

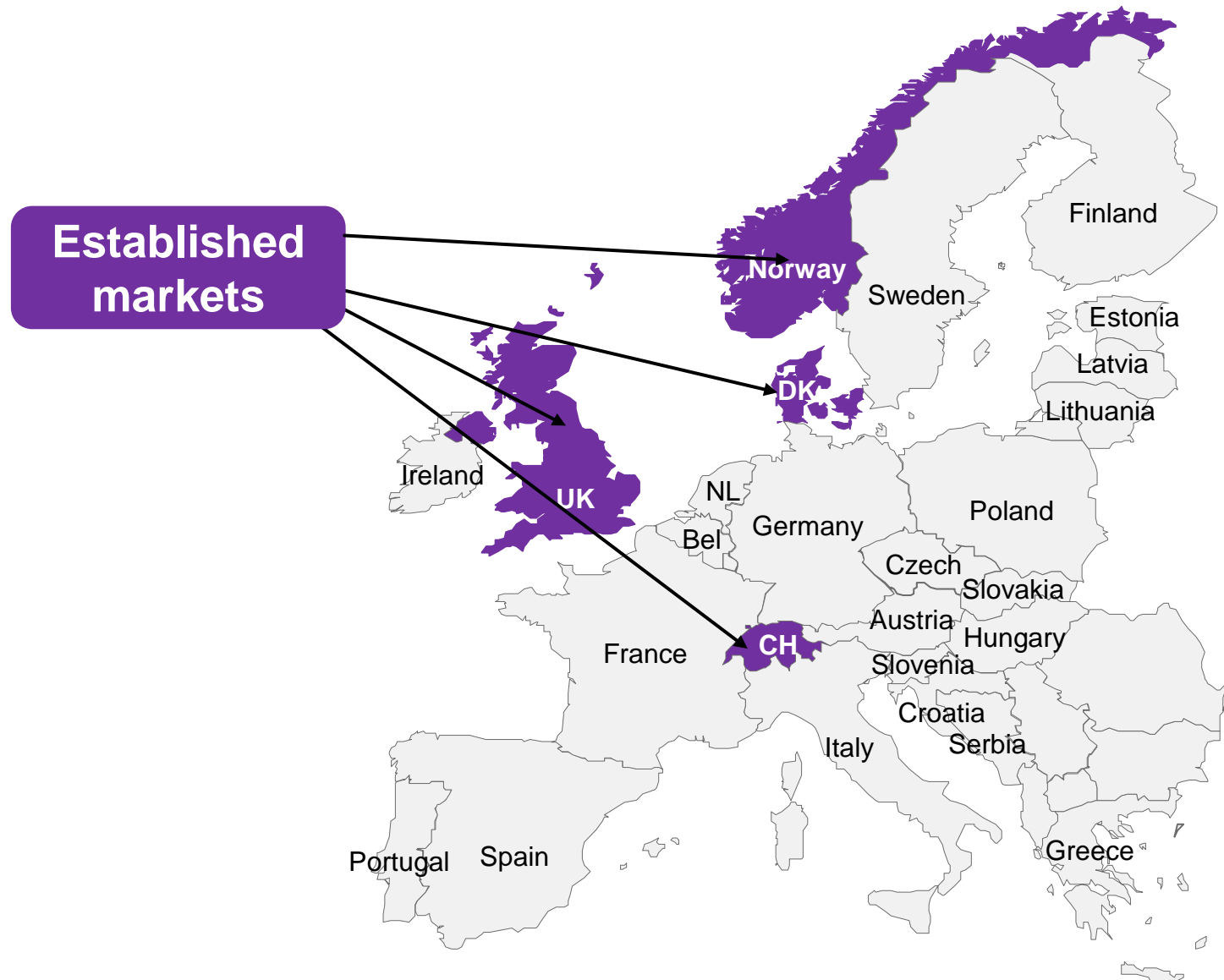


DAB – the heart of digital radio




Patrick Hannon, President, WorldDAB

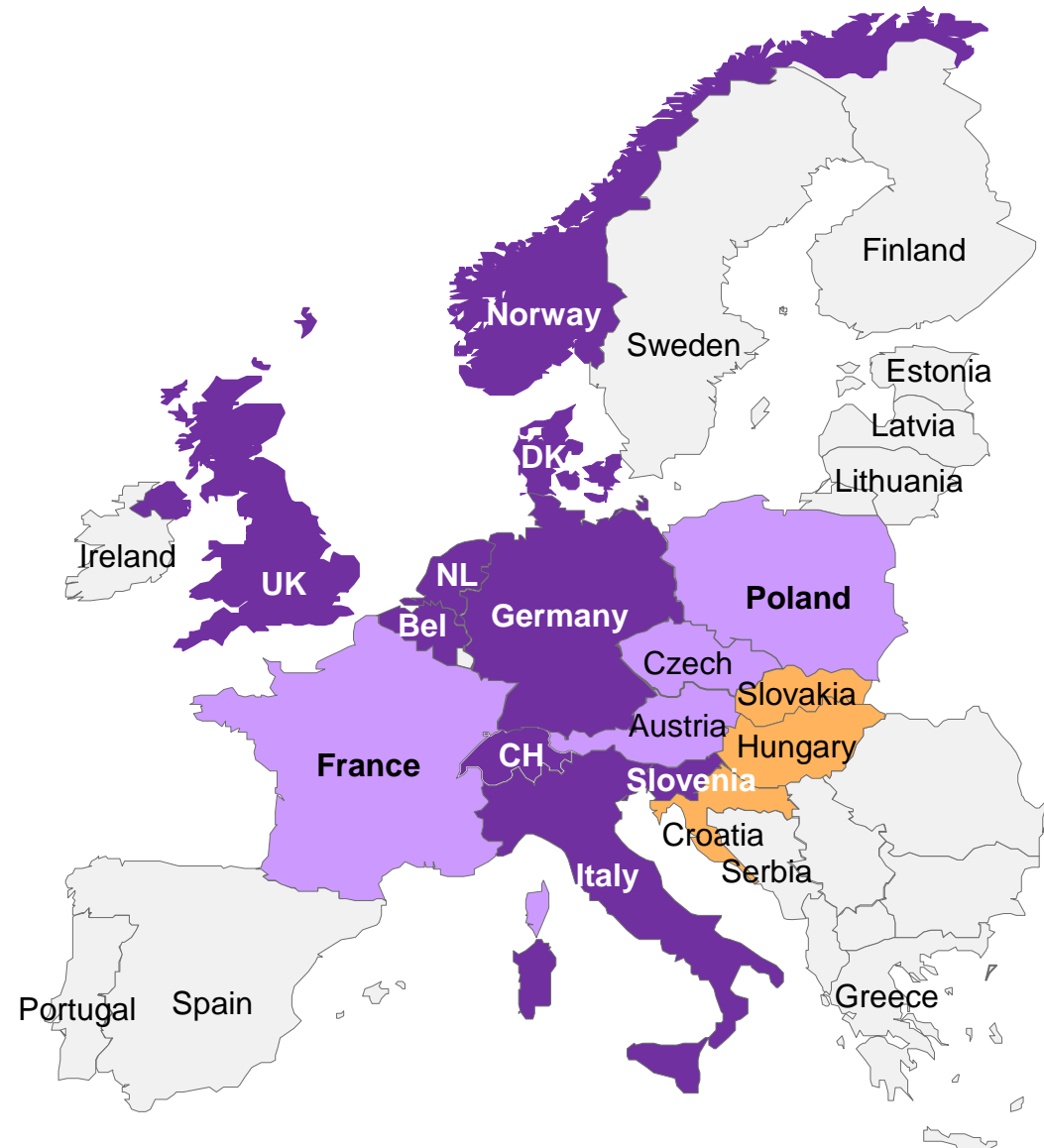
IBC, Amsterdam, 17 September 2018

Eight years ago, four DAB markets in Europe

