



DAB+ The Future of Radio

Joan Warner

Vice President & Asia Pacific Chair, WorldDAB
& CEO Commercial Radio Australia

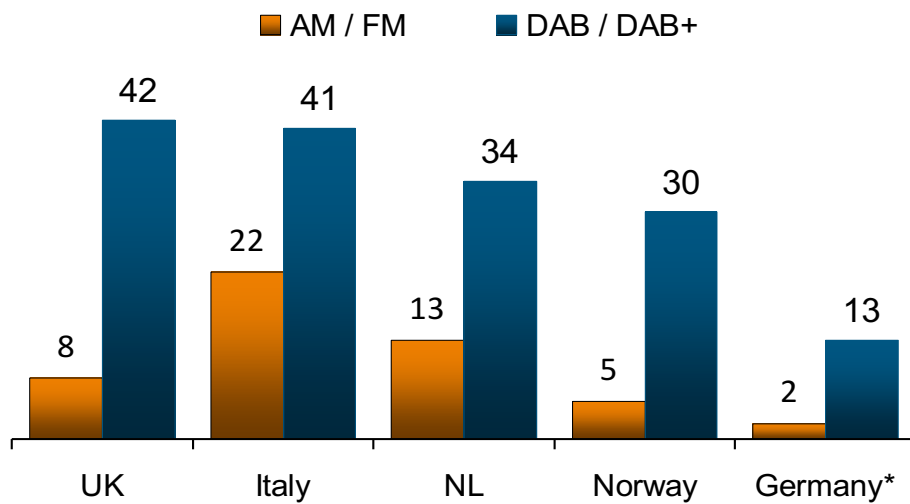
ASEAN Digital Radio Broadcasting Workshop

Brunei, 15 November 2017

Why radio is going digital

Difficult to innovate on analogue (AM and FM)

Digital offers more choice European national radio services



Congestion is inefficient

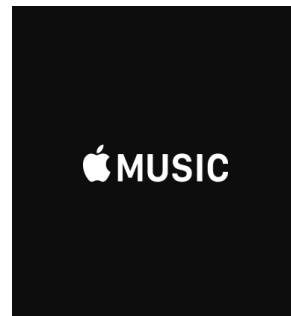


Digital radio – a greenfield opportunity



Competitive landscape is changing

Services and aggregators



Tech giants are everywhere

Devices



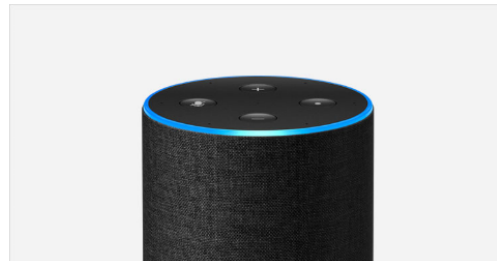
Google Home: \$129



Google Home Mini \$49



Echo Dot: \$49



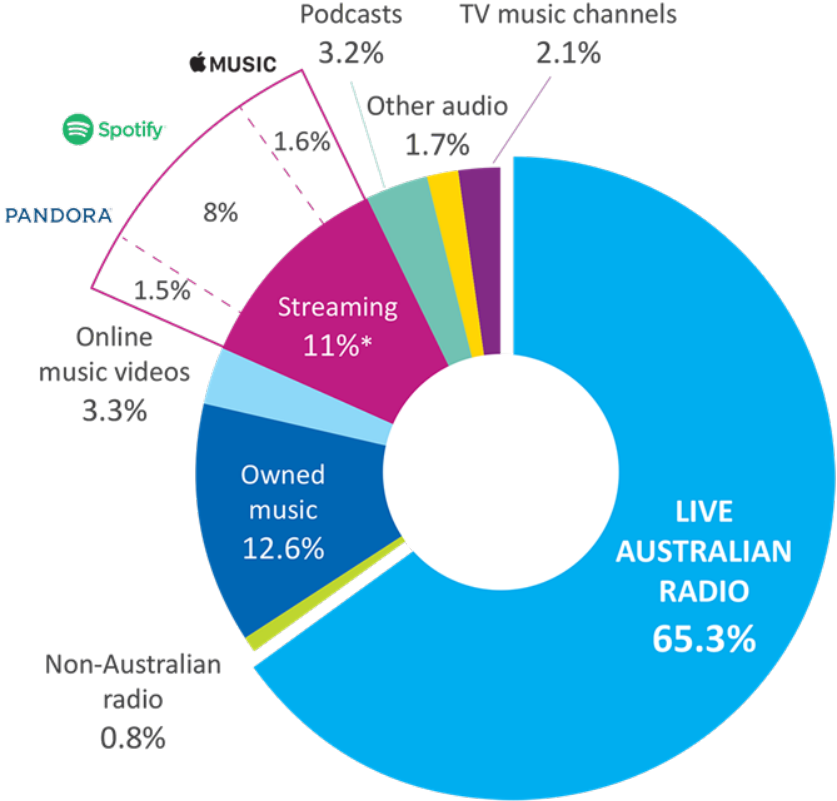
Amazon Echo: \$99



Echo Spot (2.5" screen): \$129

How to facilitate and enable the switch to digital?

