Welcome to the WorldDAB Workshop

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ABU Digital Broadcasting Symposium
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DAB+ a vital part of radio in a multiplatform world

- International Update
- Hybrid Radio
- DAB+ Business Case Studies:
  - Southern Cross Austereo
  - SBS Australia
  - NRK Norway
- Afternoon Breakout Sessions:
  - Regulation & Policy
  - Planning for rollout and hybrid infrastructure
  - Implementing hybrid – work flows
Radio reaches the widest audience in the world!

UN estimates 44,000 radio stations broadcast to 5 billion people or 70% of the world’s population
GfK Study - Drivers of Radio Listening

85% of radio listeners agree radio entertains me

70% of radio listeners agree radio makes me laugh

78% of radio listeners agree radio keeps me up to date

71% of radio listeners agree radio keeps me company
Media consumption changing at a rapid rate

• Greater connectivity
• Voice-controlled devices
• Increasing multiplatform consumption
• Radio must transition from analogue to digital broadcasting

Google Home: $129

Amazon Echo Spot (2.5" screen): $129

Apple HomePod: $499

Radio Apps
DAB+ adoption on the rise

• Great progress in DAB+
• UK nearing 50% digital listening
• Thailand, Malaysia, Indonesia, Myanmar and Laos have stated they will go with DAB+
• Australia rolling out Canberra, Darwin and Hobart; planning for 13 additional regional markets
ASEAN Digital Radio Broadcasting Workshop, Brunei

• ASEAN digital radio meeting 15-16 November 2017

• WorldDAB provided an update on progress around the world for policymakers, regulators and broadcasters

• DAB+ promoted as most mature technology with advanced roll out across Europe, Australia and extensive list of countries trialling.

• Vehicles and receiver devices are accessible and affordable

• Benefits of cooperation and economies of scale were stressed