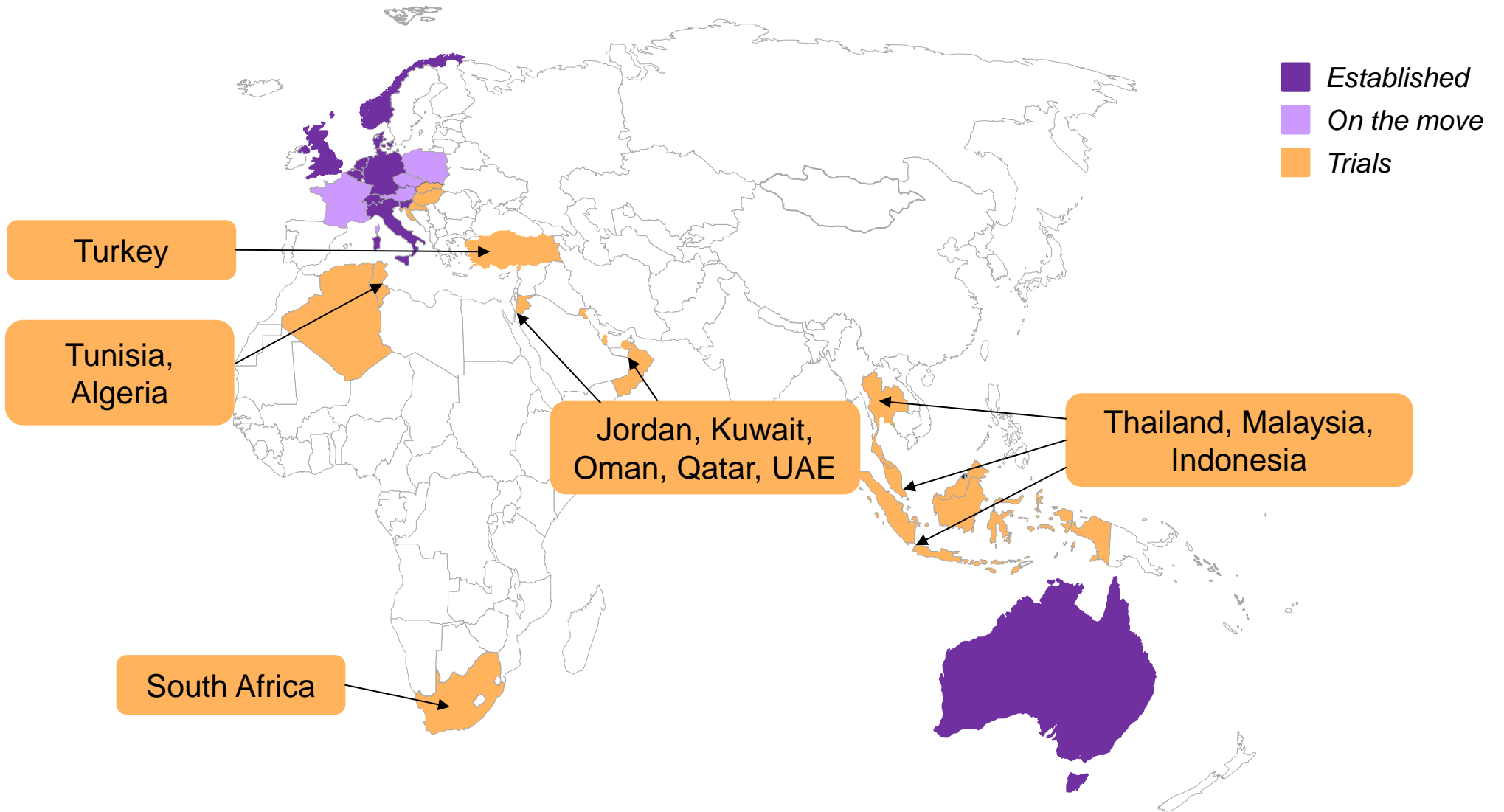


Today: DAB established across the continent

-  *Established*
-  *On the move*
-  *Trials*



Not just a European story



Norway: first country to switch-off FM



Switzerland is next



2020 to 2024

European Union is acting to support digital radio



- European Electronic Communications Code – currently being approved
- All new car radios to be capable of receiving digital terrestrial radio
- Directive expected to be in force H1 2019