Australian Share of Audio Study

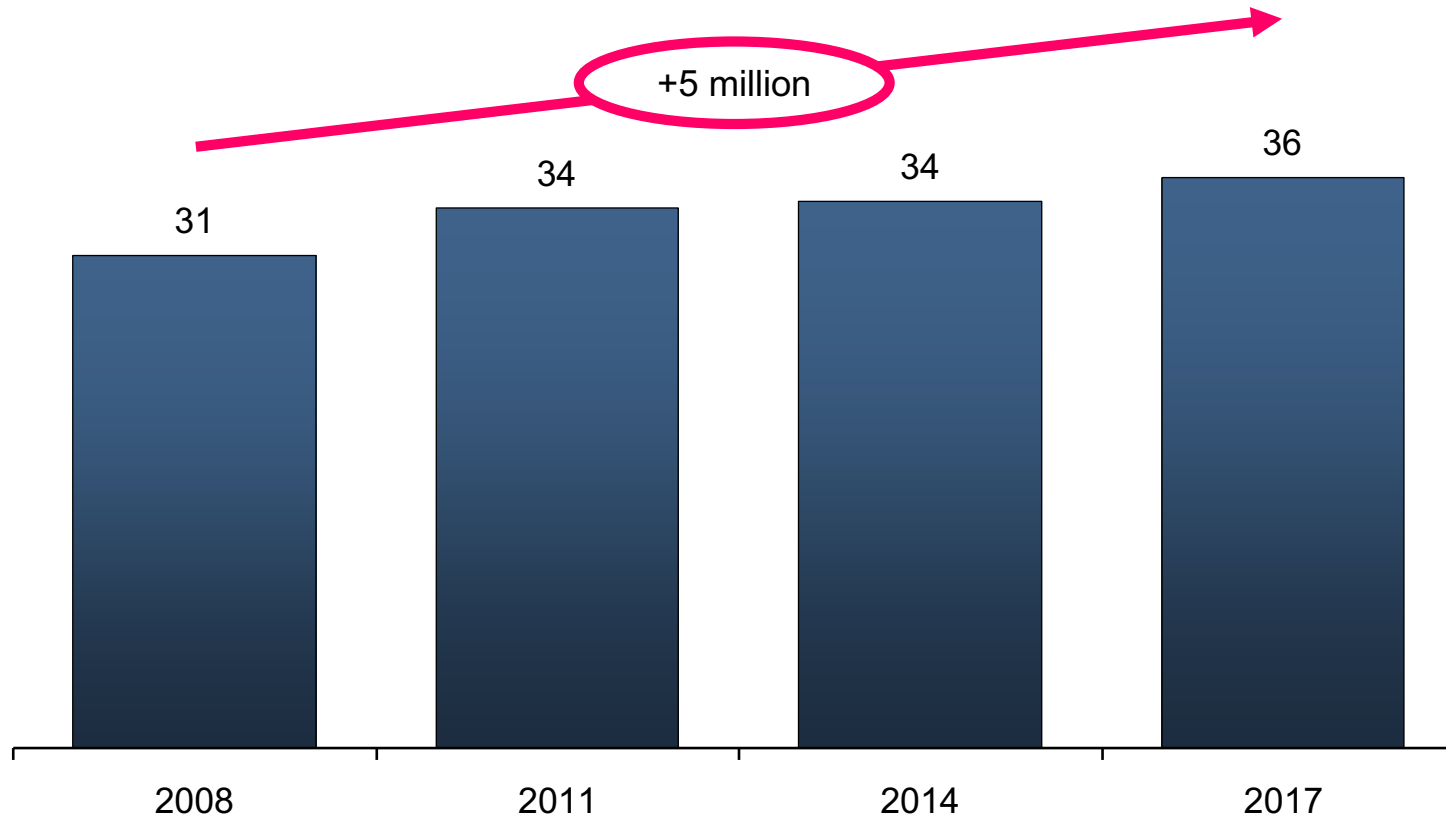


Australian radio accounts for 2/3 