

Securing the future of Radio with DAB+

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ABU DBS 2023

“

Our vision is that every person
can enjoy free-to-air digital radio
on the move, at home or work
with DAB+ at the heart
of this listening experience

”

Members from across the radio ecosystem



TELECOMS
MINISTRIES



REGULATORS



BROADCAST
ASSOCIATIONS



PUBLIC AND
COMMERCIAL
BROADCASTERS



NETWORK
OPERATORS



END-TO-END
MANUFACTURERS



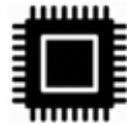
DEVICE
MANUFACTURERS



AUTOMOTIVE



RESEARCH &
DEVELOPMENT



CHIP
MANUFACTURERS



SOLUTION
PROVIDERS



MONITORING
EQUIPMENT
MANUFACTURERS

Our membership is growing

112 members from 33 countries



Car maker



Car maker



Car maker



Technology provider



Broadcast equipment



Broadcast equipment



Network operator



Network operator



Industry association



Audio equipment



Testing lab



Regulator

Working with regional partners

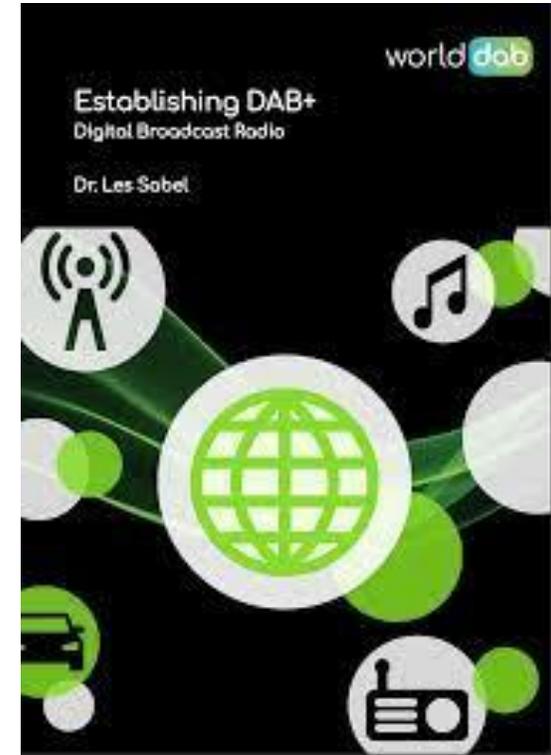


SOUTHERN AFRICAN DIGITAL BROADCASTING ASSOCIATION



SADIBA

We provide information, factsheets and resources



WorldDAB committees and working groups continue to be active

Marketing

- Share best practice

Technical

- Maintain / refine standards

Automotive

- Optimise in-car experience

Spectrum & Network Infrastructure

- Help new players get started

Asia Pacific Technical

- Support for Asia Pac region

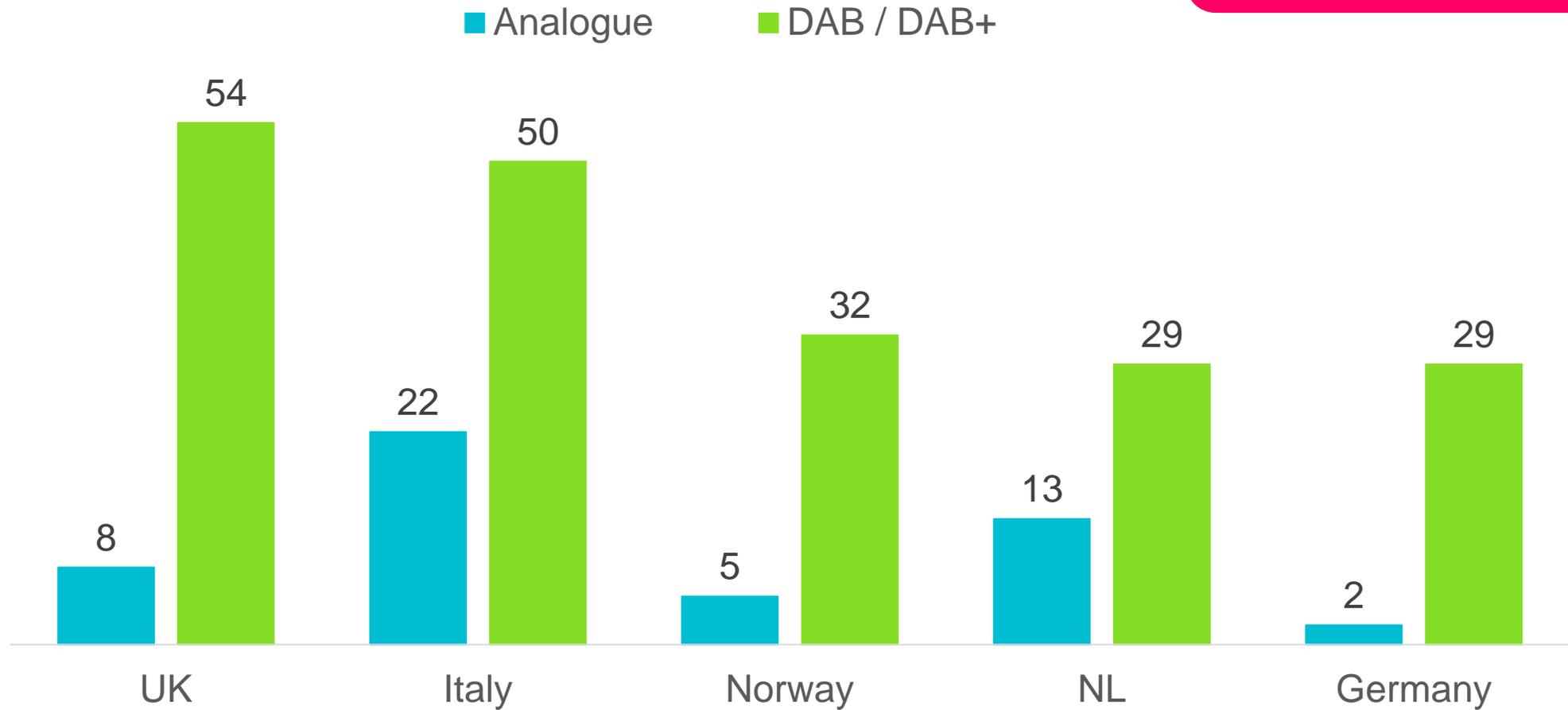
Why DAB+?

