

DAB+ in cars: European expansion

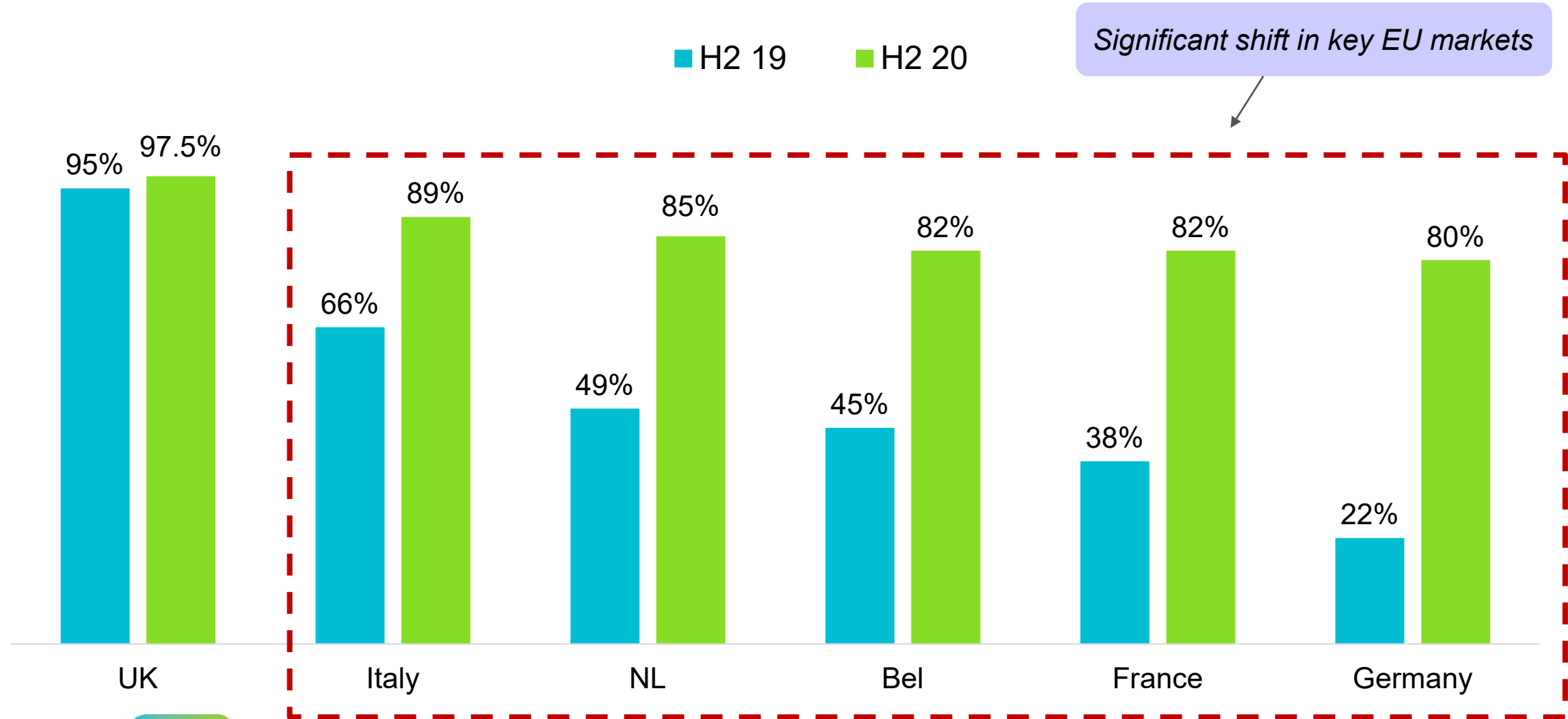
Patrick Hannon - President, WorldDAB

23 June 2021

Radio in the car is changing

