

WorldDAB Strategy 2018-21

December 2018

DRAFT FOR DISCUSSION v3

Contents



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Progress in last three years: territories

- **DSO:**
 - Norway complete; CH on track for ~2021
- **Other developed countries:**
 - UK progressing but not yet ready for DSO
 - Germany, NL, Italy, Denmark, Australia – steady progress (but not without issues)
- **New territories:**
 - Belgium, Slovenia and France have all launched
 - Hong Kong - failed
- **Markets partially committed:**
 - Poland, Czech, Austria, Slovakia – only partial support from broadcasters
- **Trials / legacy activity** - quite a lot of activity but progress is slow:
 - Croatia, Spain, Sweden, Romania, Serbia, Latvia (failed)
 - South Africa, Gulf States, Turkey
 - Thailand, Malaysia, Indonesia

Progress in last three years: EU, marketing and devices

- **EU regulation:** good progress re automotive; devolved to Member States for consumer
- **Marketing:** international logo adopted; WorldDAB adopting new logo based on this
- **Automotive**
 - good progress with new cars having DAB
 - UI research well-received
 - constructive work with receiver performance
 - impact of project logo?
 - aftermarket group established (in response to negative consumer feedback in Norway)
- **Consumer receivers¹**
 - annual sales volumes growing slowly (excluding short term impact of Norway) – long term trend 7% p.a.
 - smart radio (FM / DAB / IP) growing more quickly - ~20% p.a.
- **Mobile:** LG initiative had limited success – no-one has followed; IDAG reducing activity in 2019
- **Cumulative receiver sales (automotive and consumer):** 65 million by end 2017 (up from 36 million mid-2015²)



Progress in last three years: committees and membership

- **Technical standards**

- Standards have been cleaned up
- Announcement signalling and behaviour, including alarms, updated
- Extended Latin-based character set adopted
- New framework for non-Latin text adopted
- Open Mobile Radio Interface API for smart devices standardised

- **Spectrum**

- Continuing discussion about increasing spectrum allocated for DAB

- **Membership**

- Steady growth in membership (and number of countries represented) – 105 up from 88 in 2015 (and 75 in 2012)
- Revisions to fee structure being introduced

Add breakdown by major category of member

Major macro issues

- **Rise of smart speakers** (in particular) and IP (more generally)
 - DAB increasingly seen as one (very important) part of broadcasters' digital strategies – rather than simply a successor of FM
 - important for WorldDAB to recognise this shift and ensure that messaging around DAB recognises broader digital audio space
- **DAB: steady progress in Europe / Australia, but slow in other territories**
 - numerous trials but not yet moving to next stage
- **Receiver sales** growth is slow (excluding short term impact of DSO); UK is declining – others may follow
- As DAB becomes established in developed markets, increasing emphasis on ensuring a **quality user experience** (as per automotive)
 - specific concerns about automotive aftermarket
 - growing interest in smart / hybrid radio
- **Mobile** has not been a great success – and no immediate prospect of this changing
- Still significant opposition in some markets from **broadcasters dependent on advertising revenues** (worried about losing share)

New draft

- Our vision is that every person enjoys digital radio on the move, at home or work - with DAB at the heart of this listening experience

Mission

- Our mission is to position DAB as the free-to-air backbone for radio's digital future
- To meet this goal, we
 - define and maintain cutting edge **digital radio standards** based on the DAB family of standards
 - persuade **broadcasters** (public and private), **policymakers** and **regulators** to adopt DAB digital radio and ensure appropriate regulation and sufficient spectrum are in place
 - encourage **receiver manufacturers, automotive manufacturers** and **mobile phone manufacturers** to include DAB in as many devices / vehicles as possible
 - position WorldDAB as **thought leaders** in digital radio – for example, by commissioning fresh research which we can use to inform and influence key stakeholder groups
 - share **best practice** between stakeholders and encourage **collaboration** (national and international¹) to secure the successful deployment of DAB around the world

Values

- Our values are
 - Open
 - Collaborative
 - Innovative
 - Authoritative
 - Trusted

Where do we want to be in three years time?