of all audio listening

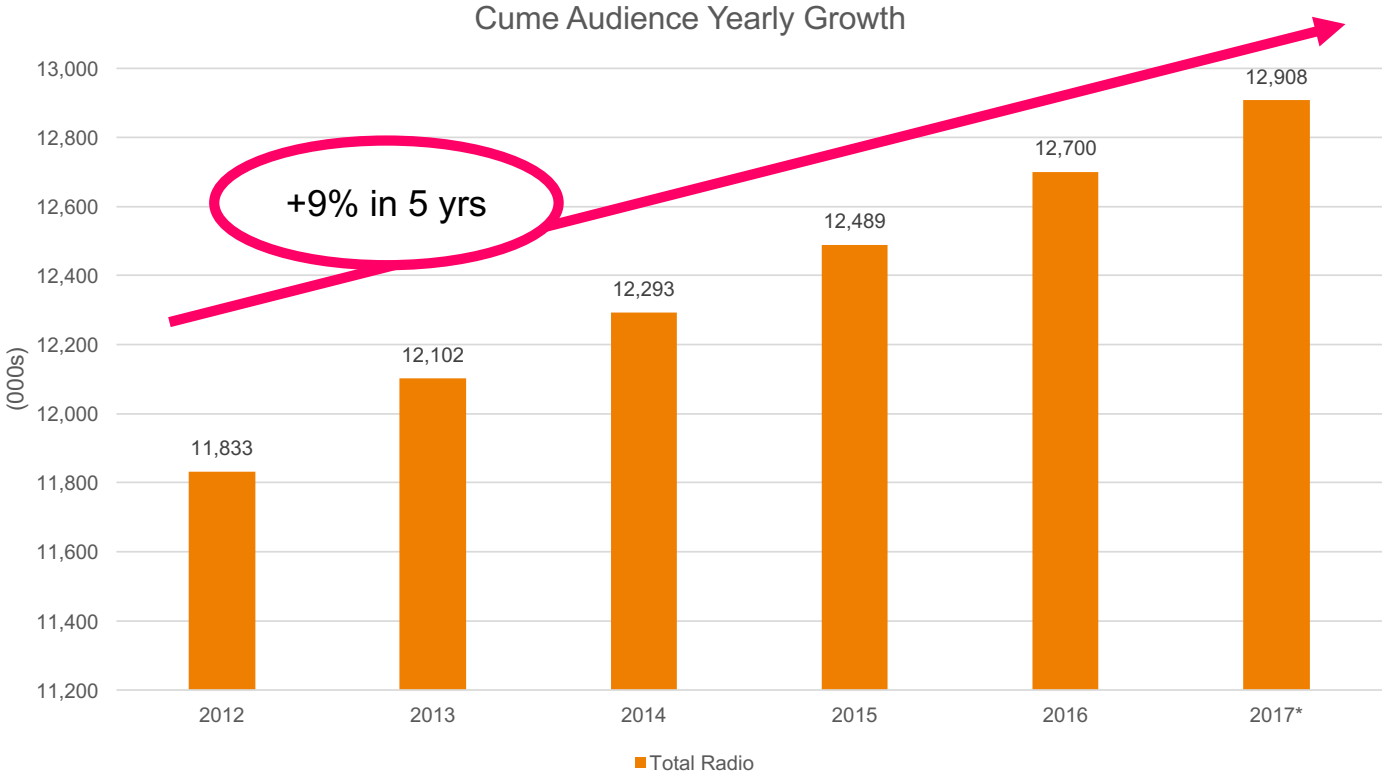
% Share of Total Weekly Time Spent Listening

