WorldDAB Global Update

ABU Digital Broadcasting Symposium 2019
Bernie O’Neill, Project Director, WorldDAB
Contents

• DAB progress

• WorldDAB activities

• WorldDAB support for broadcasters in the Asia Pacific Region
DAB reaching the mass market

41 countries with DAB on-air

470m people can receive DAB

Over 75m DAB receivers sold

Available from €20
First countries switching off FM

Norway: 2017

Switzerland: 2020-24
European markets – progressing well

- UK: digital listening hits 50% - government review expected
- Germany: overtakes UK as #1 consumer receiver market (Q3 2018)
- Denmark: DSO has been proposed
- Netherlands: over 1 million units old
- Italy: from Jan 2020, all new receivers will need to be digital
- Belgium: now an established market
- 70% population coverage by end 2020
Emerging markets – with interest and / or DAB+ trials

Ukraine (regular)  Sri Lanka  Thailand
Russia  Abu Dhabi  Malaysia
Turkey  Kuwait (regular)  Indonesia
Tunisia  Qatar  South Korea
Algeria  UAE  Vietnam
South Africa  Jordan  Myanmar

New Zealand
Growing number of new cars with DAB radio

% of new cars with DAB+ digital radio

<table>
<thead>
<tr>
<th>% NEW CARS W/DAB/DAB+</th>
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<tbody>
<tr>
<td>Norway</td>
</tr>
<tr>
<td>98%</td>
</tr>
<tr>
<td>UK</td>
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<tr>
<td>91%</td>
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<tr>
<td>Switzerland</td>
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<tr>
<td>85%</td>
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<tr>
<td>Australia</td>
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<td>65%</td>
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Source: WorldDAB, national industry associations, JATO
EU support for digital radio

European Electronic Communications Code

- All new car radios in EU able to receive digital terrestrial radio
- Adopted December 2018 – implementation within two years
WorldDAB membership is growing

105 members from 29 countries – up from 80 in 2013
12 new members in last 12 months

Radio, government and infrastructure
- Rai
- Flanders Dep’t of Culture, Youth & Media
- OIV

Technology and services
- Renesas
- VATEQ
- Innovonics
- Radioline
- Pluxbox

Automotive and receivers
- GM
- TOYOTA
- hama

world dab
WorldDAB now licensing international logo – toolkit and brand guidelines

https://www.worlddab.org/technology-rollout/logo
## Examples of DAB+ marketing

<table>
<thead>
<tr>
<th>On Air</th>
<th>Online</th>
<th>Off Air and PoS</th>
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<tbody>
<tr>
<td>TV Trailer</td>
<td>TV Trailer on websites</td>
<td>Promo and Branding</td>
</tr>
<tr>
<td>Radio spots</td>
<td>Reports and Info</td>
<td>2.800 stores per year</td>
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<tr>
<td>News and info on DAB+ during regular programs</td>
<td>Newsletter</td>
<td>Printed Ads</td>
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<tr>
<td></td>
<td>Website dabplus.de and Social Media</td>
<td>Events</td>
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<tr>
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<td></td>
<td>- IFA 2018</td>
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<td></td>
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<td>- Roadshows</td>
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<td></td>
<td></td>
<td>- Network-Events „DAB+ in Dialogue“</td>
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<td></td>
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<td>Industry uses new CD</td>
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<td>New logo via WorldDAB</td>
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</table>

**worlddab**
New branding for WorldDAB
WorldDAB – technical and automotive

Technical Committee

• Maintains and develops the DAB technical standards

Automotive Working Group

• UI research well-received – updated version just published

• Constructive work with receiver performance

• Aftermarket group established

https://www.worlddab.org/technology-rollout/automotive/user-experience
WorldDAB – Spectrum and Implementation Committee

• New extended focus

• Continues to work with regional broadcast unions to ensure spectrum availability of Band III for DAB+

• Now includes support on implementation of DAB+

• Focus on practical tools for implementation of DAB+

• Seminars, webinars, case studies and guidelines
WorldDAB Asia Pacific Committee activities 2019

Events

• ABU DBS, Radio Asia, DAB+ webinar series
• Broadcast Asia, Singapore, June
• Radiodays Asia, KL, August

Workshops

• ABU / ASBU / AIBD DAB+ workshop, KL, July
• Tailored workshops in individual territories – on request
Partner organisations

ABU
• Joint workshops and education

ASBU
• Joint workshops and education

EBU
• Radio events
• Spectrum monitoring and technology

RadioDNS
• Hybrid radio support

iDAG / OMRI
• DAB+ smartphone development
Conclusions

1. DAB+ rollout is speeding up globally – proven business cases

2. Receiver legislation and work with auto sector making a difference

3. WorldDAB is available to help – stay in touch
Thank you

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