- We want DAB to be seen as the core of broadcasters' digital strategies in Europe and beyond – with clear rationale for:
 - the role of DAB as the main digital broadcast platform
 - how DAB supports / underpins the full range of broadcasters' other digital activities¹
- Quantitative measures (examples)
 - European DAB population coverage to exceed 67%² (currently 58%)
 - 50% of new cars in Europe to have DAB – up from 31% in 2017 (see appendix)
 - significant progress in major markets (see appendix)
 - progress in European markets yet to launch, e.g. Sweden, Spain, Croatia, Serbia, Romania, Slovakia, Bulgaria
 - three new countries outside of Europe to have launched
- Qualitative
 - WorldDAB to be seen as a thought leader in the evolution of radio's digital future, e.g. by conducting more of its own research, providing support / advice to national markets
 - increase the depth of collaboration between sister organisations, e.g. EBU, RadioDNS, Radioplayer, AER, other

Strategic objectives – overarching goals

Existing markets

- Support development of established markets, e.g. by sharing best practice, encouraging collaboration, facilitating adoption of international logo
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Automotive

- Secure DAB penetration of automotive sector in multiple territories
 - Improve UI of DAB in-car (standard-fit and aftermarket)
 - Improve receiver performance
 - Ensure DAB is standard in connected cars – part of a hybrid DAB / IP solution
-

New territories

- Ensure development of digital radio in multiple territories¹ by helping
 - local champions convince key decision makers about need for DAB
 - ensure building blocks for successful launch are in place

Strategic objectives – technology and devices

Technology

- Maintain core set of standards (adapting and innovating on incremental basis as required)

Hybrid / Smart Radio

- Encourage adoption of hybrid / smart radio across all areas of digital radio ecosystem - in particular, broadcasters, receiver and car manufacturers
 - educate stakeholders about DAB / IP complementarity
 - promote value of advanced features of DAB hybrid radio

Need to expand – what will we actually do?

Low cost receivers

- Encourage availability of greater range of low cost receivers compliant with the European specification
 - for consumer and automotive aftermarket
 - where appropriate, using local manufacturing

Mobile

- Support initiatives to establish DAB as viable option for mobile devices – incorporating hybrid as appropriate

Strategic objectives - regulation, spectrum and members

EU Regulation

- If / when EU receiver regulation is official, encourage rapid implementation of national laws (automotive and consumer)



Spectrum

- Maximise availability of Band III spectrum for DAB radio

Members

- Retain existing members
- Attract new members on targeted basis

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Marketing: existing territories

Objective

- Ensure adoption of marketing best practice / share experiences
- Encourage collaboration between markets
- Encourage / facilitate adoption of international DAB+ logo

Actions

- Use Project Office and Marketing Groups as platforms for
 - gathering examples of best practice
 - sharing information
 - agreeing how / when to adopt shared approaches



Marketing – new territories

Objectives

- Encourage take-up of digital radio in new territories, primarily in Europe, Asia Pacific, Africa and Middle East
 - prioritising markets with potential to act as leaders in their region
- Ensure markets achieve successful roll-out and adoption of DAB

Actions

- Events (conferences and workshops in target markets) where international speakers share experience and support local champions
- Comms activity (e.g. website, newsletters, infographics) to be clearly focused on
 - educating stakeholders about international progress of digital radio
 - providing information which will help audiences understand benefits of digital radio / plan (all elements of) successful launches
- Market support
 - offer dedicated resource / expertise to potential markets, e.g. in Asia Pacific, to boost efforts to launch DAB+
 - ensure they reserve Band III spectrum for radio
 - provide technical support for design & implementation phase through workshops & peer review
 - where appropriate, encourage local/regional automotive, handset & receiver manufacture
 - encourage retailers (directly / indirectly) not to sell FM receivers and focus on DAB+ / smart radios; make them aware of DAB+ style guide

Marketing – new territories (marketing collateral)

Objective

- Develop evidence to convince key stakeholders / decision makers of benefits of DAB, e.g.
 - generate case studies re payback period of DAB for private broadcasters or signal distributors once DSO completed
 - demonstrate how DAB transmission cost savings for public broadcasters can create benefits, e.g. more money for content, lower funding requirements for stakeholders

Actions

- Effectively market benefits of DAB in terms of core benefits of broadcast (FTA, no gatekeeper), spectrum efficiency, robustness, reliability and green credentials
- Create cost comparisons showing the advantages of DAB over analogue (AM, FM) and mobile – with low cost scenario options for developing nations
- Develop additional marketing collateral specifically designed for markets outside Europe