DAB+ now standard in majority of new cars

New cars with DAB+ as standard

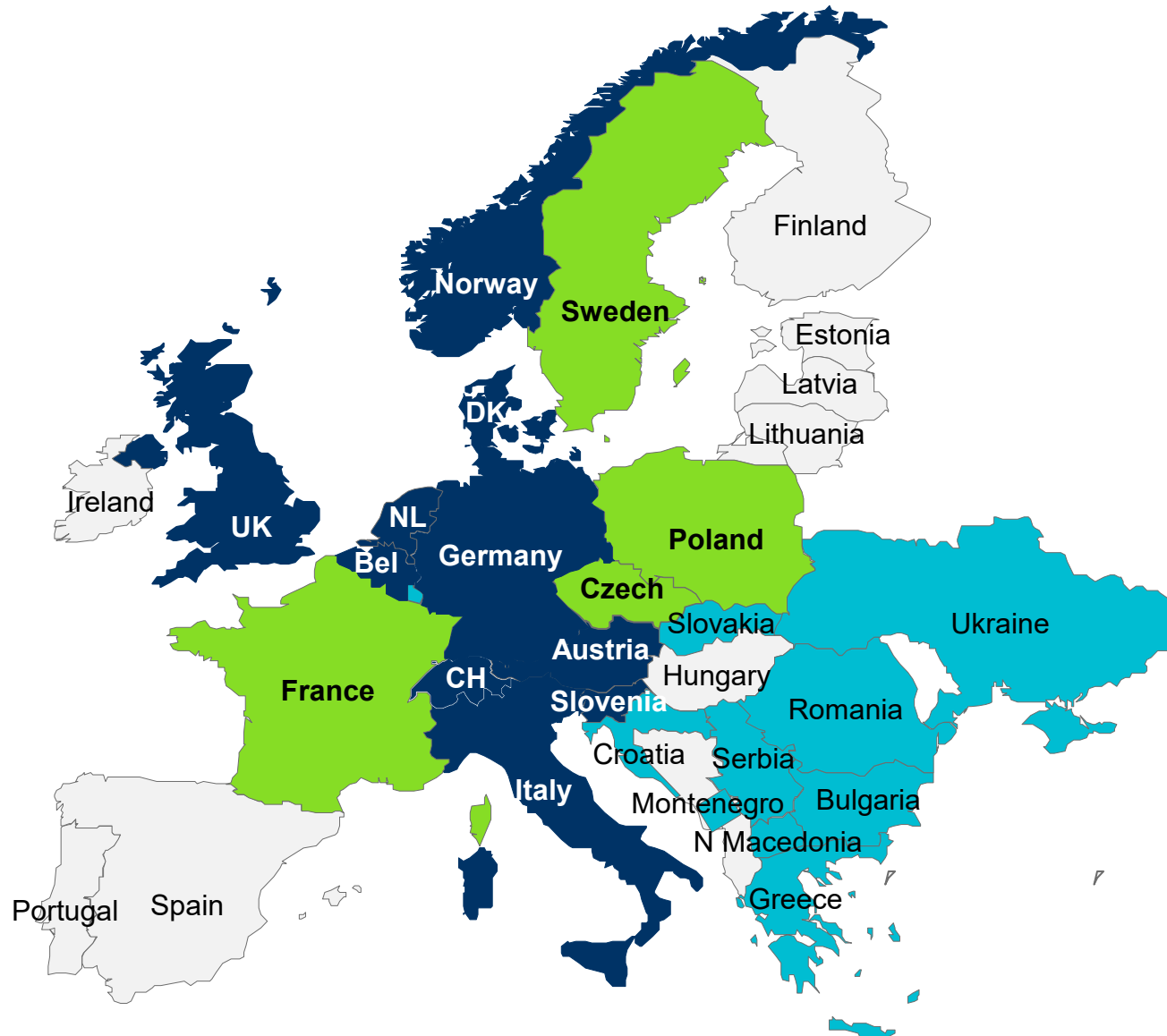
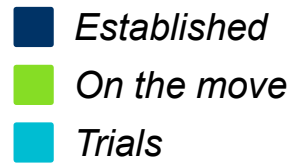


