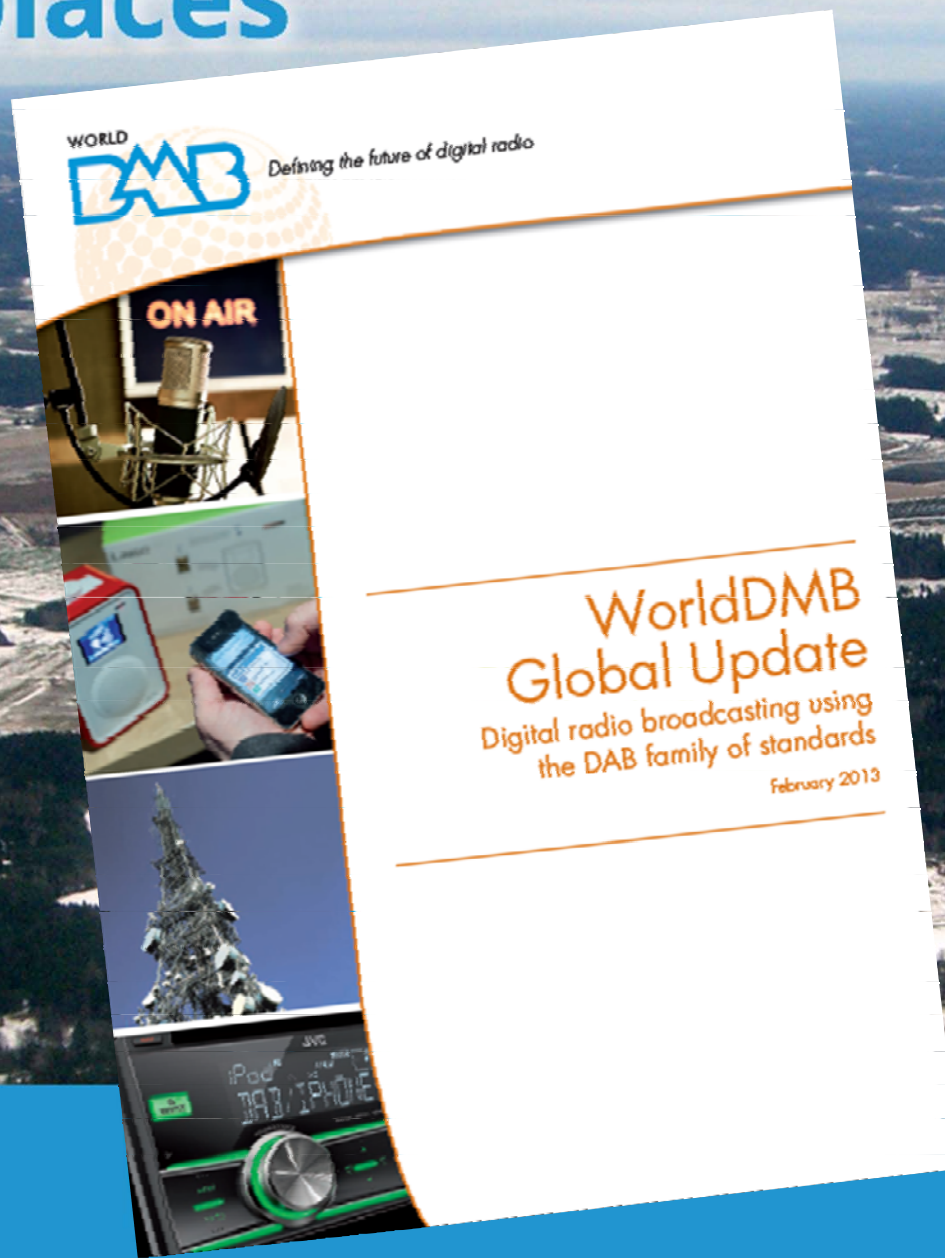


# IP offers complement, but not substitution



- No sustainable business case exists for “IP only” on a nationwide scale
- Who will pay for the data?
- What about scenarios and listeners that cannot be reached behind a SIM card?
- Bottomline: It is a question of democracy

