DAB+ - the future of radio

Presentation to Arab States Broadcast Union

September 2020
The aim of this webinar: to share our experience of DAB+

1. The global status of DAB+
2. The technology – and its benefits
3. How to launch successfully
DAB+ is emerging as a global standard for radio

- Turkey
- Tunisia, Algeria
- Jordan, Kuwait, Oman, Qatar, UAE, Bahrain
- South Africa
- Thailand, Malaysia, Indonesia
- Turkey
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- Jordan, Kuwait, Oman, Qatar, UAE, Bahrain
- South Africa
- Thailand, Malaysia, Indonesia
Established as core future platform in Europe

Established
On the move
Trials

National launches
- Germany: 2011
- NL: 2013
- Italy: 2014
- Slovenia: 2016
- Belgium: 2018
- Austria: 2019
Strong progress in major markets

UK: 58% of listening is digital

Germany: Launch 2\textsuperscript{nd} national multiplex 2020

Italy: All receivers must have DAB+ from 2020

Australia: Three new cities in 2019
Significant new launches in last two years

Belgium:
Flemish and French – major launch (2018/19)

Austria:
National DAB+ (May 2019)

Sweden:
Commercial DAB+ (summer 2019)
France is launching national DAB+ in 2021

- Eight cities / regions already on air
- National network launching 2021
First countries are switching off FM

Norway: 2017

Switzerland: 2022-23 plan
New cars have DAB+ as standard

% of new cars with DAB+

- Norway: 98%
- Switzerland: 96%
- UK: 94%
- Italy: 90%
- Australia: 75%
- Belgium: 59%
- France: 59%
- Netherlands: 56%
- Germany: 54%

Source: WorldDAB, H1 2020
EU is supporting digital radio

European Electronic Communications Code

• From end 2020, all new car radios in EU must be able to receive digital terrestrial radio
What is driving these changes?
FM spectrum is full

- No capacity to expand
- Impossible to innovate
Digital giants are invading radio’s space
Essential to optimise the broadcast experience

- Free-to-air
- No 3\textsuperscript{rd} party gatekeeper
- Reliable in emergencies
DAB+ offers greater choice – up to six times as many services

National radio services

* Will double with launch of second national multiplex – date to be confirmed  
Source: WorldDAB
Listeners value the new services

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

* Source: RAJAR - Digital only services plus Out of Area FM services broadcast on digital radio
DAB+ offers clearer sound - particularly where FM is overcrowded
DAB+ offers enhanced graphics
DAB+ offers lower distribution costs

Annual cost to broadcasters of transmission per service\(^1\), $k

<table>
<thead>
<tr>
<th></th>
<th>Regional site</th>
<th>Metro site</th>
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</thead>
<tbody>
<tr>
<td>FM</td>
<td>925</td>
<td>1645</td>
</tr>
<tr>
<td>DAB+</td>
<td>98</td>
<td>128</td>
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</tbody>
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Source: GatesAir. Note: (1) Opex costs; on DAB+, assumes 18 services on multiplex; for further information, see: http://www.worlddab.org/public_document/file/441/2014-02-19_Harris_comparison_DAB_to_FM_and_DRM_final.pdf?1392974163
Opportunity to innovate: brand extensions

Audience has tripled in seven years
National stations are driving commercial revenues

UK radio advertising revenues, £ million

2013: £537
2014: £575
2015: £613
2016: £646
2017: £679
2018: £713

Source: Radiocentre
How do we ensure success?
Key to success is collaboration

The Five Cs

Policy & regulation

Coverage Content Consumer devices Cars Communication

Collaboration
Conclusions

1. DAB+ delivers benefits for broadcasters and listeners

2. Receiver market is fully developed (cars and in-home)

3. Collaboration across radio ecosystem is key to success
Thank you