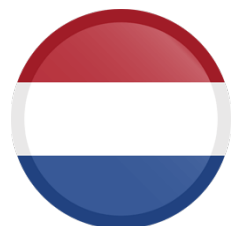
Other country highlights



Germany: Government commits to digital future



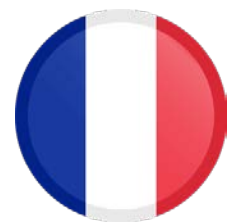
UK: over 50% digital



Netherlands: fastest ever launch



Italy: law that receivers must be digital from 2020



France: in 2018, 20% coverage triggers receiver law



Belgium: DAB+ on air – major marketing planned



European markets are adopting the international DAB+ logo



What is driving this change?

Today, radio dominates audio consumption

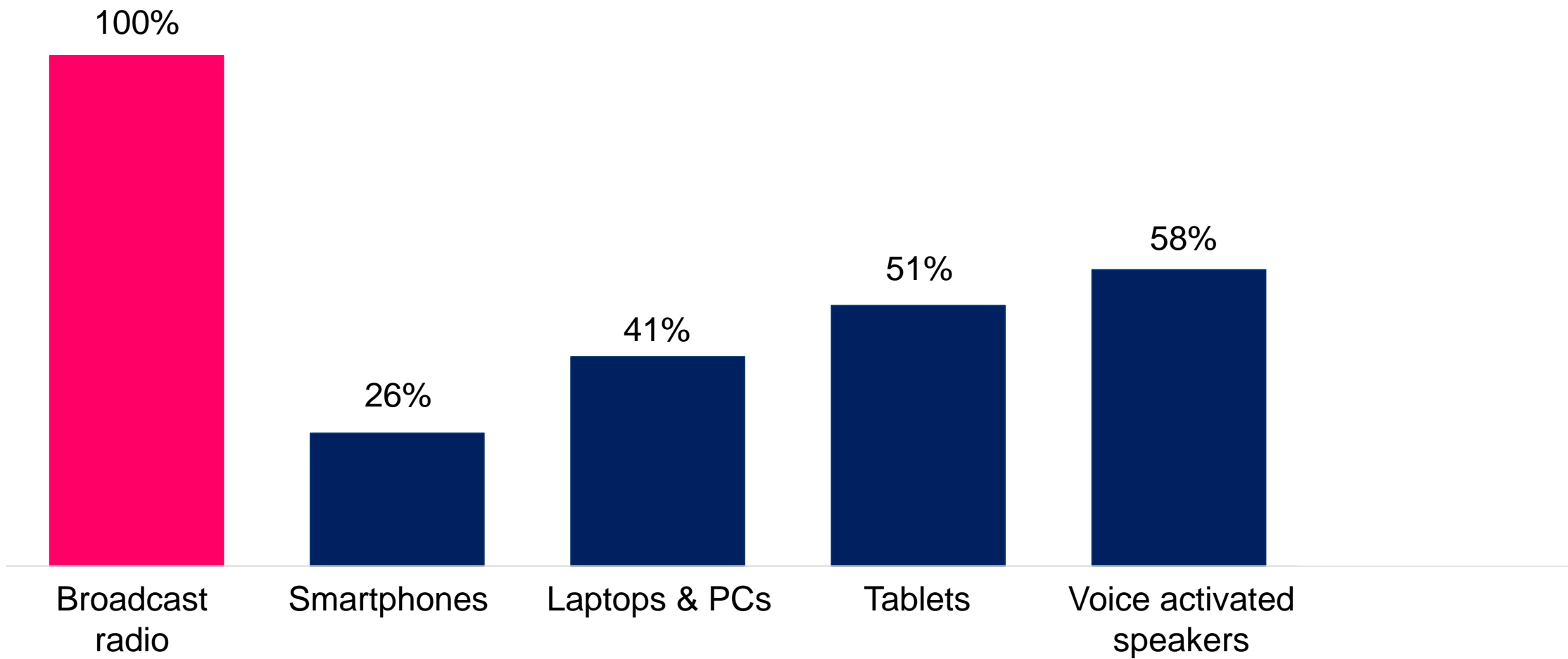
Radio's share* of UK audio consumption

76%



The challenge for radio is competing in an IP dominated world

Radio's share of audio, by platform



5G will present more significant challenges