Further progress is expected – driven by the EECC



- European Electronic Communications Code (EECC) effective from 21 December 2020
- All new car radios in the EU need to have digital terrestrial radio

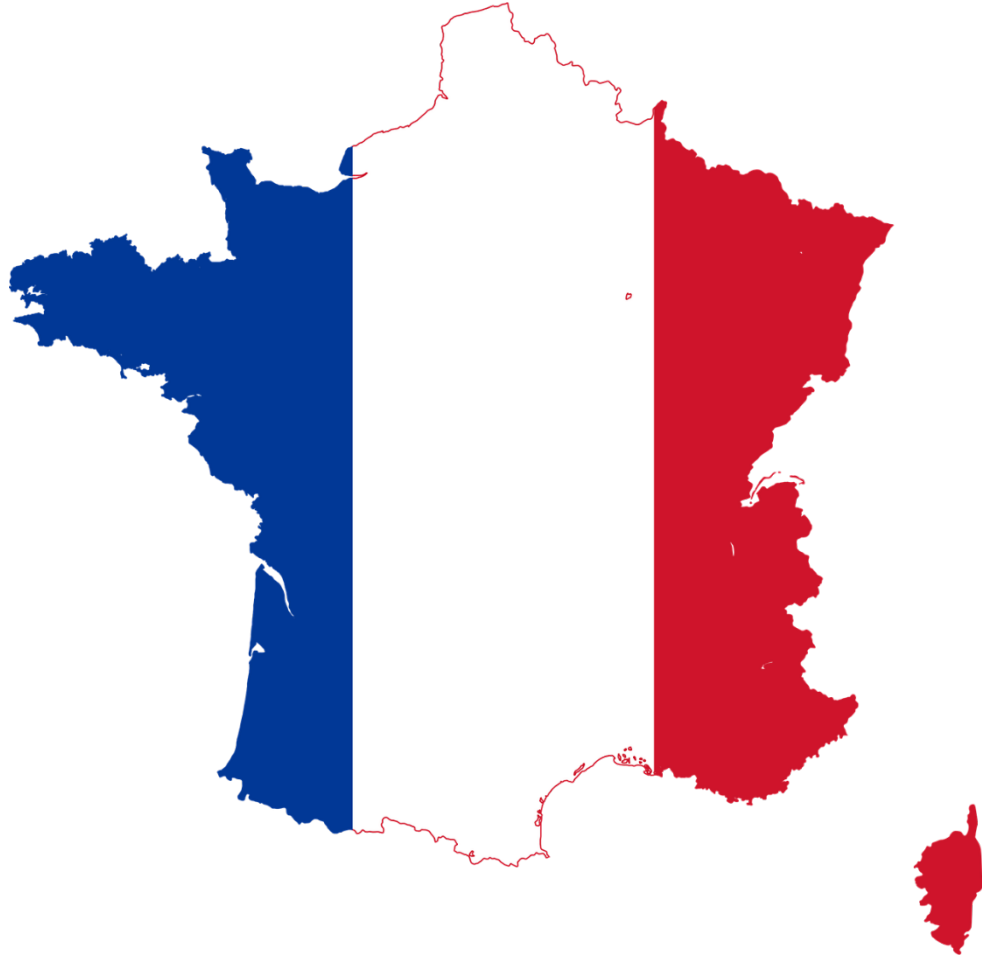
DAB+ firmly established as core future platform for radio in Europe



National launches

- Germany: 2011
- NL: 2013
- Italy: 2014
- Slovenia: 2016
- Belgium: 2018
- Austria: 2019

France is launching national DAB+ in 2021



- Ten cities / regions already on air¹
- Two national multiplexes (25 services) due to launch October 2021

Switzerland switching off FM: 2022 to 2023



- Radio industry has agreed switch from FM to digital broadcasting via DAB+
- SRG SSR will switch off its FM transmitters in August 2022
- Private radio stations by January 2023

