Establishing the DAB+ Market

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Establishing the DAB+ Market
Establishing the DAB+ Market

- Broadcasters
- Regulators/Licencing
- Automotive Industry
- Receiver manufacturers & Retailers
Understand where DAB+ fits alongside other platforms

• Technical people often lead

• Engage management, program makers, sales and promotions teams.

• Explain that DAB+ is a cost effective, reliable new platform that sits alongside existing digital activities & events

• Helps broadcasters maintain audience share; attracts niche audiences via new content, new ways to engage, wherever and however it suits them

• New revenue streams for the commercial stations

• Combined, these platforms create a successful and thriving radio industry.
“The resilient radio industry will find growth over the forecast period via new products and distribution channels such as podcasts, streaming, on-demand and DAB+”
Competitive media environment

Audio can be sourced from anywhere using smart speakers with IP/Bluetooth connectivity, Alexa/Google Voice command, Spotify Connect and so on…but they have generated some privacy concerns.

The new Smart Radios from Pure support all the voice activation and connectivity, but allow privacy whilst playing DAB+ stations.
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Approach the regulator with an industry agreed plan

- Spectrum allocation
- Licencing policy
- Broadcaster entitlements
Establishing the DAB+ Market
All these vehicle brands support DAB+
Advanced automotive receiver @ 2003
Connected vehicles are here…

• Broadcasters must engage with the automotive sector
  – show them how radio is more resilient than IP only
  – How we can make radio look better
  – Ensure we broadcast more metadata (images & text) over DAB+
  – Introduce links and URLs to the DAB+ signal so listeners can engage with our content live

We have the content – we just need to build the DAB+ platform so we can use it.
DAB+ helps radio evolve into broader entertainment brands

- DAB+ helps integrate on demand or time shifted programming like streamed radio, podcasts, so listeners get what they want from radio.

- Listeners can use DAB+ and/or Apps to listen, tweet, vote, buy and share digital content
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### Categories of retailers

<table>
<thead>
<tr>
<th>Department / Chain stores</th>
<th>Specialist retailers</th>
<th>Discount department stores</th>
<th>Online retailers</th>
</tr>
</thead>
<tbody>
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<td>John Lewis UK</td>
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**Department / Chain stores**: John Lewis UK, Harvey Norman

**Specialist retailers**: Home audio suppliers, Automotive aftermarket installers

**Discount department stores**: Kmart - Australia, Big W - Australia, Halfords - UK

**Online retailers**: Amazon - Intl, Alibaba – Intl, Kogan
Engage with the chipmakers
Talk to the chip makers about the functionality your industry wants.
Encourage leading manufacturers to support DAB+ in your market.
Encourage manufacturers to support advanced DAB+ features
As more countries roll out DAB+, chance of getting into handsets improves
Finally – never stop building awareness in your Market!
Thank you

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