Listener & broadcaster benefits

For listeners, DAB+ offers greater choice

National radio services

On average, seven times as many services



For broadcasters, DAB+ offers opportunities to innovate and extend reach

Brand extension



Audience tripled:
1.7 million (Q1 12) to 5.1 million (Q2 22)

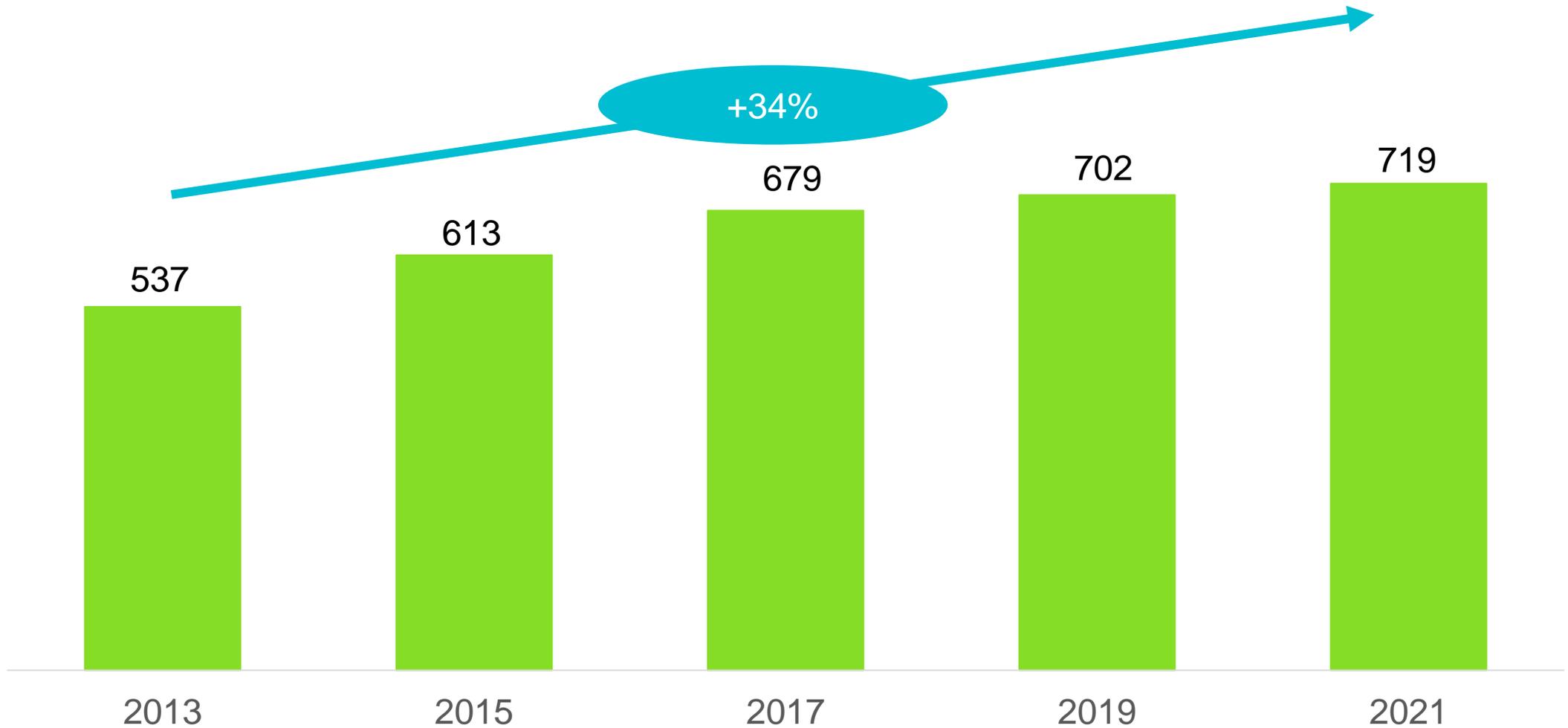
London to national



Analogue London radio - audience 2014: 1.1 million
Analogue plus digital National audience today: 3.3 million