Major automotive markets continue to expand



UK:

**Over 16 million cars
with DAB+**



Germany:

**2nd national mux (Oct 2020)
NRW new mux (end 2021)**



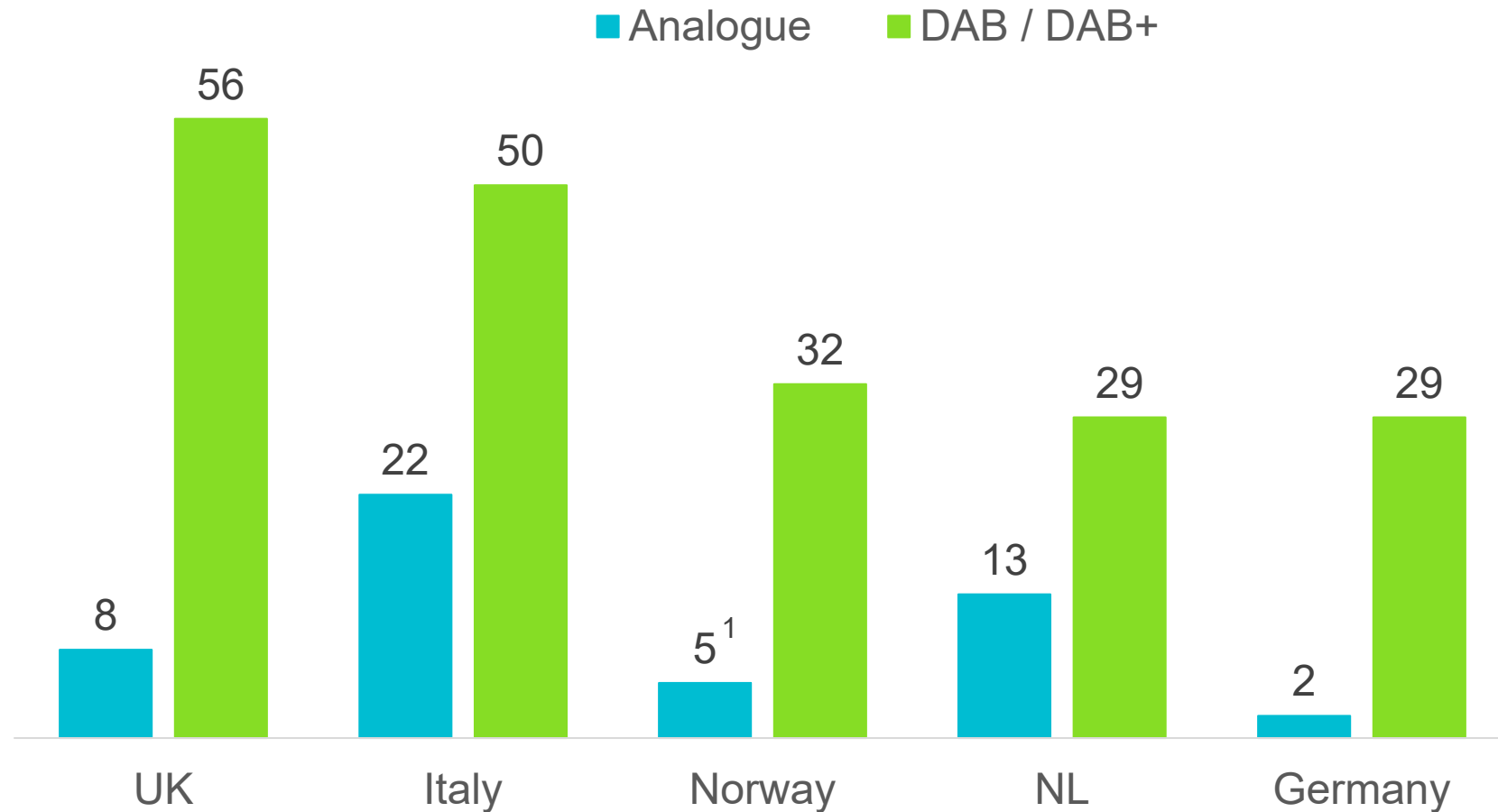
Italy:

