

DAB – radio for cars

Patrick Hannon, President, WorldDAB

Torino, 20 June 2019

5 million

new cars with DAB in 2018

15 million

new cars with DAB a year

DAB established across the continent

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



Strong progress in major markets



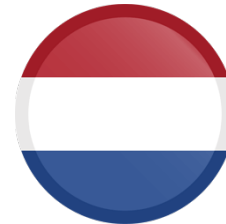
Germany:
12 million DAB+ radios sold



UK:
56% of listening is digital



Norway:
FM switched off in 2017



NL:
Fastest ever launch

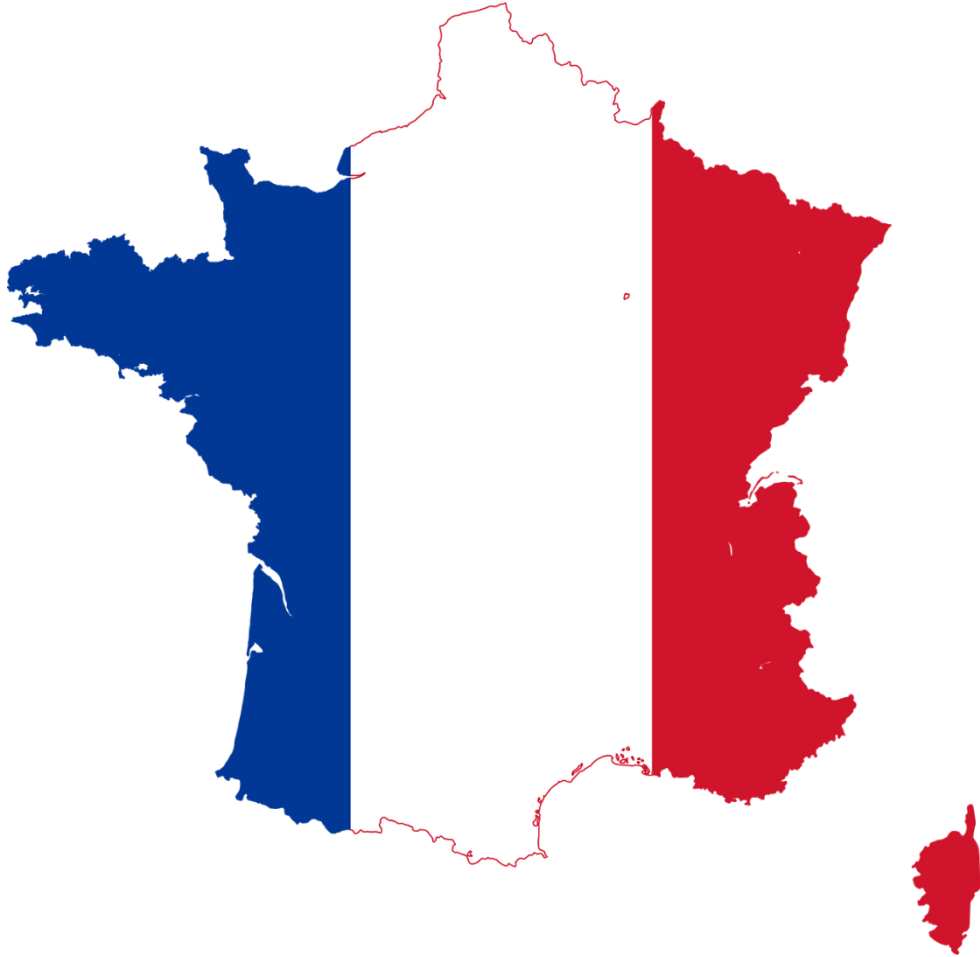


Switzerland:
Awaiting announcement on DSO



Italy:
Receivers digital by law (Jan 2020)

France – next to launch national network



- Six cities already on air - 30 more in next two years
- National network launching first half 2020
- By law, all receivers must have DAB+ (July 2020)

Progress in other territories



Belgium:
National launch November 2018



Austria:
National launch 28 May 2019



Slovenia:
National launch 2016



Poland:
Contest for 36 local muxes (May 2019)