Incremental reach drives commercial revenues

UK radio advertising revenues, £ million

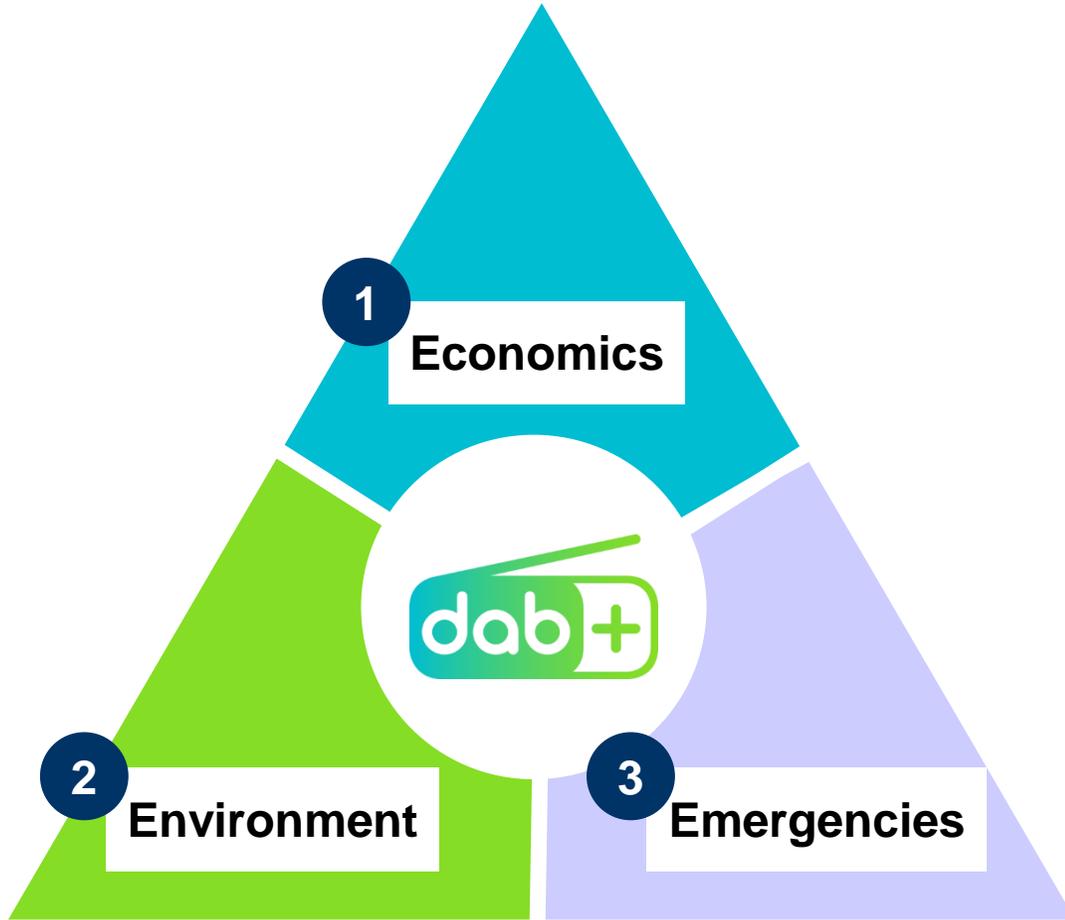


DAB offers “now playing” info, station logos and voice control



- Information about song and artist
- Station logos
 - different sizes
 - important in cars
- DAB stations can be chosen via voice commands using phonemes