**All receivers must
have DAB+ (Jan 2020)**

Drivers of growth

DAB+ offers greater choice – on average, six times as many services as FM

National radio services



DAB offers clearer sound - particularly where FM is overcrowded



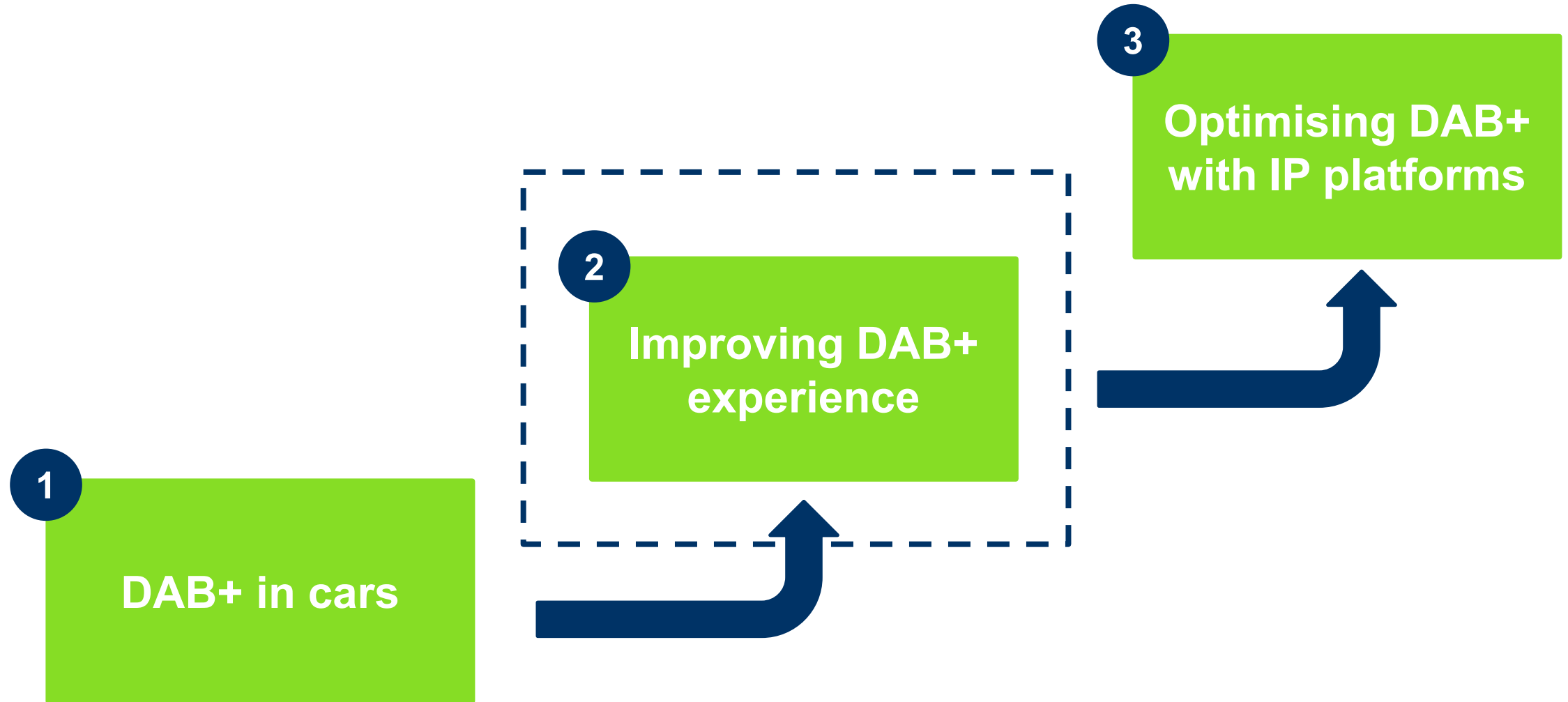
DAB is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study shows DAB is 33% more efficient than FM¹

What next?