Opportunity

- Additional platform for radio

Risk

- 3rd party gatekeeper
- Unlimited audio competition
- Not reliable in emergency

For radio stations, important to preserve the core benefits of broadcast



- Free to air
- Universal
- Regulated competition

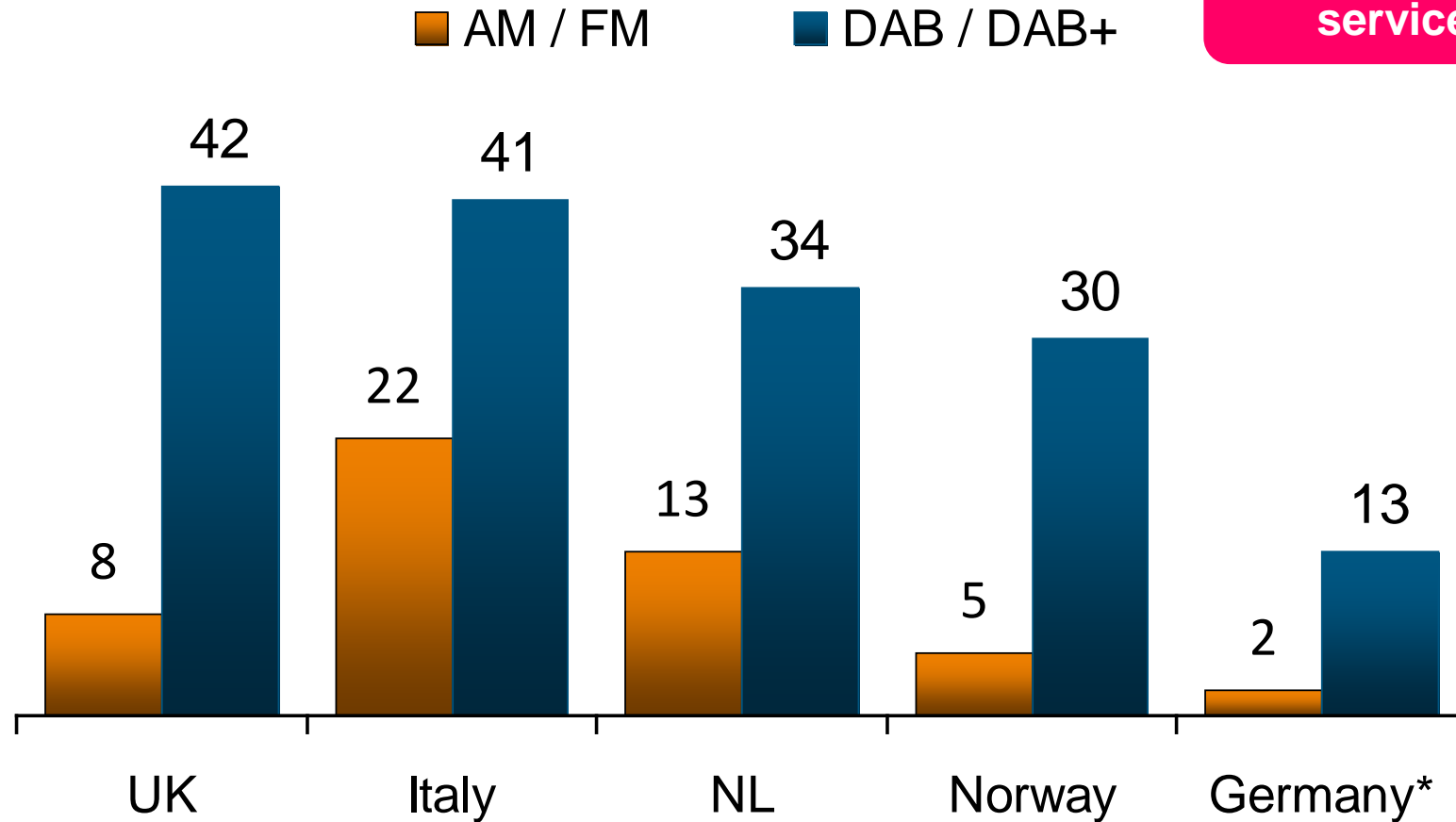
The difficulty: FM spectrum is full