# more places



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**DMB**  
Digital Multimedia Broadcasting  
Radio • Mobile TV • Multimedia • Traffic Data

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

# Countries with DAB+/ DMB

Adopted by over 40 countries

- Australia
- Brunei
- China
- Hong Kong
- Indonesia
- Kuwait
- New Zealand
- South Korea
- Adopted across Europe
- Vietnam

# Australia



- 1.3 m receivers sold
- 60% population coverage
- Listening to DAB+ double time of IP



# Indonesia

- In Indonesia the government has chosen DAB+
- A DAB+ Technology Workshop and Transmission Demonstration took place in Jakarta, Indonesia from the 24-27 September
- Recommendations that can be found on the WorldDMB website
- DMB trials have been running in the capital, Jakarta, since 2006. There are currently four services on air
- The trial is operated by the regulator and MNC, the largest media company in Indonesia

# Malaysia

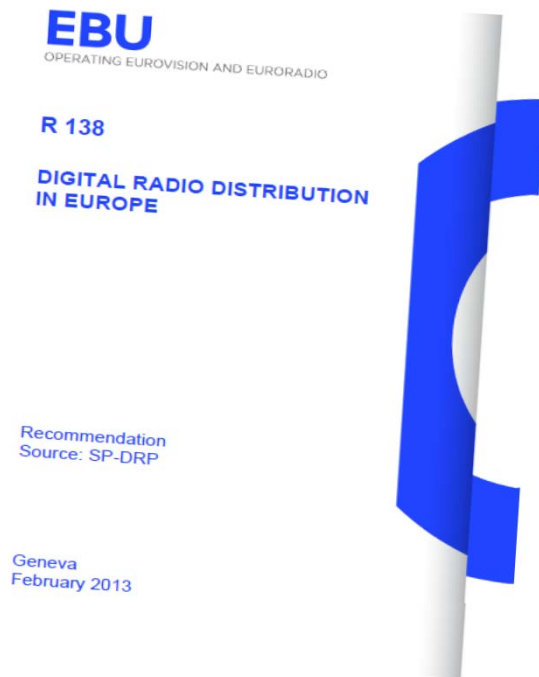
- Malaysia's regulator awarded three blocks of L Band spectrum to Asia Media, a broadcasting, advertising and digital media company in 2010.
- Malaysia's public broadcaster launched a DAB+ trial in Kuala Lumpur in 2010. This multiplex carries 15 audio services, all of which are simulcasts of existing FM stations
- Commercial Radio Malaysia (a group of private broadcasters) are in discussions with the regulator about policy framework for the adoption of this digital radio platform and the start of a trial
- There is one trial local multiplex on air with three simulcast data services and 15 DAB+ simulcast services

# South Korea



- 60 million DMB receivers sold
- Now selecting a digital audio broadcasting standard

# Europe - EBU Recommendation 138



- “Immediate deployment using DAB /DAB+ for digital radio broadcasting in VHF Band III”
- Technology choice is clear
- Message is clear