Reach of UK commercial radio has increased by 5 million in last ten years

Weekly reach of UK commercial radio, millions

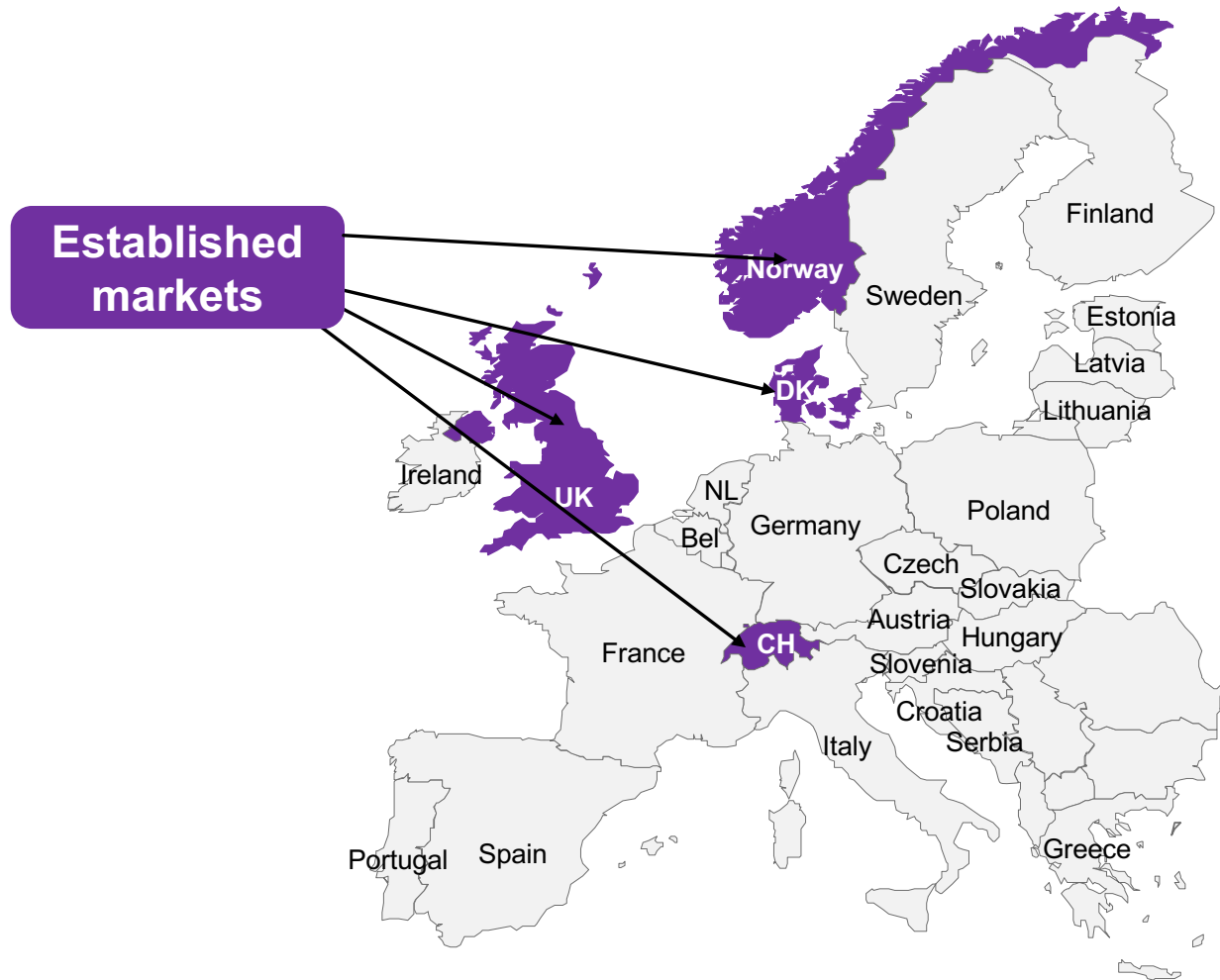


Australian radio audiences continue to grow



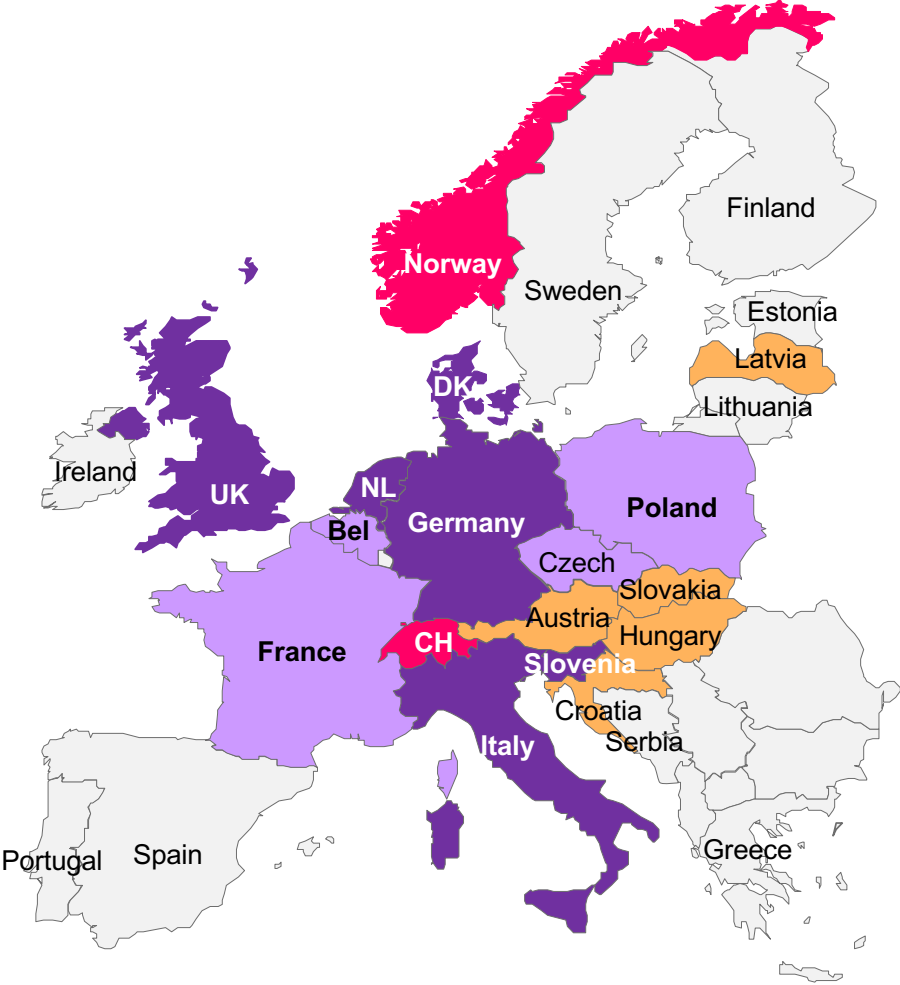
GfK Radio Ratings Survey 1 - 8 2012 – 2016, Survey 1 – 6 2017, SMBAP, All people 10+ Mon-Sun, Midnight to Midnight