Three steps to our automotive strategy



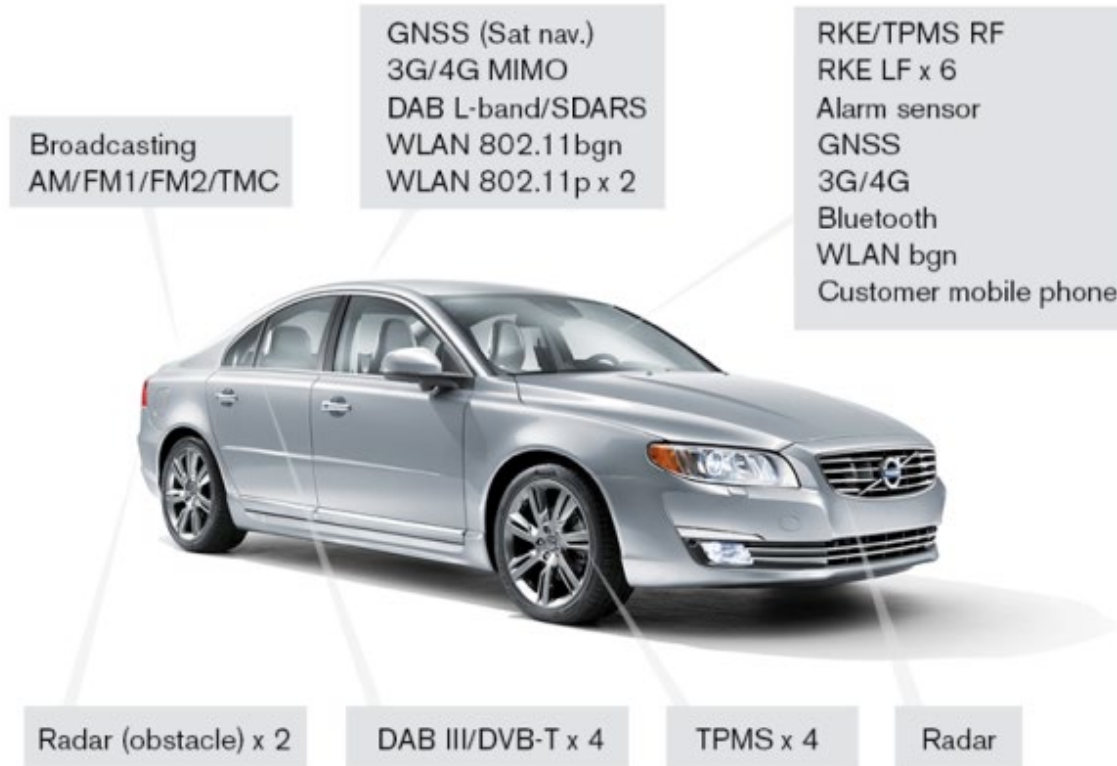
Listeners need simple navigation



- A radio button is essential
- A-Z station list
- Pre-sets should be easy to programme

Listeners deserve great audio quality

Antenna complexity



- Optimise antenna performance
- Collaborate on testing (test routes)
- Electric vehicles next focus of investigation