Czech:
DAB+ coverage 80% by end 2019



Australia:
3 new cities in 2019

Advanced markets: majority of new cars have DAB



Norway
98%



UK
93%

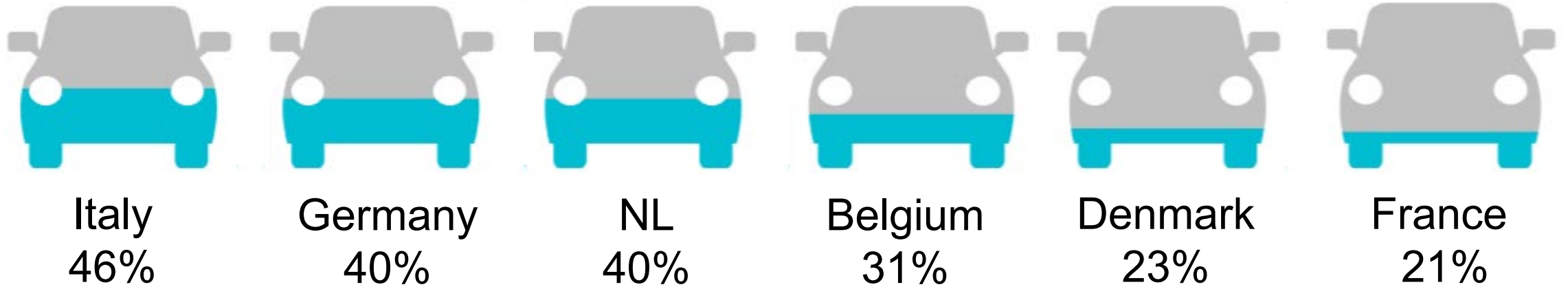


Switzerland
91%



Australia
69%

Growth markets: DAB increasingly common in new cars



European Electronic Communications Code (EECC) – Dec 2018



- From end 2020, all new car radios sold in EU must be able to receive digital terrestrial radio
- Applies to all EU Member States
 - established DAB markets
 - those yet to launch national services
- Member States starting to prepare / consult

Next steps

Goal: to optimise the driver's radio experience

- 1 User interface
- 2 Antenna and network performance
- 3 Hybrid radio

Make sure user interface is great

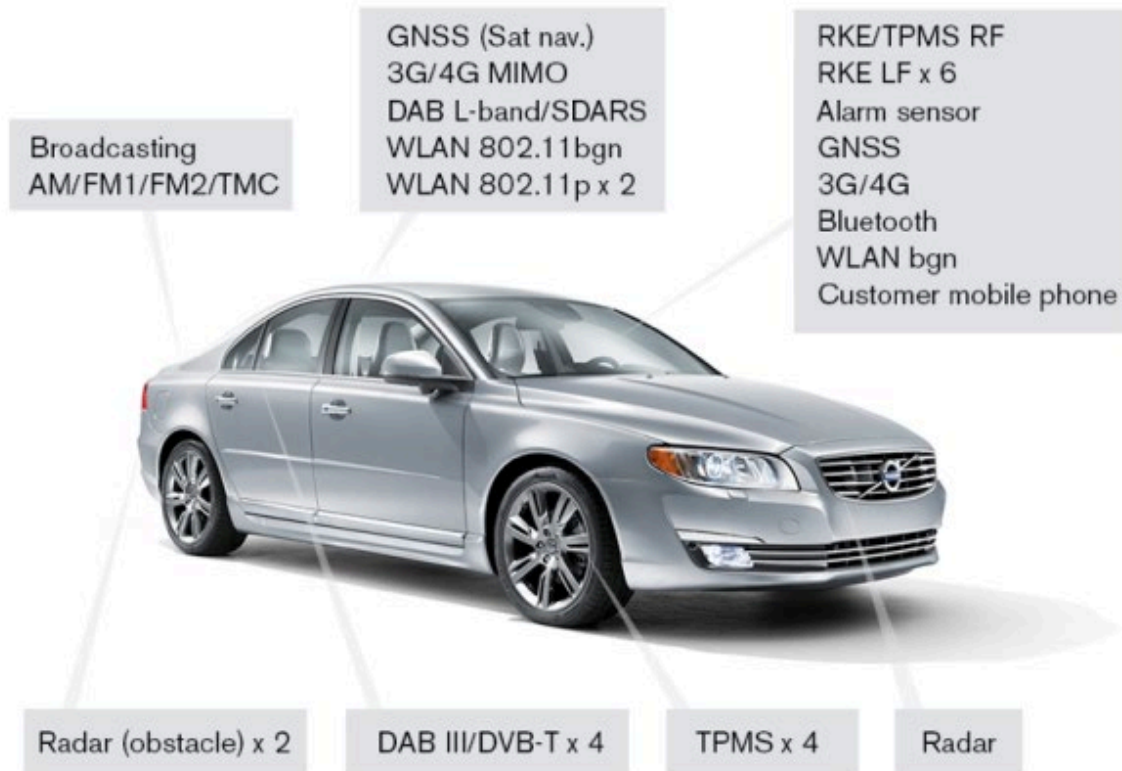


- 17 million people in UK listen to “digital-only” services*

- Essential that navigation is simple and intuitive

Ensure DAB / DAB+ delivers great audio

Antenna complexity



- Optimise antenna performance
- Collaborate on testing (test routes)

Use combination of DAB and IP to create best user experience



- Extend geographic reach
- Additional data, e.g. station logos
- Potential for interactivity

Conclusions



- 1 Significant progress in getting DAB into cars
- 2 Great work on improving the user experience
- 3 Priority now - ensure the EECC is delivered in full

Thank you