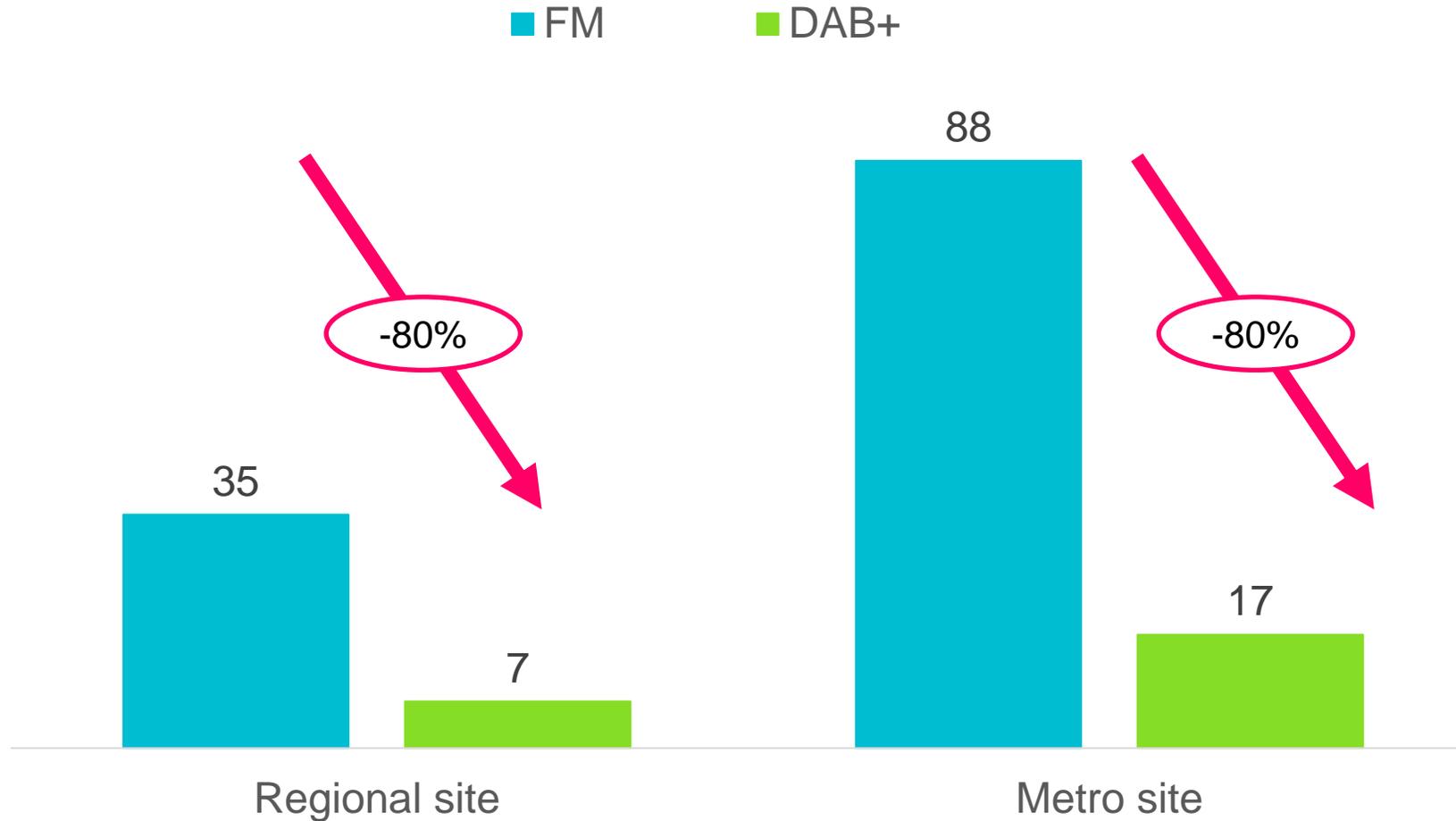
Three macro reasons for DAB+



- **Economics:** costs of distribution lower than FM
- **Environment:** energy requirements lower than any other platform
- **Emergencies:** resilience – especially out of home

Economics: cost per service far lower than FM

Annual cost to broadcasters of transmission per service¹, US\$k



Source: Total operating costs sourced from broadcasters and network operators

Note (1) Operating costs for DAB+ assumes 18 services on multiplex; opex includes site and tower leases, power, telco, maintenance, monitoring and support costs

Economics: lower-cost options with DAB - additional savings



So-called “small scale” DAB

- Lowest cost functional approach to DAB
 - open source software
- First adopted in UK, Switzerland, Denmark
- Easier to access DAB
 - Small stations in developed markets
 - Expansion of existing networks
 - New countries taking first steps

Environment: DAB+ is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study: DAB 33% more efficient than FM¹
- German study (BLM): similar results