# United Kingdom



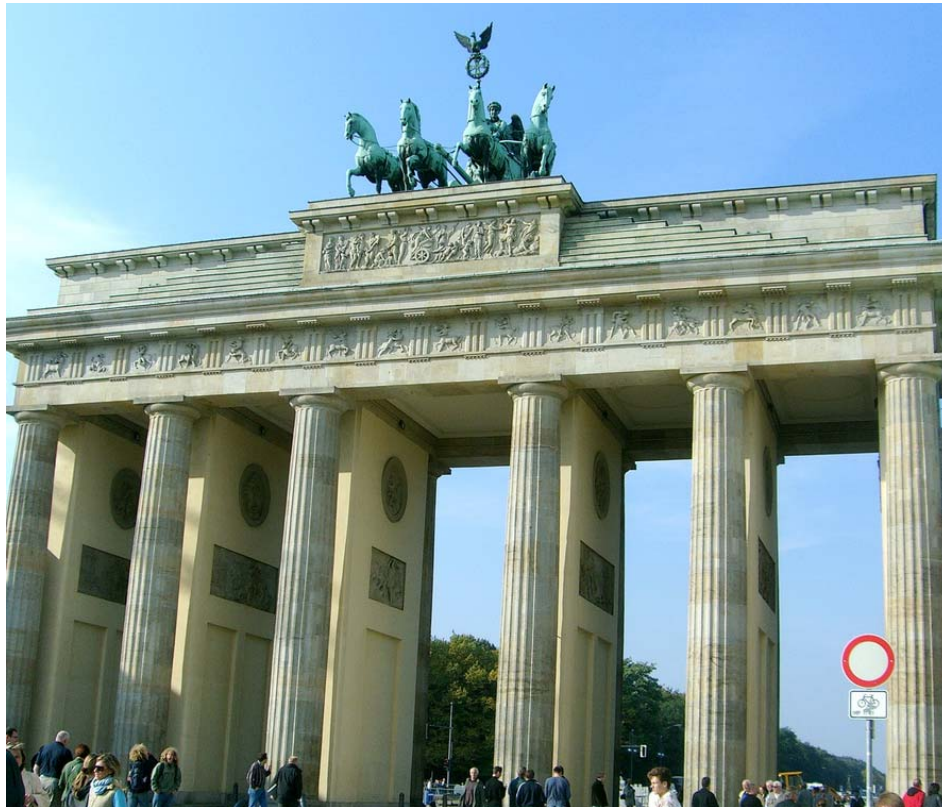
- 42% of households have DAB
- 80% of new portable radios are digital
- 33% of new cars have digital tuners

# Norway



- FM switch-off in 2017
- DAB coverage: 84% of population
- By end of 2013, 90%

# Germany



- Launched DAB+ August 2011
- National multiplex – 13 services
- Over 60 regional services from ARD

# Denmark



- 41% have digital radio
- DAB listening 4 times bigger than via IP
- FM switch-off discussed for 2019



# Switzerland



- 34% have digital radio
- 99% network coverage
- Over 1m receivers sold

# Italy



- Has adopted DAB+
- Regular services launched Q4-2012
- Trial broadcasts cover 60% of the population

# Netherlands



- DAB+ launch planned for Sept 2013
- NPO and private broadcasters now expanding network
- 95% coverage in coming years

# Sweden



- All major broadcasters agreed on digital radio
- Switch over to digital radio by 2022
- Decision in 2013 that PSB shall expand DAB+ coverage to 95%

