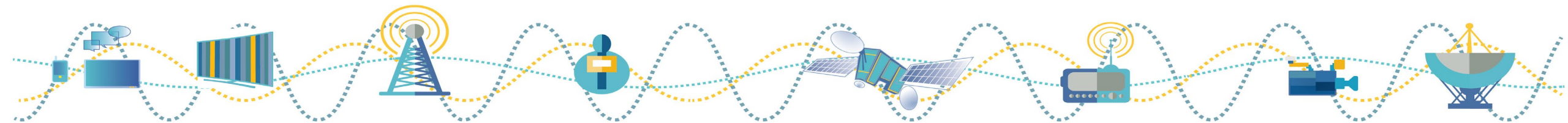


Digital Radio in the Arab Region: Challenges, Future and opportunities

WorldDAB General Assembly 3 November 2020



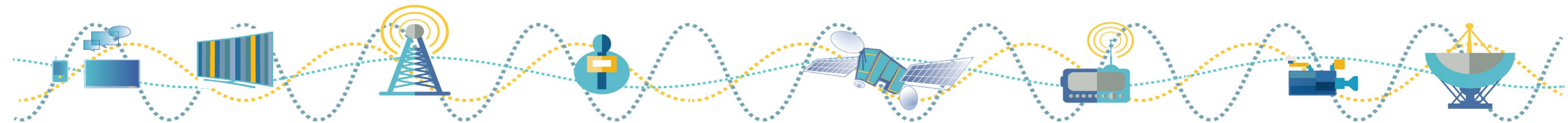
Current Challenges

❑ FM Saturation & congestion:

- 90 to 100% in main cities and urban areas
- 50 to 70% in Rural areas
- Interference in co-channel and adjacent channels, mainly in hot season

❑ Regulatory Issues

- lacks of regulatory framework to launch the Digital radio in the Arab region



Current Challenges

❑ Stakeholder inter connectivity

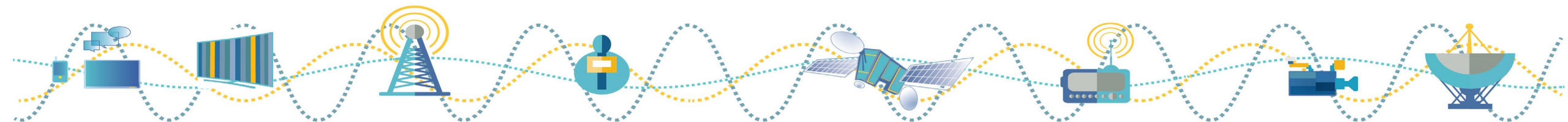
- Need to create in each Arab country a steering committee for the implementation of digital radio and coordination between the different stakeholders (Only Tunisia & Saudi Arabia has started the creation of such committees)

❑ Receivers availability

- The receivers are not yet available in the Arab region with the exception of Saudi Arabia, which has around 2% of new cars fitted with digital radio. **Cars & Portable receivers Manufacturers are invited to approach the territory with an aggressive marketing campaign, Tunisia working on law for Tax Exemption for the receivers.**

❑ Broadcasters readiness

- Arab Broadcasters do not lack the will to go digital.
- Huge work awaits broadcasters to speed up the introduction of digital radio in their countries
- Close and rational coordination is required between the various stakeholders
- Additional action and Big efforts are needed for: Marketing Issue, Commercialisations.



Future and Opportunities

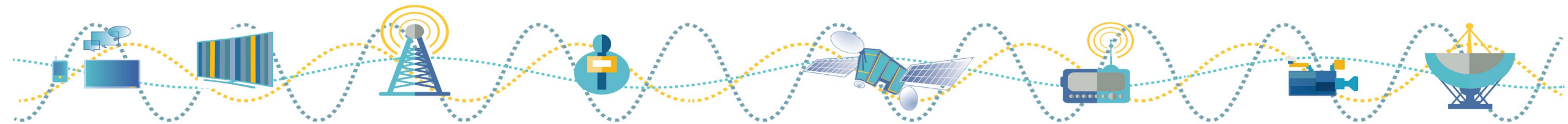


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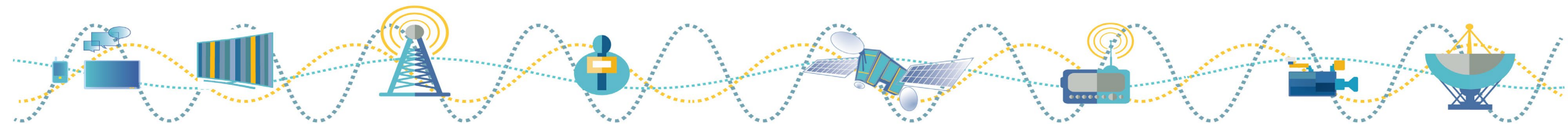
جامعة الدول العربية