Energy consumption: a key factor in switch-off decisions



Norway: 2017



Switzerland: 2024

Partial switch-offs

Germany



South Tyrol
Italy



Long wave
France

Expect more of these
in next five years

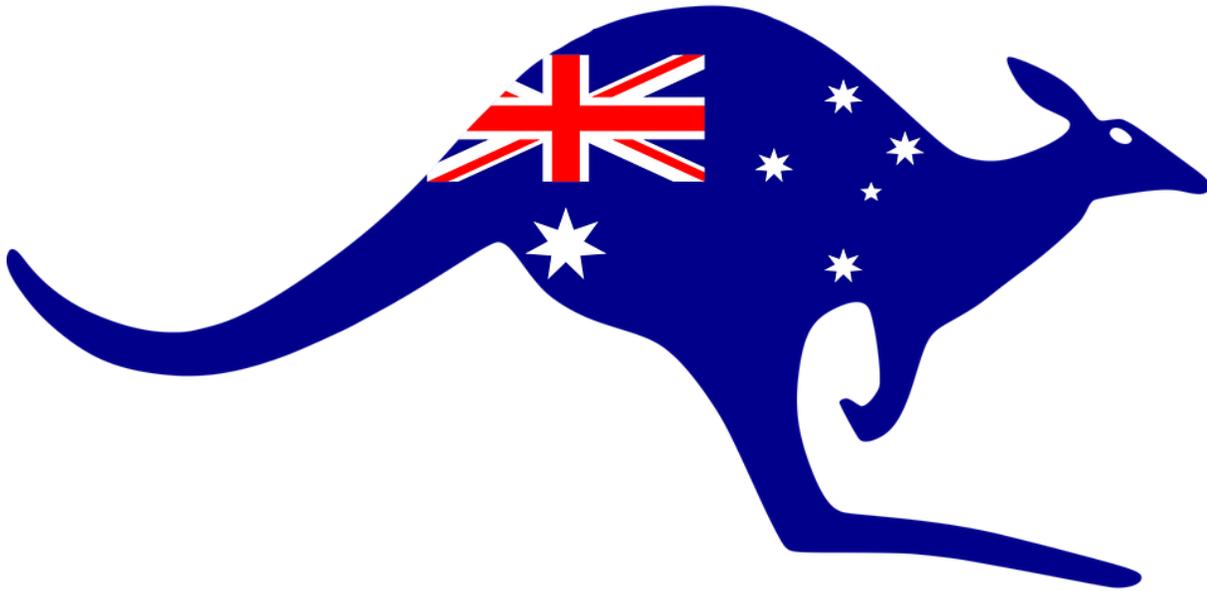
Emergencies – DAB+ is resilient



- Broadcast radio - reliable in times of emergency
- Mobile services less robust

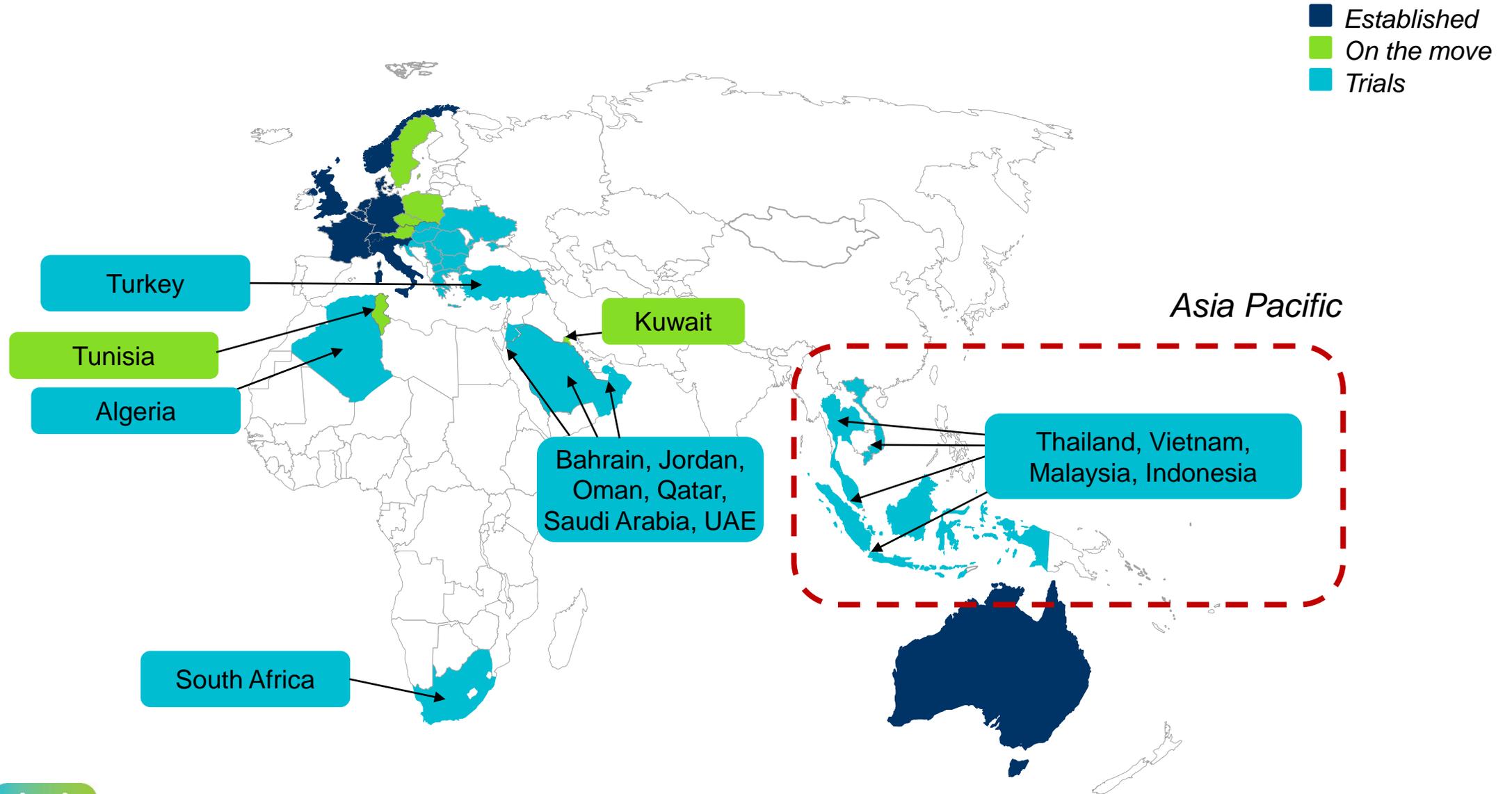