# France

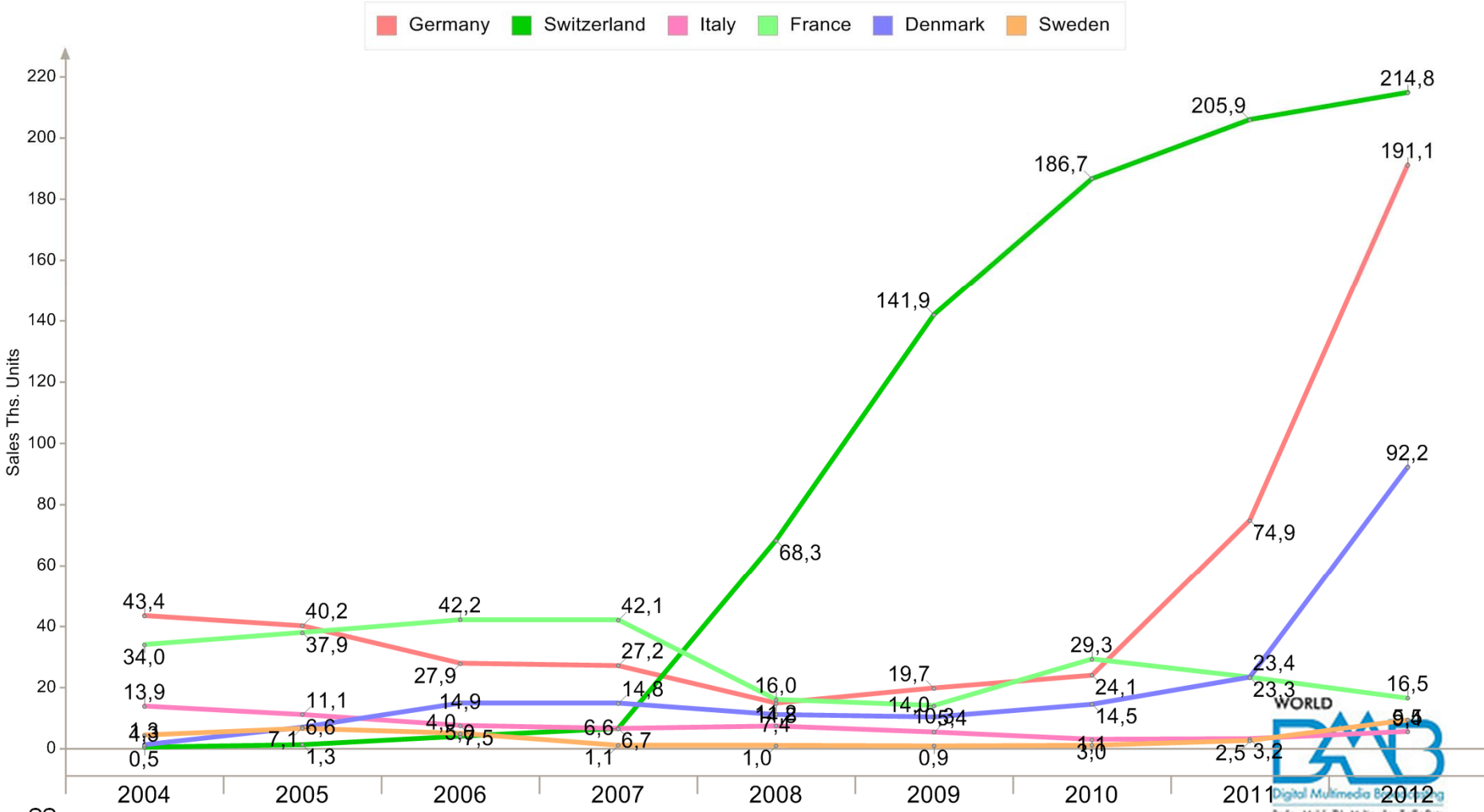


- DAB+ added to digital radio standard
- List of services for Paris, Nice & Marseille
- On-air by end 2013?

# Sales are growing



Digital Radio Fusion Panelmarket 2004-2012  
 Digital Radio Development Sales Ths. Units



