WorldDAB Summit 2026

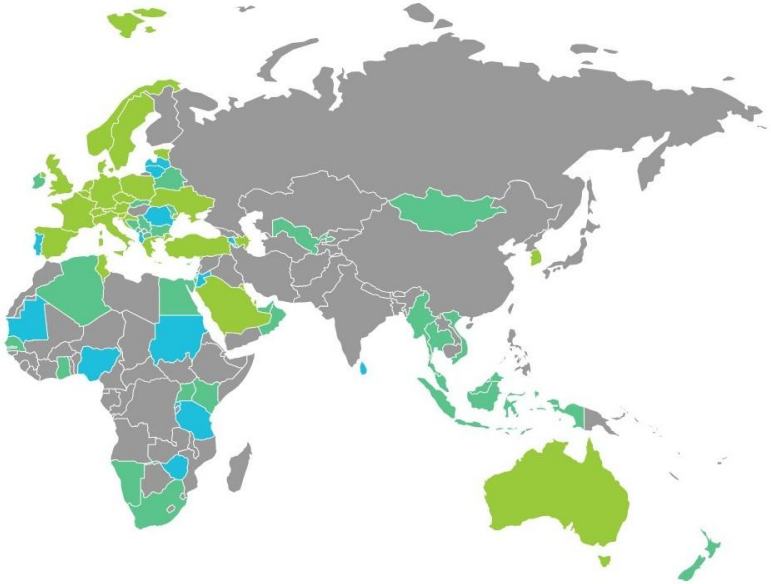
The choices we make today.

The radio we hear tomorrow.

Jacqueline Bierhorst, President
Vienna · 19 November 2026

A global story, led by countries

Different starting points. Shared ambition.



Countries with regular services

Countries with trials and/or regulation

Countries with interest

What will “radio” mean in ten years?

Keep the strengths. Welcome new possibilities.

What do we want everyone to keep?

Free-to-air access

Shared reach · Room to innovate

More choice can create more value

A stronger digital business for radio

United Kingdom

£747m

2025 radio advertising revenue
+39% since 2013

Netherlands

€271m

2025 radio advertising revenue
+39% since 2016

Total radio advertising revenue; growth is not attributable to DAB+ alone.

A listener cannot choose what they cannot find

Radio's place in the car

83%

of car buyers listen to radio in the car

Six-market research · WorldDAB Automotive, June 2026

Make radio easy to find and use.

Make the next step possible

Policy, practical tools and national action

Digital Networks Act

The case for continued access to broadcast radio

Public Policy Toolbox

Shared experience to support national choices

A new reason for radio to matter

Automatic Safety Alert

ASA DE

Introduced in Germany in September 2026

A further route for urgent public warnings

The radio we hear tomorrow

Starts with the choices we make today

One practical next step to take home.

For radio. For the people who will discover it next.