Eight years ago, four DAB markets

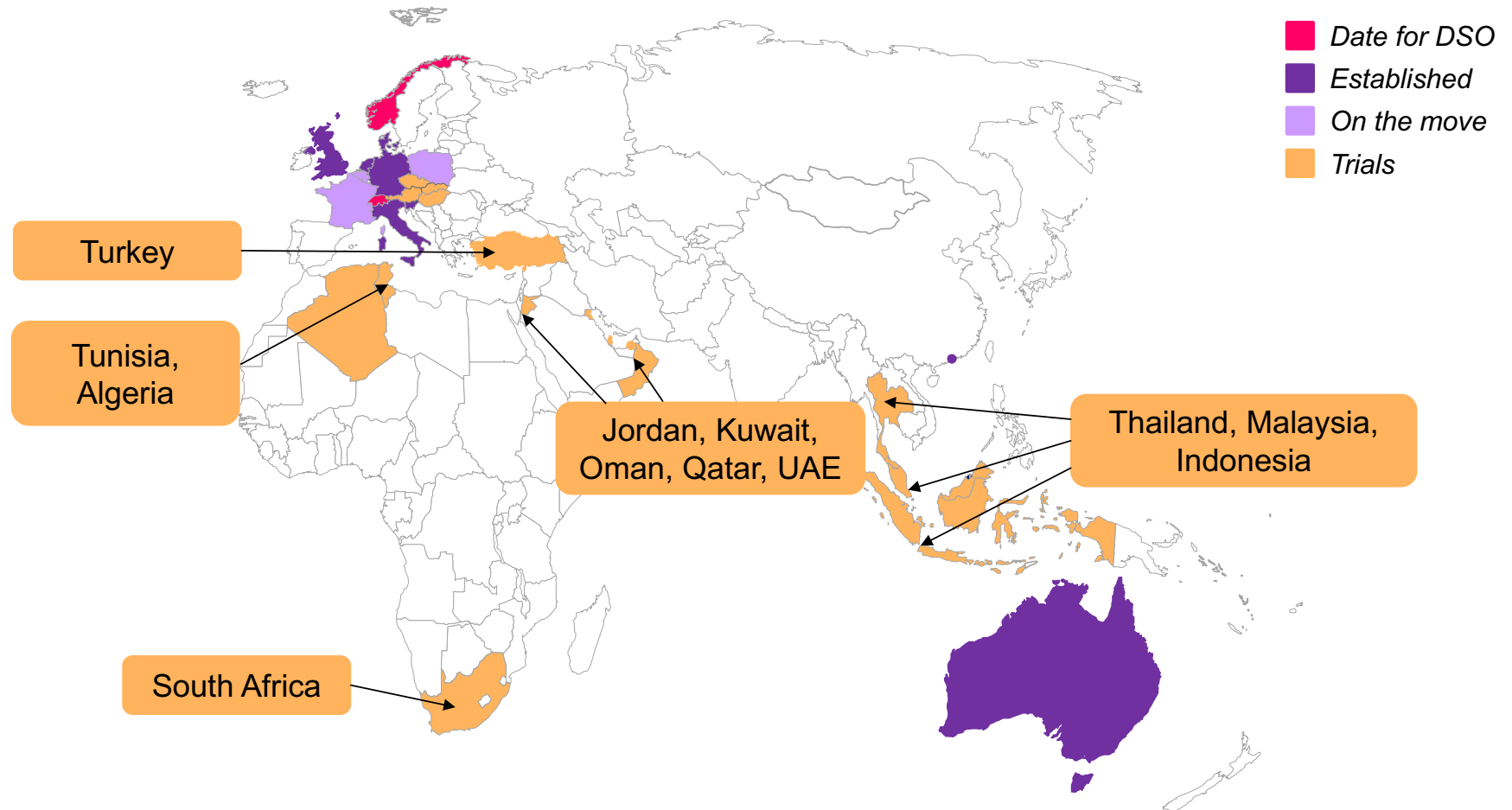


Today: DAB is being established across Europe

- *Date for DSO*
- *Established*
- *On the move*
- *Trials*



Not just a European story



Why its important to recommend digital standards