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Automotive – line fit

Objectives

- DAB radio in as many cars as possible (line-fit and aftermarket)
- Ensure digital radio (DAB with / without IP) is a fantastic experience for listeners

Actions

- Use Automotive Working Group as primary body for developing plans for engagement with OEMs
 - develop and promote the UX guidelines (informed by UI research)
 - Receiver Performance Group
- Encourage OEMs to fit digital radio as standard
 - international conferences and tailored workshops
 - ensure consistency of messaging across international markets
- Promote broadcast radio as deserving prime position within in-car entertainment / information systems
 - including positioning DAB broadcast radio as the most robust platform in emergencies
 - research and promote a hybrid DAB / IP / voice solution
- Encourage adoption of free-to-air traffic information services via DAB

Automotive – aftermarket

Objective

- Ensure availability of good quality devices (including antennas and installation) at affordable prices

Actions

- Use Aftermarket Working Group to
 - pool ideas / share experience
 - decide whether to undertake specific areas of research
 - issue guidelines if feasible
 - promote results of research and guidelines

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Technology – core stability, content-driven innovation

Objective

- Maintain core set of standards – with clear set of receiver performance guidelines
- Develop new and existing specifications based on market driven requirements

Actions

- Review developments that could affect the standards base
- Share best practice on usage and implementation
- Support the PO in the organisation of technical workshops
- Publish advice / guidelines on good practice on selected issues, as required

Smart Radio

Objective

- Ensure stakeholders understand
 - DAB / IP complementarity
 - value of advanced features of DAB hybrid radio - ensure no confusion with FM hybrid

Actions

- Establish working group to
 - agree terminology
 - prepare position paper on different types of devices, including voice-enabled
 - Secure support of broadcasters throughout Europe / RoW so that they help to spread the message, e.g. through national Digital Radio associations

Mobile

Objective

- Digital radio in as many smartphones and low cost mobile hand-sets as possible

Actions

- Support initiatives, led by others (e.g. IDAG), which
 - encourage key manufacturers to fit digital radio as standard
 - promote enriched DAB broadcasts and hybrid radio as prime opportunities for broadcasters and mobile industry; collaborate with other groups / industry associations, but avoid confusion
 - develop business models and promotional opportunities¹ for MNOs (and handset manufacturers) to support DAB

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Spectrum

Objectives

- Manage spectrum for DAB at international / national levels
 - work to protect broadcast spectrum (TV and radio) from demands of mobile
 - promote the release of more Band III spectrum¹ for DAB digital radio with national spectrum authorities

Actions

- Partner with others, e.g. EBU, ABU, ASBU, to develop shared lobbying positions
- Lobby to ensure importance of Band III spectrum for broadcast radio is recognised
- Support WorldDAB members in discussions with national spectrum regulators for release of more Band III spectrum for DAB
- Ensure Steering Board and broader membership are briefed on spectrum matters on regular basis

Membership

Objectives

- Recruit new members
- Ensure current members get value for money

Actions

- Target sectors underrepresented within WorldDAB (which we would like to see participate more)¹
- Ensure existing and potential members are fully aware of all benefits of membership
- Introduce new fee structure for members in lower income territories
- Convene workshops and demonstrations in new territories to encourage new members

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Appendix

- **Targets for Global Roll-Out**
 - Current position 2018 / Territory breakdown
 - Targets for end of 2021 / Territory breakdown
- **Key Performance Indicators**
 - Long term goals for WorldDAB