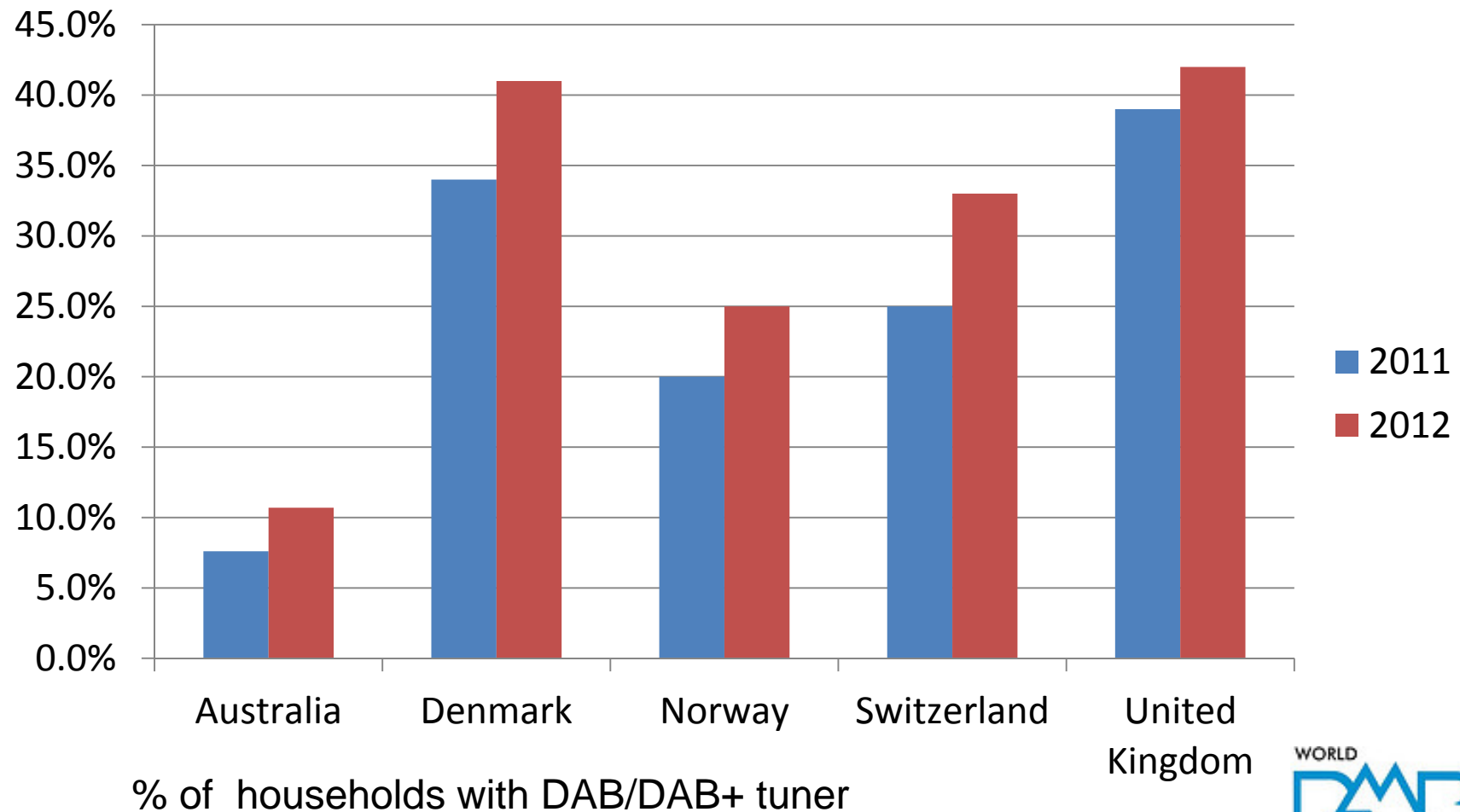
# More than 80 million devices worldwide

## Accumulated sales of devices

- Australia 1,002,966
- China 100,000
- Denmark 1,700,000
- Germany 462,000
- Hong Kong 100,000
- Ireland 300,000
- Netherlands 40,500
- Norway 700,000
- South Korea 60,000,000
- Sweden 43,000
- Switzerland 1,150,000
- United Kingdom 16,000,000
- In total over **81,598,466 DAB family of standards devices sold worldwide**