- **Digital radio (DAB) Benefits**
- **Progress of DAB+ in the arab region**
- **Marketing Issue**
- **Commercialization.**



Digital radio (DAB) Benefits

- New options for DAB transmission networks allow for network design flexibility
- Advancements in energy efficiency help reduce long term operating costs
- Multiple options can allow for cost effective redundancy for transmitters and links
- More configurations and modulation capabilities could improve network deployments



DAB+ progress in the Arab region

DAB+ in the Arab States



ASBU
Arab States Broadcasting Union
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Arab States Broadcasting Union recommends DAB+



Sudan: prepare the launch of pilot project covering AL Khartoum

Jordan started trial in 2017

DAB+Pilot project launched covering Al Riyadh and coverage expansion is planned since 2020

Pilot project in Algeria Capital: 68% of Capital population

Kuwait has regular DAB+ with 95% population coverage and 16 services on air

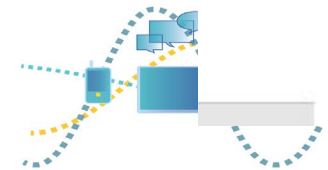
UAE: Set up of DAB+ receiver specifications

Tunisia regular DAB+ Bouquet of 18 services on Air
Population Coverage : 75%

Qatar trial on-air with 10 DAB+ services

Oman pilot conducted and getting ready to launch DAB+

Bahrain plan to launch DAB+ service in 2021

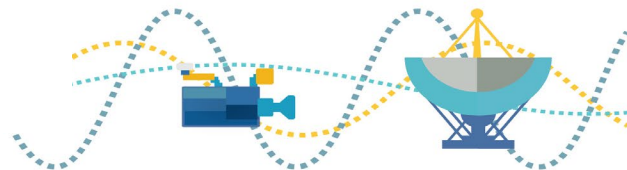
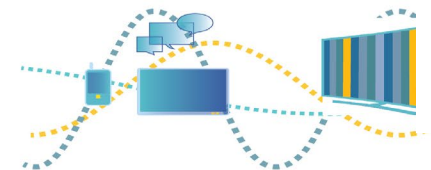


Marketing Issue

- Radio market evolving, with consumers wanting more from radio products



SmartRadio
FM / DAB / DAB+
Wifi and Bluetooth connectivity
Internet radio & Podcast
Music services (Spotify, Amazon, etc)
Global contents

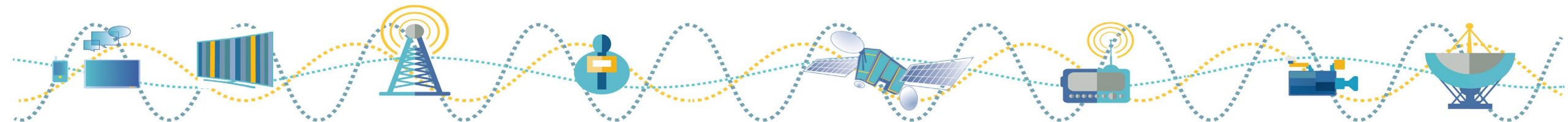


Marketing Issues

- Enrich the radio program schedules with new thematic programs of entertainment, culture and sport, advertisement, etc.
- Promoting the automotive Market



- Promoting communication to advertise the introduction of digital radio and sensitize the listener about the Digital Radio Benefits and New Features



Commercialization

- ❑ ASBU has contributed immensely to promoting the commercialization of radio receivers through
 - the establishment of specifications for radio receivers
 - Arab Fonts specification in the receivers in coordination with DAB-TC
 - the implementation of a recommendation, in coordination with the ASMG (Arab Spectrum Regulator) to equip the new car park with digital radio receivers starting from 2020.

I.4 Arab States Broadcasting Union profile

I.4.1 Introduction

The basis of the profile is language coverage for the members of the ASBU. Arabic is the core requirement, but some countries in this region also provide services in European languages so Latin is also included.