Global roll-out – current position H2 2018

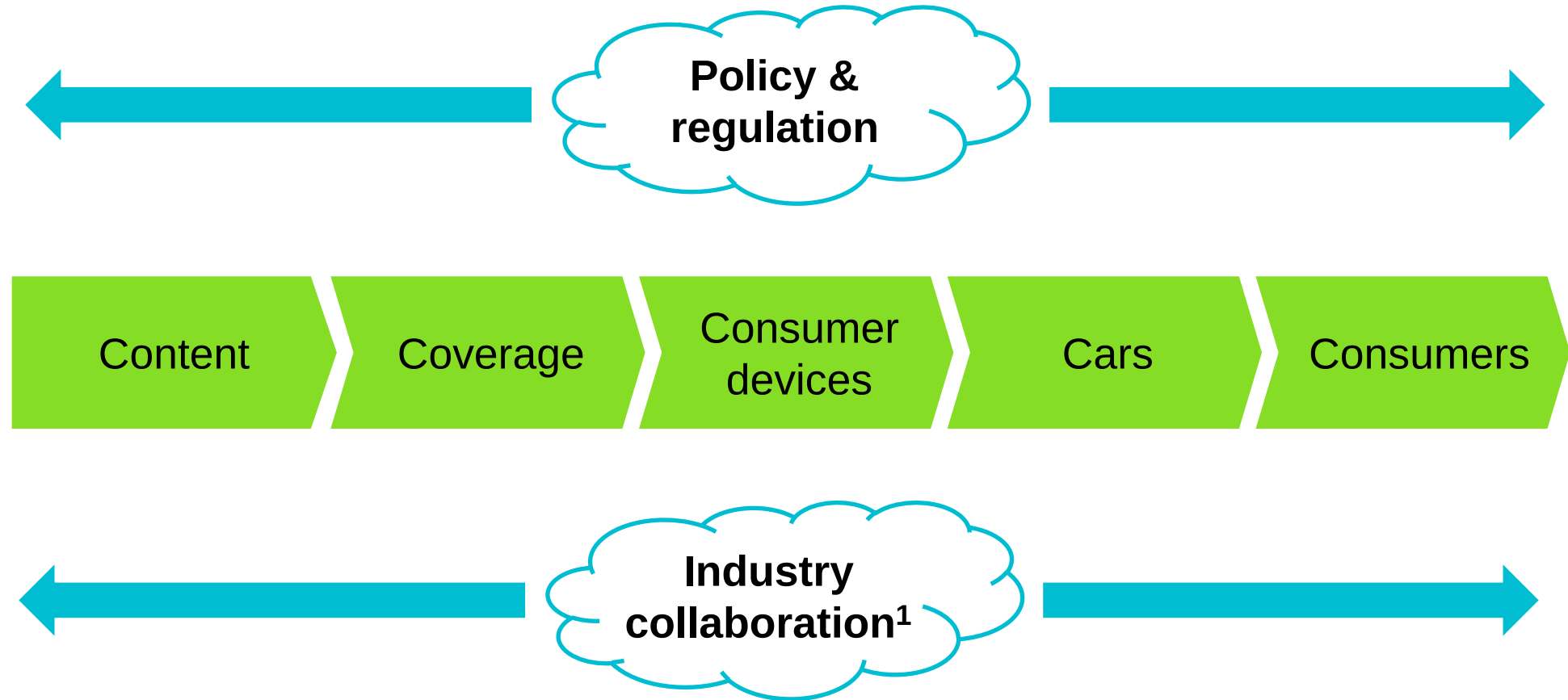
Countries in red moved up a level from 2015

Level	Definition	Current position mid-2018
DSO complete	Digital switchover completed	Norway
DSO announced	Announcement made	Switzerland
Mature	>20% household penetration	Denmark, UK, Australia¹,
Developing	>10% household penetration	Germany, Netherlands²
Launch	- Coverage >50% of population - Public & private broadcasters licensed/on-air	- Italy, Poland, - Czech Rep, Belgium, Slovenia
Pre-launch	- Legislation/launch discussed/planned - Trials on air	- Austria, France, Hungary, Ireland, Romania, Spain, Sweden, Tunisia, Turkey, South Africa - Bahrain, Indonesia, Kuwait, Malaysia, New Zealand, Taiwan, Thailand, UAE