Global developments with DAB+

Australia – DAB+ established, and growing



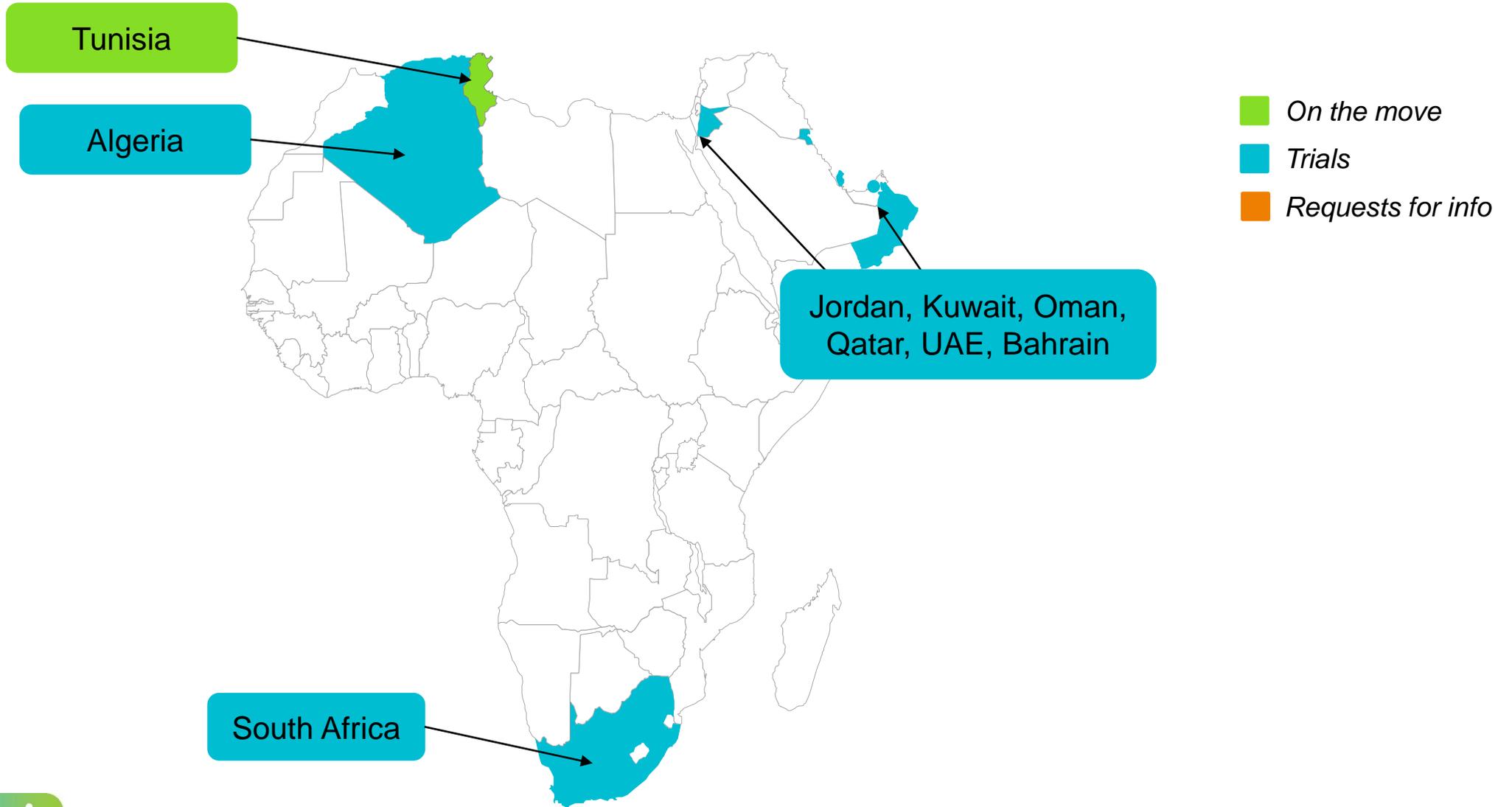
- 66% population coverage
- Regional DAB+ expansion
- Commercial DAB+ stations reaching record audiences
- Over 7.5m DAB+ receivers sold
- 79% new cars DAB+ as standard

Asia Pacific markets continue to run trials



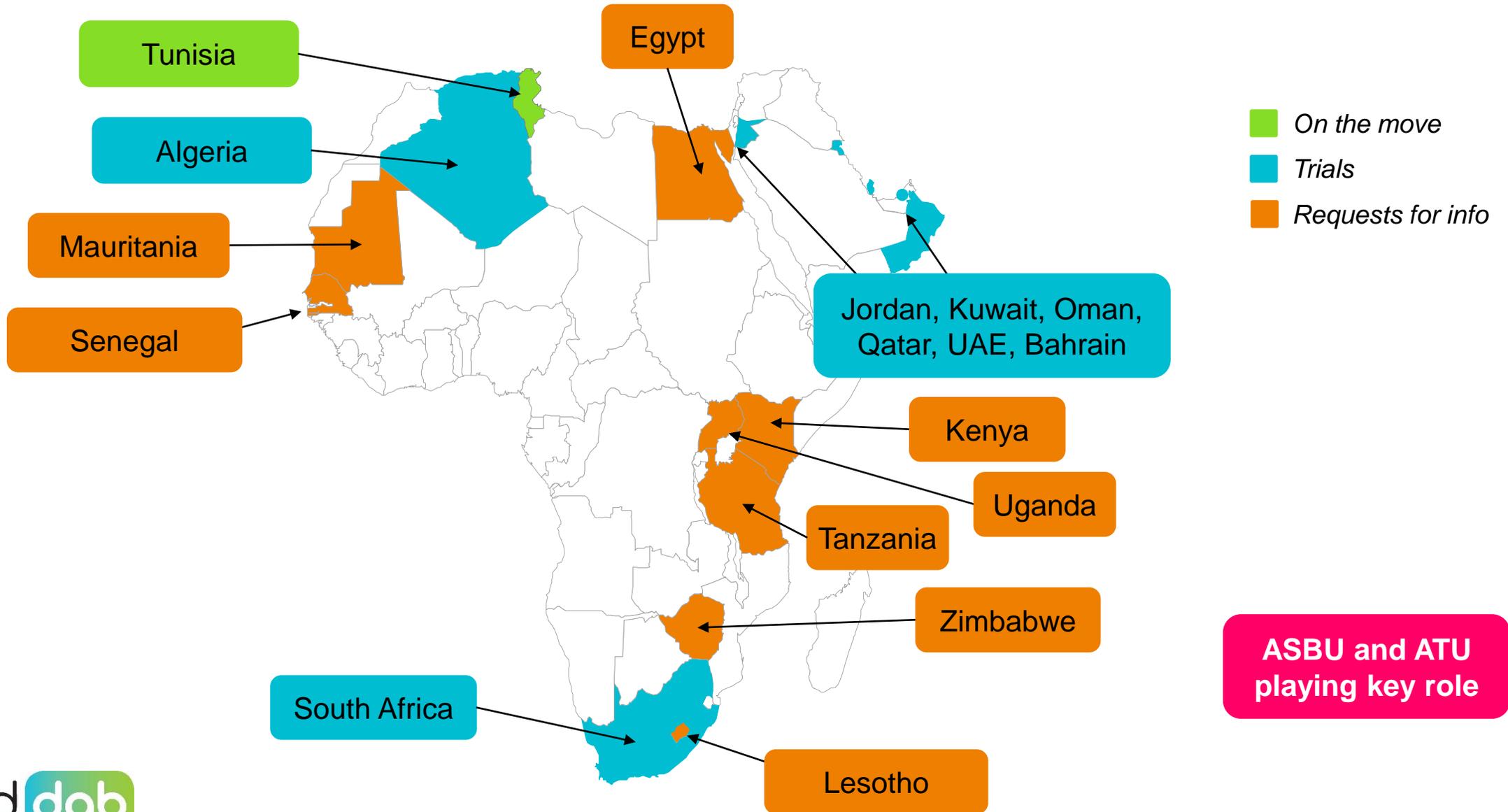
Africa and Middle East have seen a step change in interest