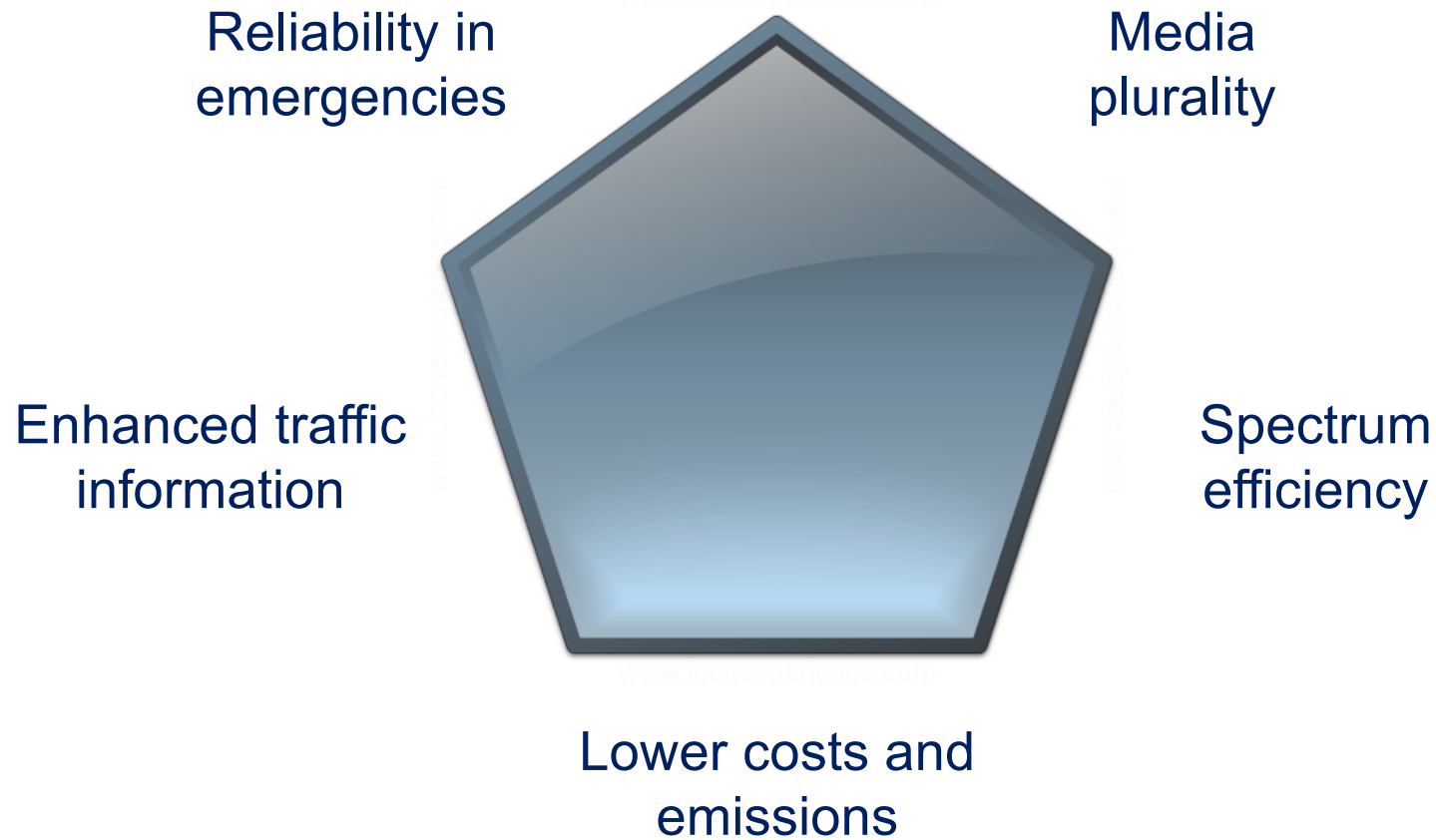
EBU



R138 recommends DAB+ for immediate deployment

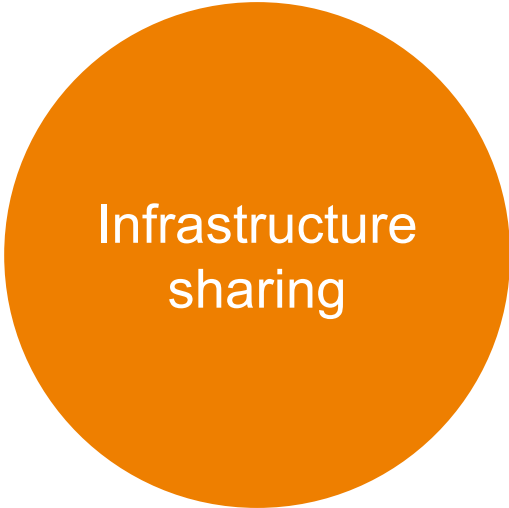
DAB delivers benefits for society

Free to air / no gatekeeper



What can regulators do to help coordinate radio's migration to digital?