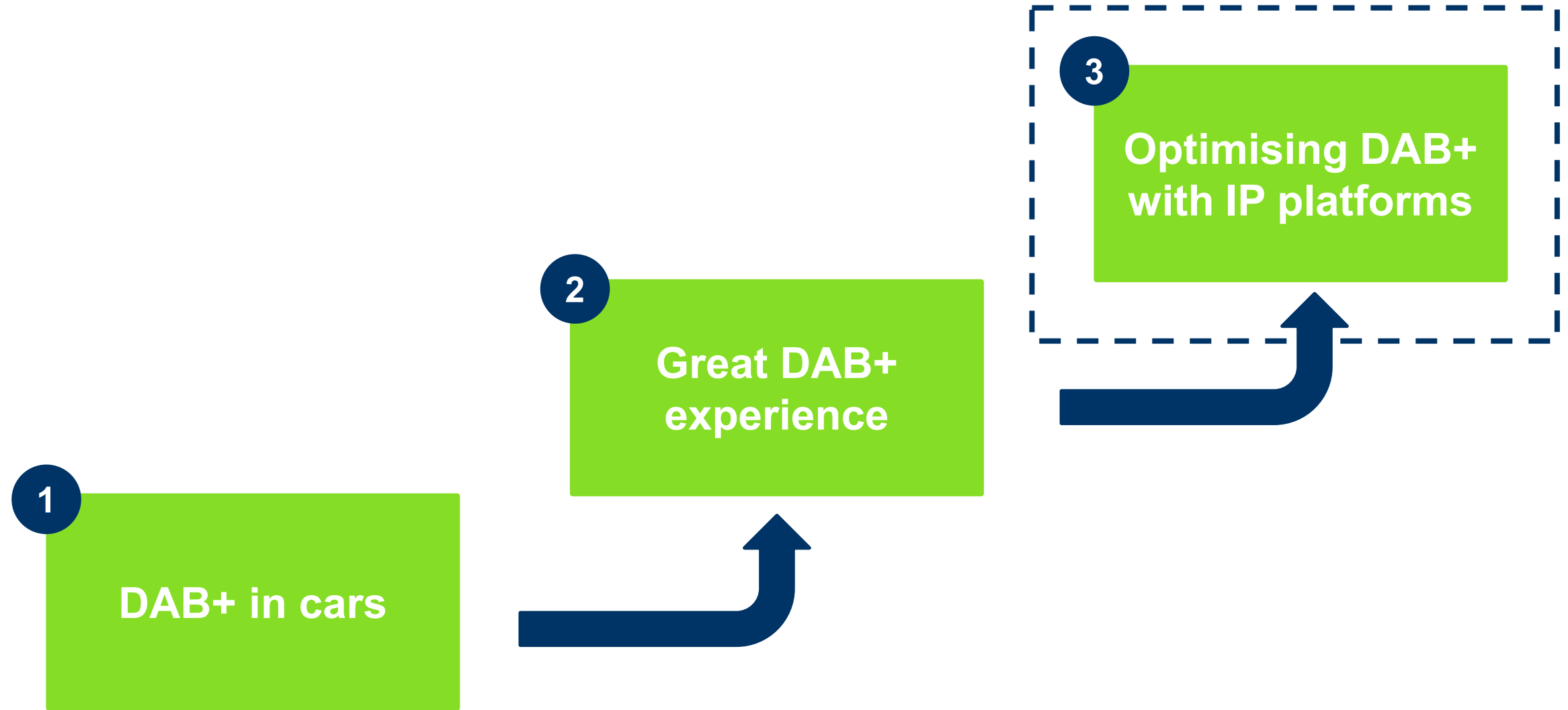
Listeners need strong, clear branding and visuals

WorldDAB Automotive
Working Group



- Visuals / logos to maximise impact on the dashboard
- Competition (online services)

Step 3 of our automotive strategy



We are embracing hybrid radio (DAB+ and IP)

WorldDAB Automotive
Working Group



- Extend geographic reach
- Additional data, e.g. station logos
- Potential for personalisation and interactivity

We are engaging with Android Automotive

WorldDAB Automotive
Working Group



- WorldDAB members are part of the Android Automotive NAB Pilot project
- Cross-sector involvement brings important new perspectives to this work

We are focusing on voice as a key user interface

WorldDAB Automotive
Working Group



- Voice assistants well established in cars
- Radio needs to be part of this ecosystem

Conclusions



- 1 DAB+ now standard in new European cars
- 2 DAB+ experience has been simplified and improved
- 3 Our goal now is full integration of DAB+ in the connected car

Thank you