- Airwaves overloaded
- No room for new services
- Impossible to innovate

DAB offers choice

National radio services



Up to six times as many services on DAB+

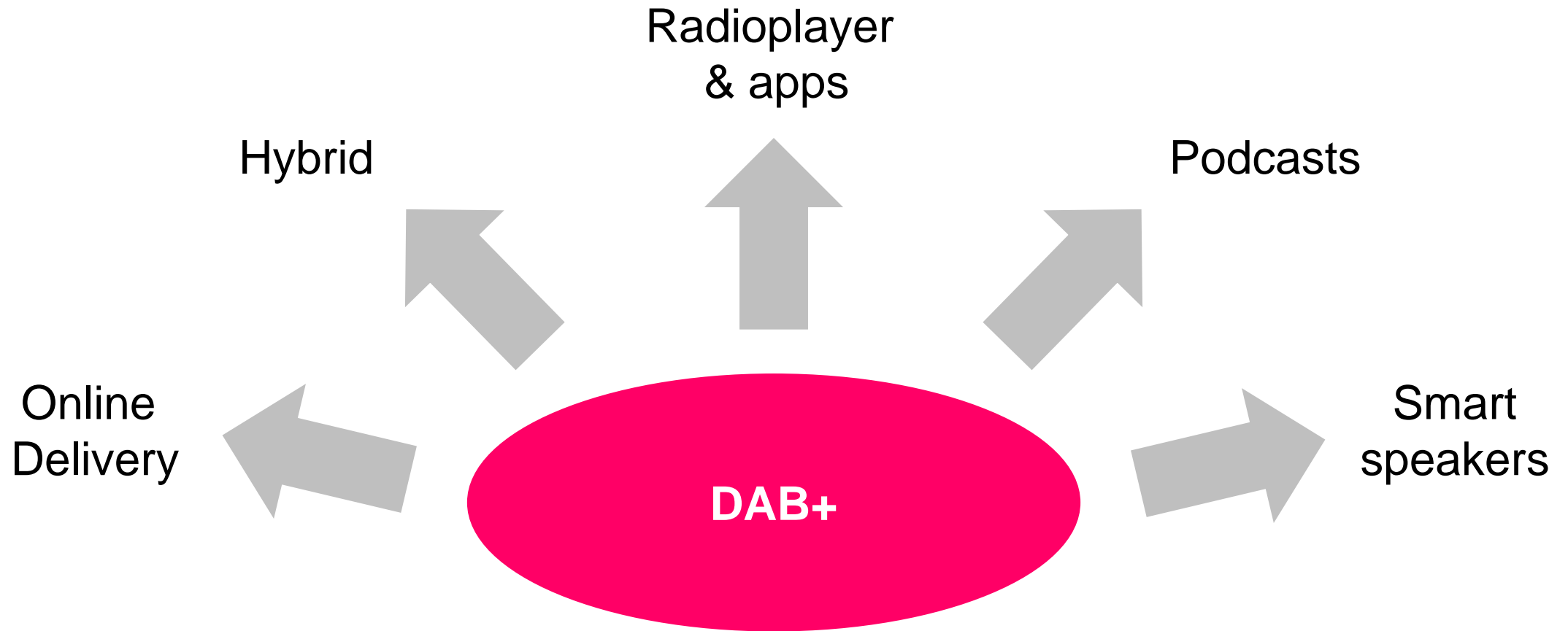


Listeners value this choice

19 million people

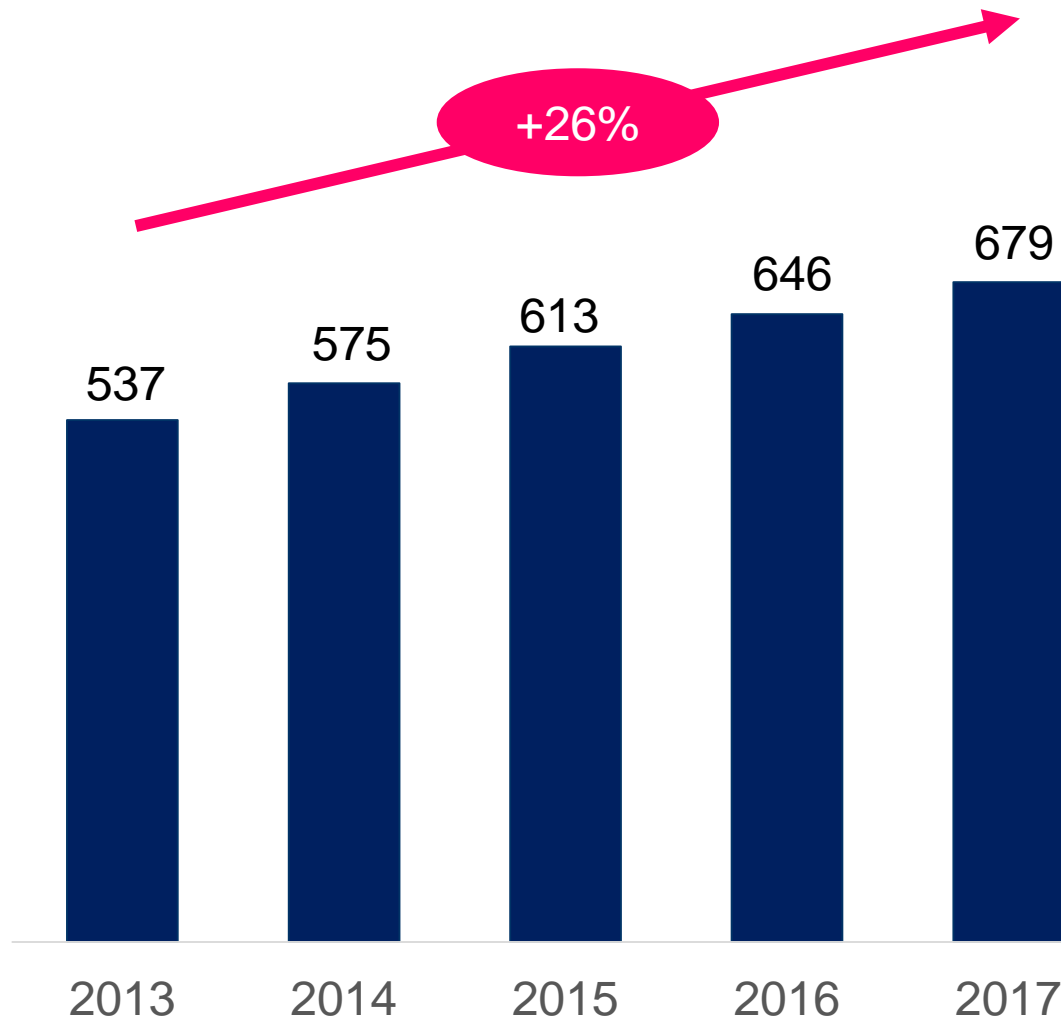
in UK, listen to services not available to them on
analogue radio*