Three measures to mitigate costs



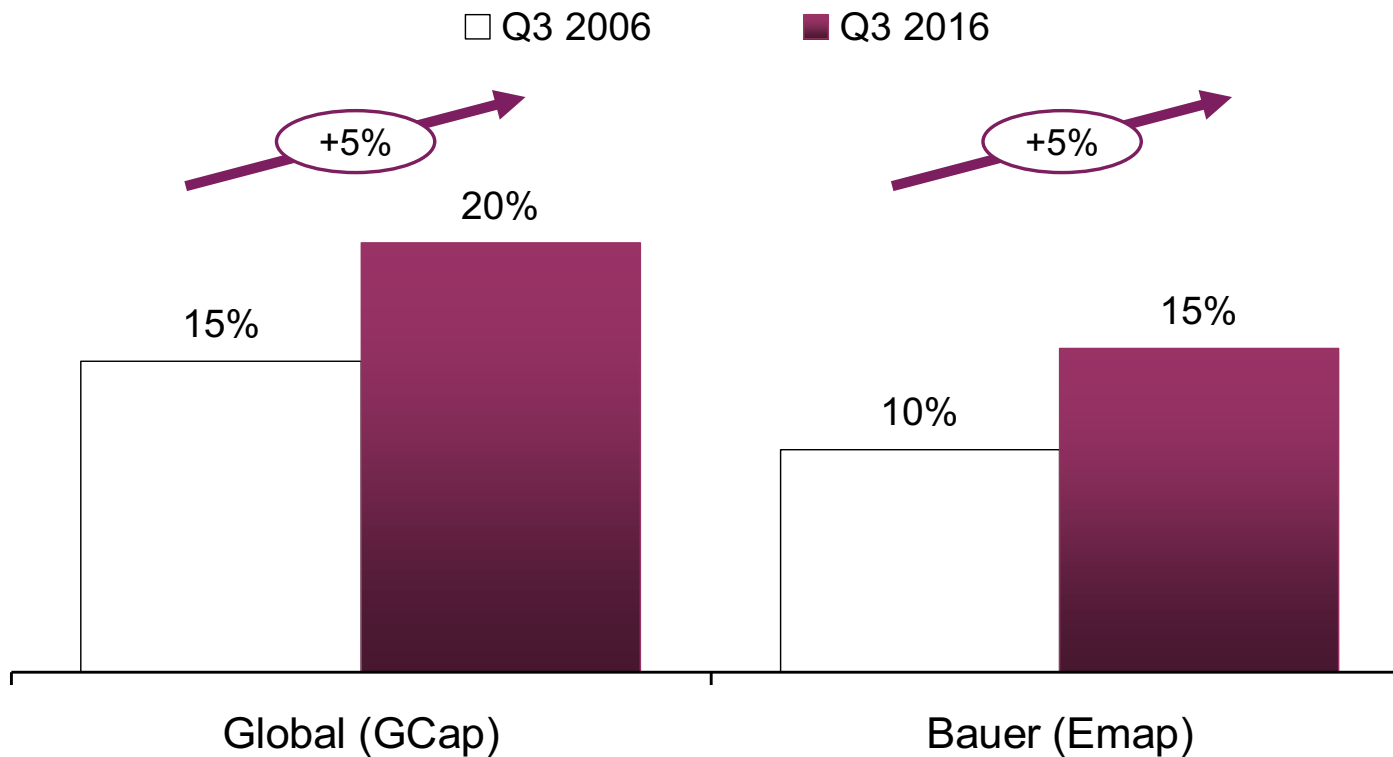
Public private partnership

To deliver public value

FM licence renewals
Relax ownership rules

Existing players are the winners

% share of UK listening, top two private groups



- Organic growth
- Acquisitions

European Parliament has stated its support for regulation

IMCO Committee Amendment

“Any radio set put on the market in the EU ... shall be capable of receiving digital and analogue terrestrial radio broadcasts¹”

Now need support from Member States



Ensure receivers are available and affordable



- 60 million receivers sold*
- Prices from AUD 12

Move to DAB/DAB+ digital receivers



Austria



Belgium



Czech



Denmark



France



Germany



Italy



Netherlands



Poland



Slovakia



UK

Stakeholders from 11 countries have written to the EU Commission – asking for receiver regulation

Phased approach to digital radio roll out

NEW MARKETS SWITCHING ON



Phase 1

5 markets on air (64% population)

Phase 2

15 regional markets being planned (80% pop coverage)

What can broadcasters do to
plan for digital radio?

Challenges



1. Will I lose listeners?
2. How do I control my costs?
3. What about receivers?

DAB offers clearer sound - particularly where FM is overcrowded



Opportunity to launch new services



17 services on AM and FM



Over 40 on DAB+

New business opportunities

Broadcasters can:

- extend brands
- launch new services
- better serve audiences
- Increase revenue opportunities

**THREE NEW
DIGITAL RADIO STATIONS
ON EACH NETWORK!**

GIVING YOU MORE REACH & MORE VALUE IN EVERY BUY

FIND OUT MORE AT SCAENGAGE.COM.AU

hit network | buddha hits | Easy hits | Triple M hits | TRIPLE M | GREATEST HITS | CLASSIC ROCK | MODERN

New stations – Kinderling Kids



KINDERLING

[Listen Live now!](#)

Available on digital radio, app and online. [View the full schedule >](#)

Family-friendly kids radio for children and their grown-ups

I'm Awake!	Start Your Engines	Toddler Time Now playing	Kinderling Conversation	Radio Playground	Pick Me Up	Settle Petal	Sleepy Soundtrack
5AM	7AM	9AM	12PM	1PM	3PM	5PM	8PM



High Fives



La La La by Priscilla Ahn

[View High Five >](#)



A Piece of Quiet

[View High Five >](#)



Birthday Party by Rockabye Baby

[View High Five >](#)