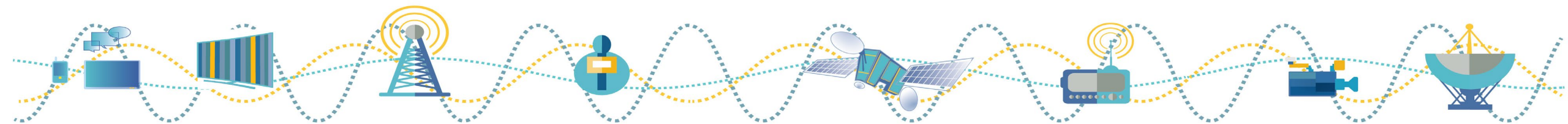
Although Arabic script has contextual characters, presentation code points are specified to allow simple receiver types.

- ❑ Complementary actions are needed from the different stakeholders to promote the commercialization of Digital radio in the Arab Region

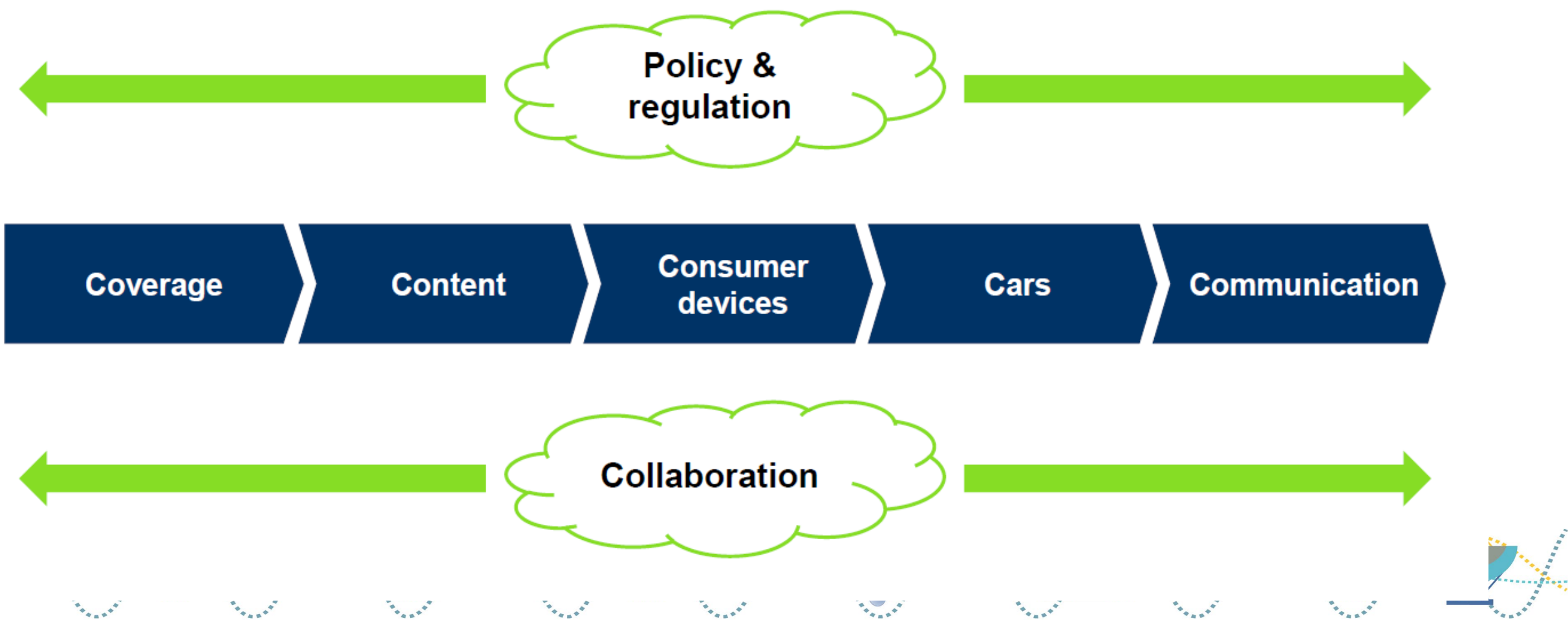


Commercialization: success indicators

- Wide selection of home receivers available for consumers, across different categories, form factors, price points
- Price of receivers continue to reduce, with more features being offered, making them attractive for consumers
- Receivers evolving to offer consumers both broadcast and on-demand contents



Conclusion: Key of Success is Collaboration & Coordination between stakeholders





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Thank you