2021



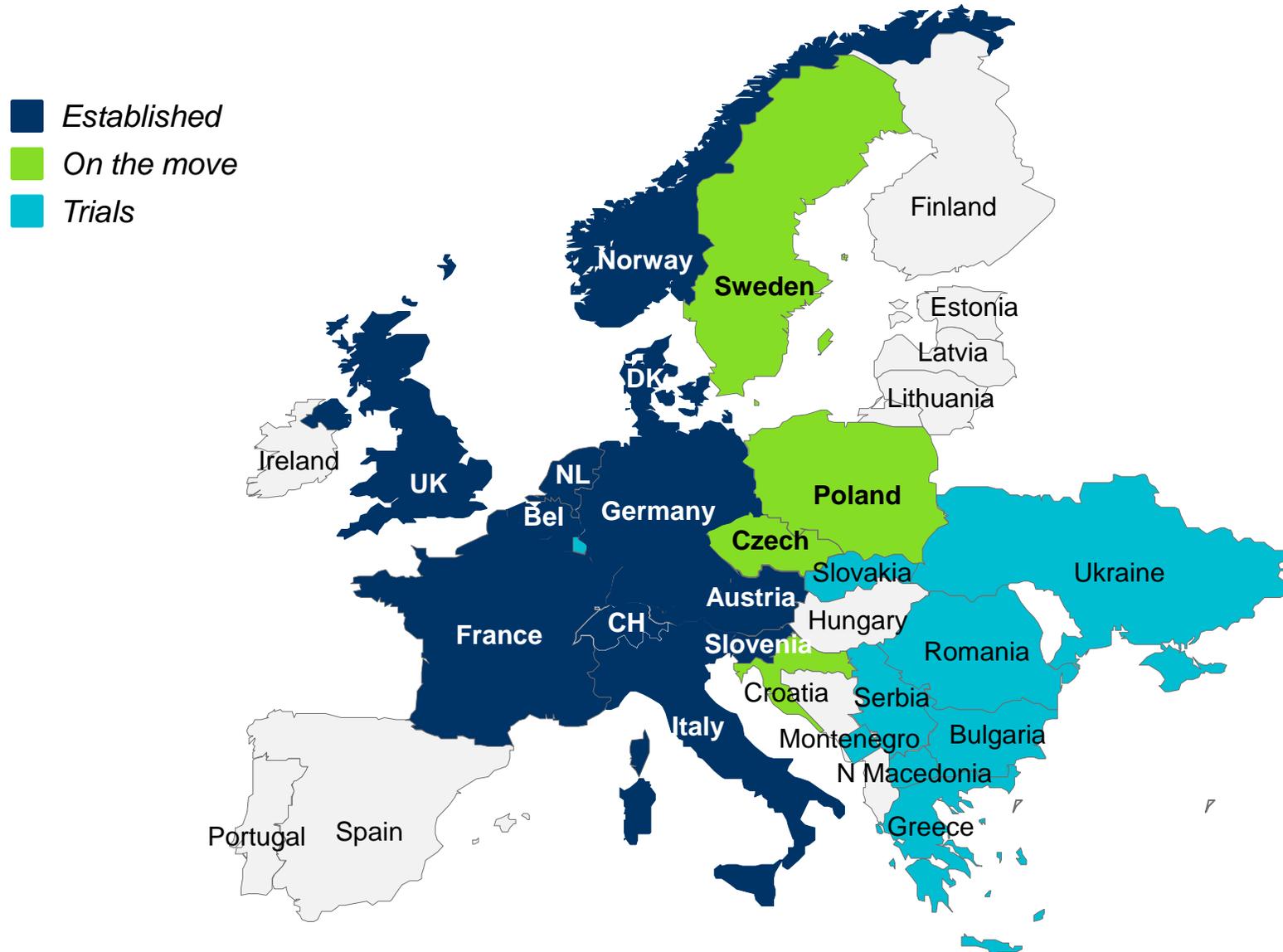
Africa and Middle East have seen a step change in interest