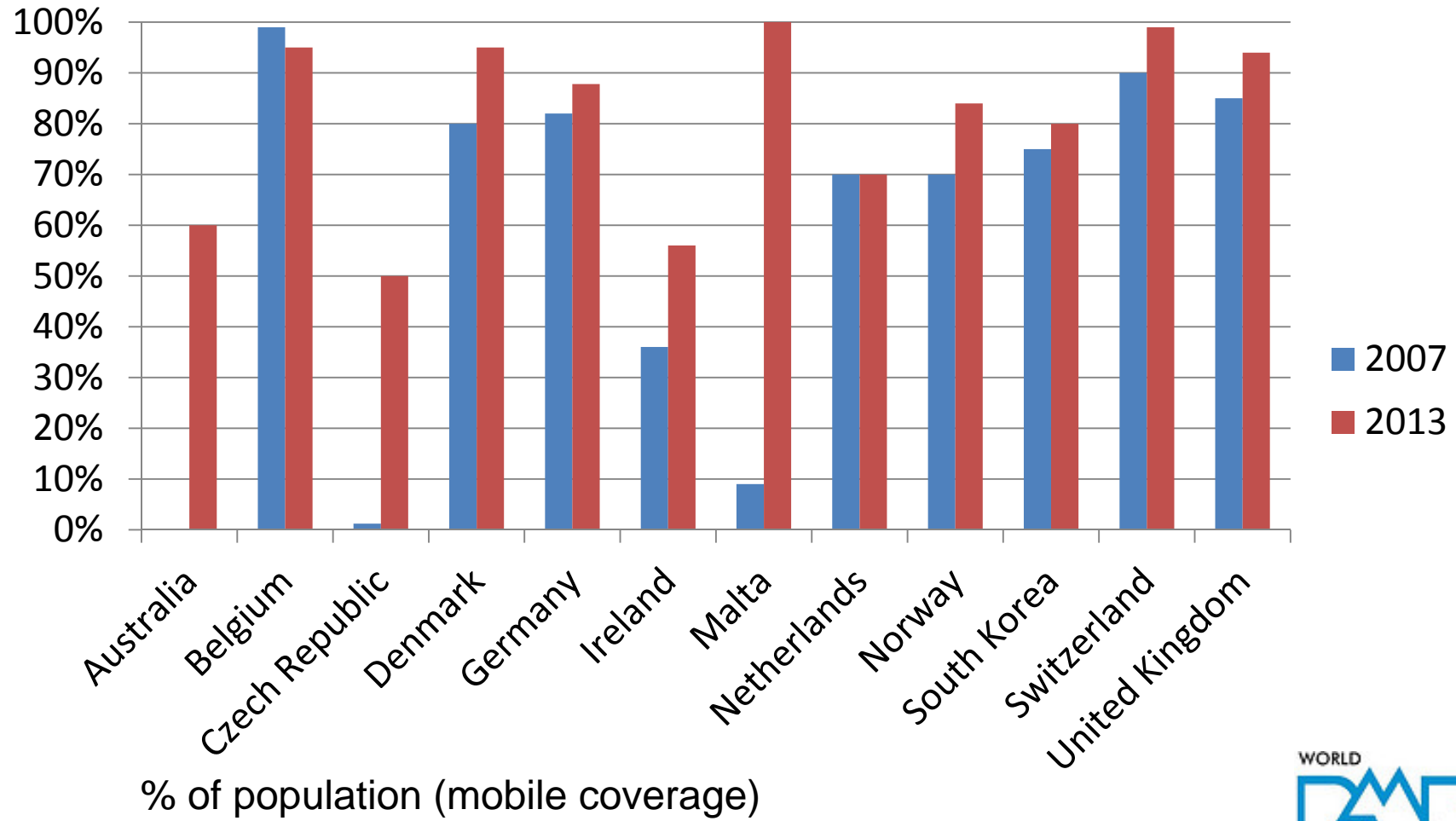


# More and more households equipped





# Network coverage continues to grow



# Conclusion

- Terrestrial broadcasting has advantages but FM spectrum is full
- IP is complementary
- DAB+ is the fastest growing, most popular digital radio standard
- Get involved and shape the future



# Thanks!

Questions or Answers?

Looking to become a Member  
or run a Workshop?

Contact WorldDMB:  
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