Radio's offering can be enhanced through additional digital services



Digital developments are driving commercial revenues

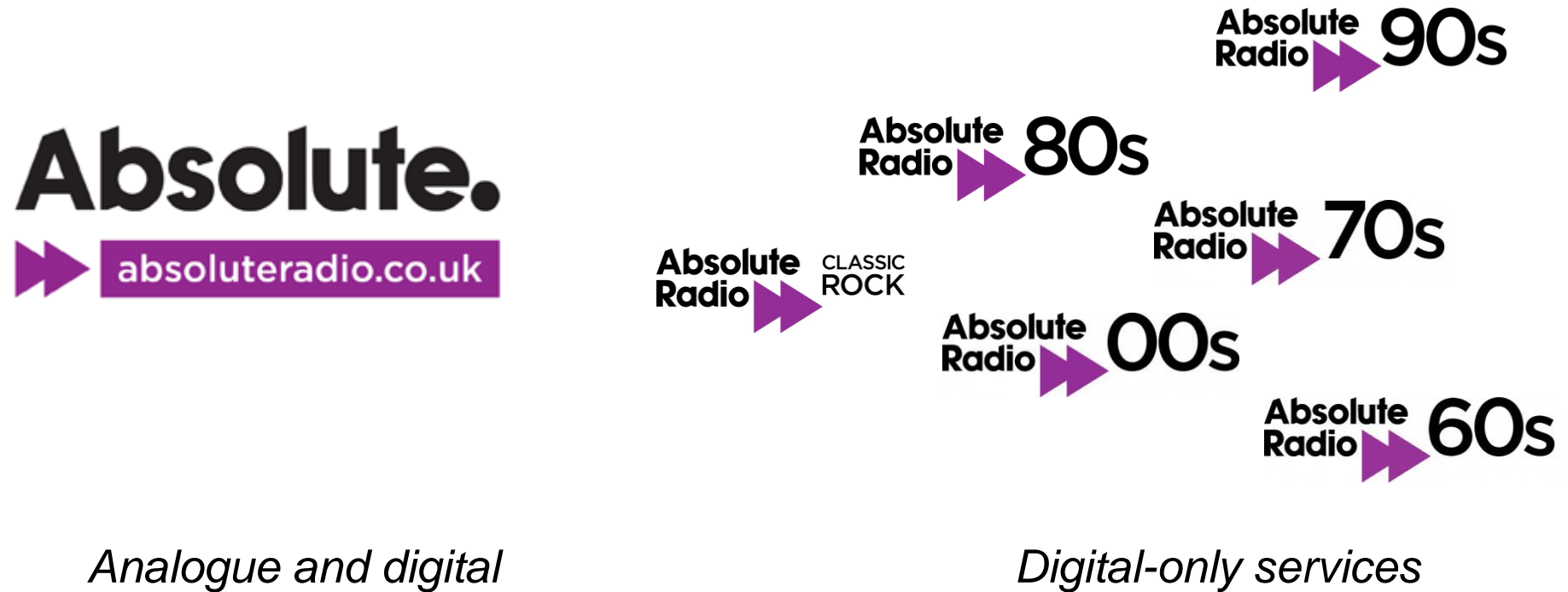
UK radio advertising revenues, £ million



- In 2018, UK radio is the fastest growing medium (faster than online)
- Driven, in particular, by growth of national commercial stations
 - audience up 34% in four years
 - particularly successful amongst 15-24s

Key to success – digital brand strategies

Brand extension strategy



Audience up 136% in seven years

Also for public broadcasters

Analogue stations



Digital brand extension





Conclusions and next steps

- 1 DAB established as core future platform for radio in Europe
- 2 Essential for long term health of radio
- 3 DAB: good for listeners, brands and revenues

Thank you

For further information, contact:

www.worlddab.org

Essential for radio to optimise the broadcast experience



- DAB+ retains core benefits of broadcast
 - free to air
 - universal
 - regulated competition
- Optimises the listener experience
 - greater choice
 - more consistent audio
 - added value services