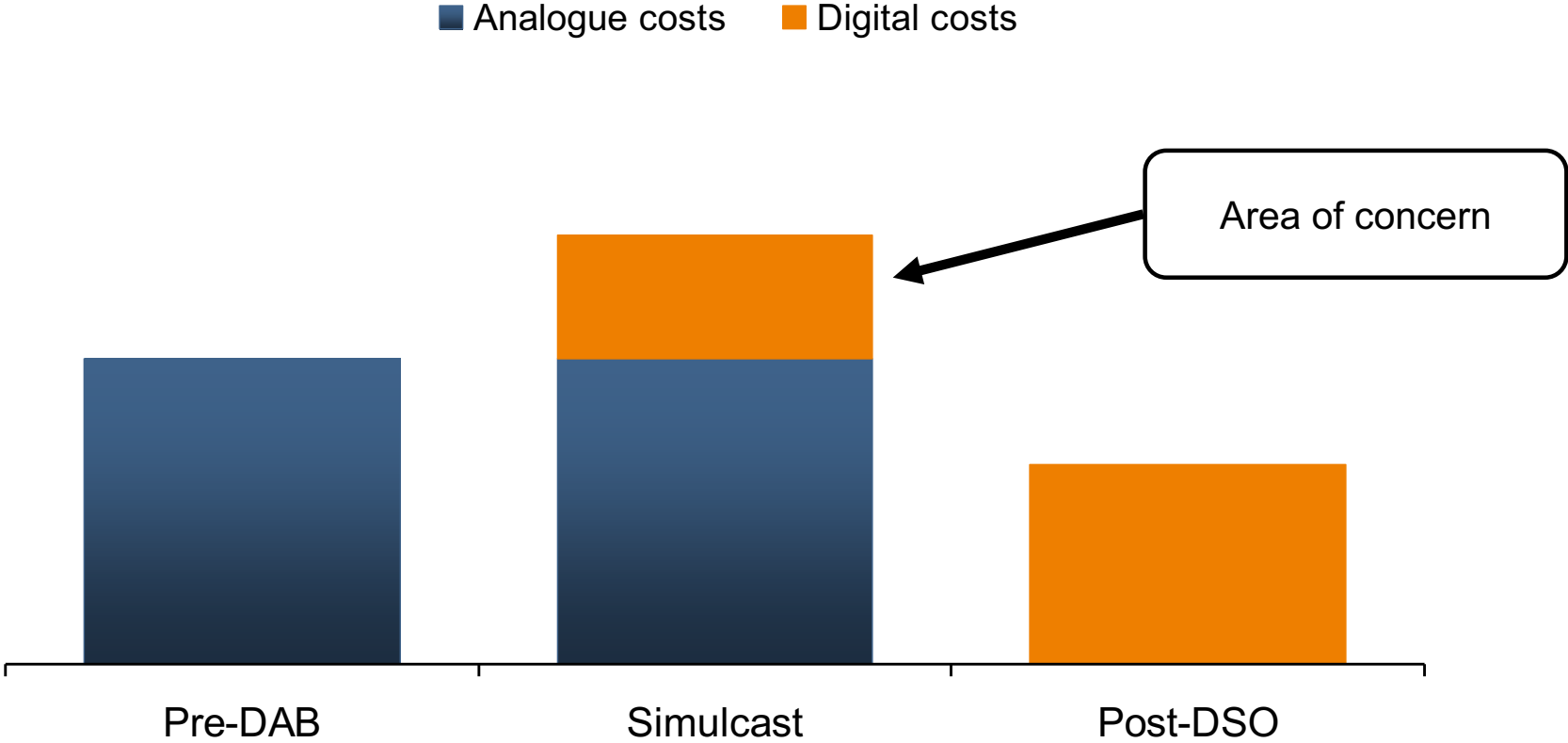
Lemonade by Justin Roberts

[View High Five >](#)

2. Concern about distribution costs

Illustrative

Total distribution costs



DAB now standard in cars in advanced markets

% of new cars with DAB / DAB+ digital radio



Norway

98%



UK

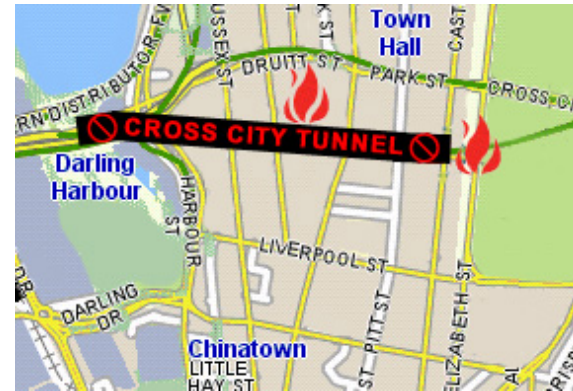
88%



Switzerland

66%

Radio stores emergency warnings



- RSS Object Link used for MOT SLS #1



GRASS AND BUSH FIRE
MAJURA ROAD, MAJURA
Out of control

<http://www.commercialradio.com.au/>

- RSS Object Media object for MOT SLS #2





DAB+ EMERGENCY WARNING SYSTEM DEMONSTRATION

Conclusions

- 1 DAB+ is established as the core future platform for radio in Europe and many other countries – it will future proof radio and work with IP and other broadcast & hybrid platforms
- 2 Ensure a phased approach and put the building blocks for success in place soon
- 3 With strong coordination, we can accelerate progress
- 4 WorldDAB is committed to help the region work towards to a digital future