Global roll-out – target for end 2021

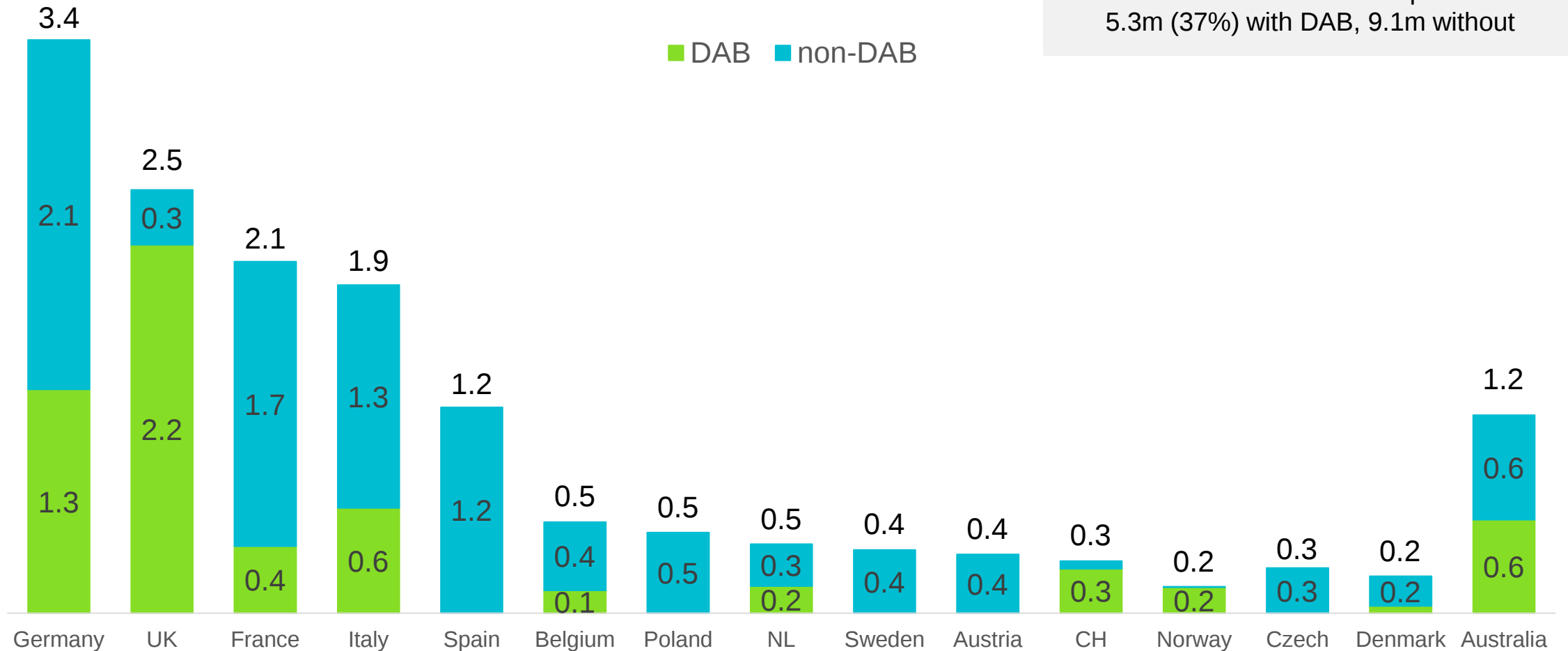
Level	Definition	Target for end of 2021 ¹
DSO complete	Digital switchover completed	Norway, Switzerland
DSO announced	Announcement made	UK, Denmark
Mature	>20% household penetration	Australia, Germany, Netherlands (subject to availability of comparable data²)
Developing	>10% household penetration	Italy, Belgium, France
Launch	- Coverage >50% of population - Public and private broadcasters licensed / on-air	- Poland, Czech Rep, Slovenia, Austria, Croatia, Ireland, Slovakia, Spain, Sweden Turkey, South Africa, Thailand, Malaysia, Indonesia, Bahrain, Kuwait, UAE,
Pre-launch	- Legislation/launch discussed/planned - Trials on air	Belarus, Bulgaria, Cyprus, Estonia, Hungary, Lithuania, Romania, Serbia, Russia, Ukraine, China, Taiwan, Tunisia, Vietnam

Keys to success



Automotive DAB Europe and Australia

New car sales: top 14 European markets plus Australia, millions¹



Summary of KPIs

Objective	Key Performance Indicators
Established markets	• Significant progress in key markets: Switzerland, UK, Germany, France, Italy, NL, Belgium and Australia • Positive progress in Central and Eastern Europe • See slide on territory development for specifics
New territories	• Launch of three new markets outside Europe
Receiver sales	• Cumulative sales of receivers (consumer and automotive): 100m before the end of 2020 – up from 65m at end of 2017
Digital radio in cars	• In Europe, 50% of new cars to come with DAB • All EU states to have implemented legislation based on European Electronic Communications Code
Smart radio	• Establish smart radio as a recognised category – increase retail sales from 500k p.a. to 1 million by 2020 (as measured by GfK)¹
Members	• Increase membership - from 103 in 2018 to 112 in 2021