2023



ASBU and ATU playing key role

DAB+ established as core future platform for radio in Europe



Major markets are growing – and innovating



- **UK:** record digital listening (68%)
- Rolling out small-scale DAB

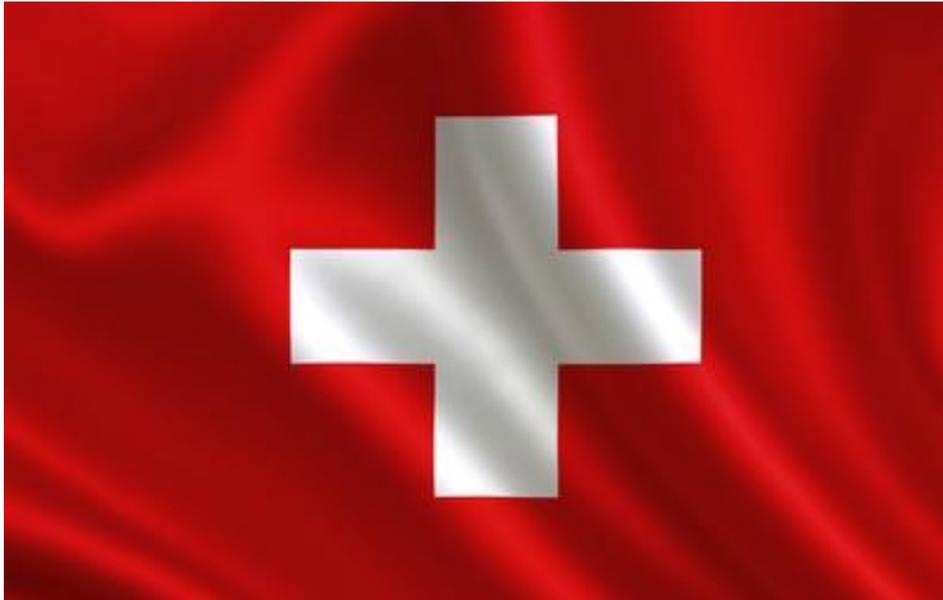


- **Germany:** rapid growth in DAB+ services and transmitters
- Proposing DAB+ as critical part of emergency warning infrastructure



- **France:** extending national and regional DAB+ coverage
- Major marketing campaign in 2023

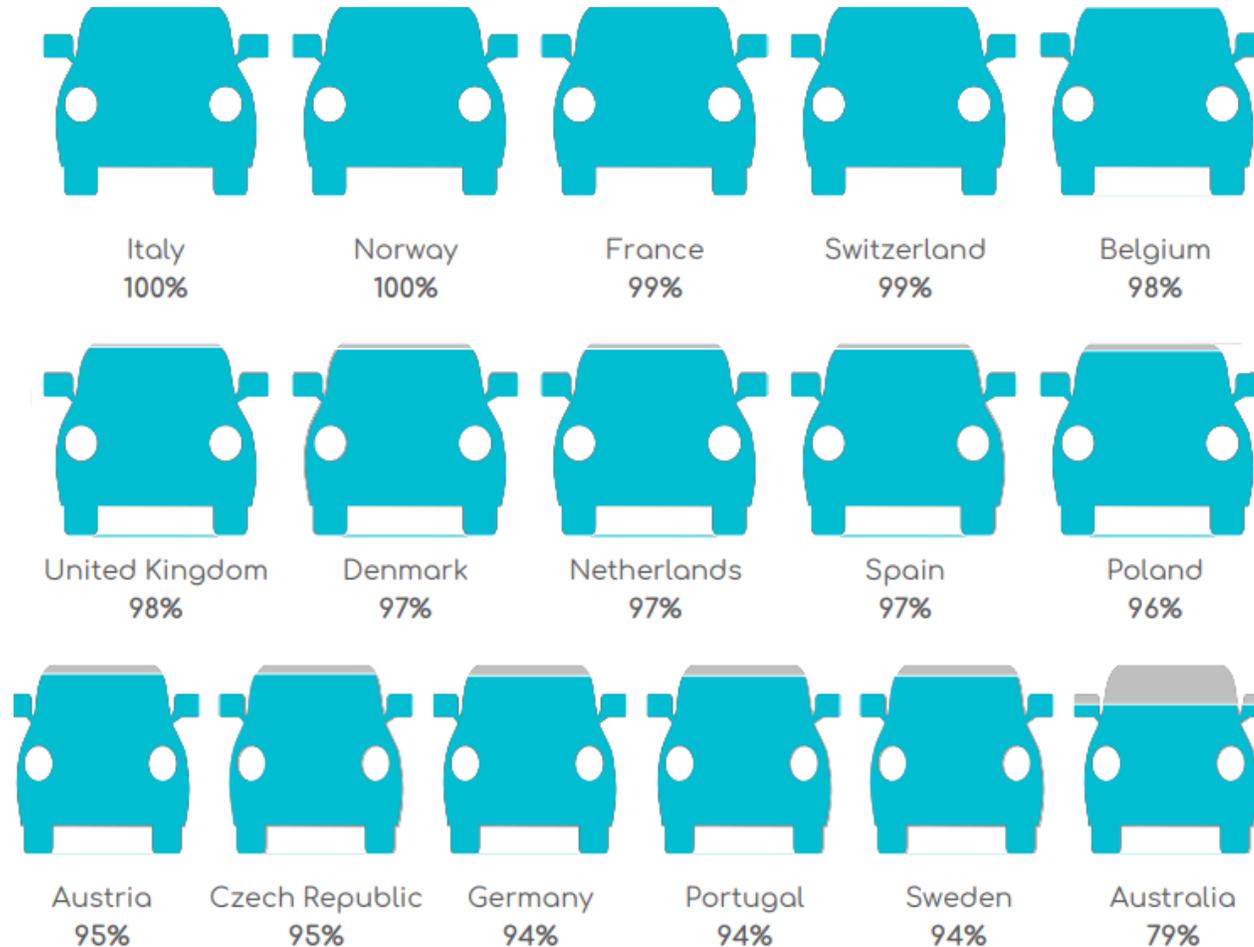
Switzerland: preparing for FM switch-off



- FM services to be switched off by end 2024

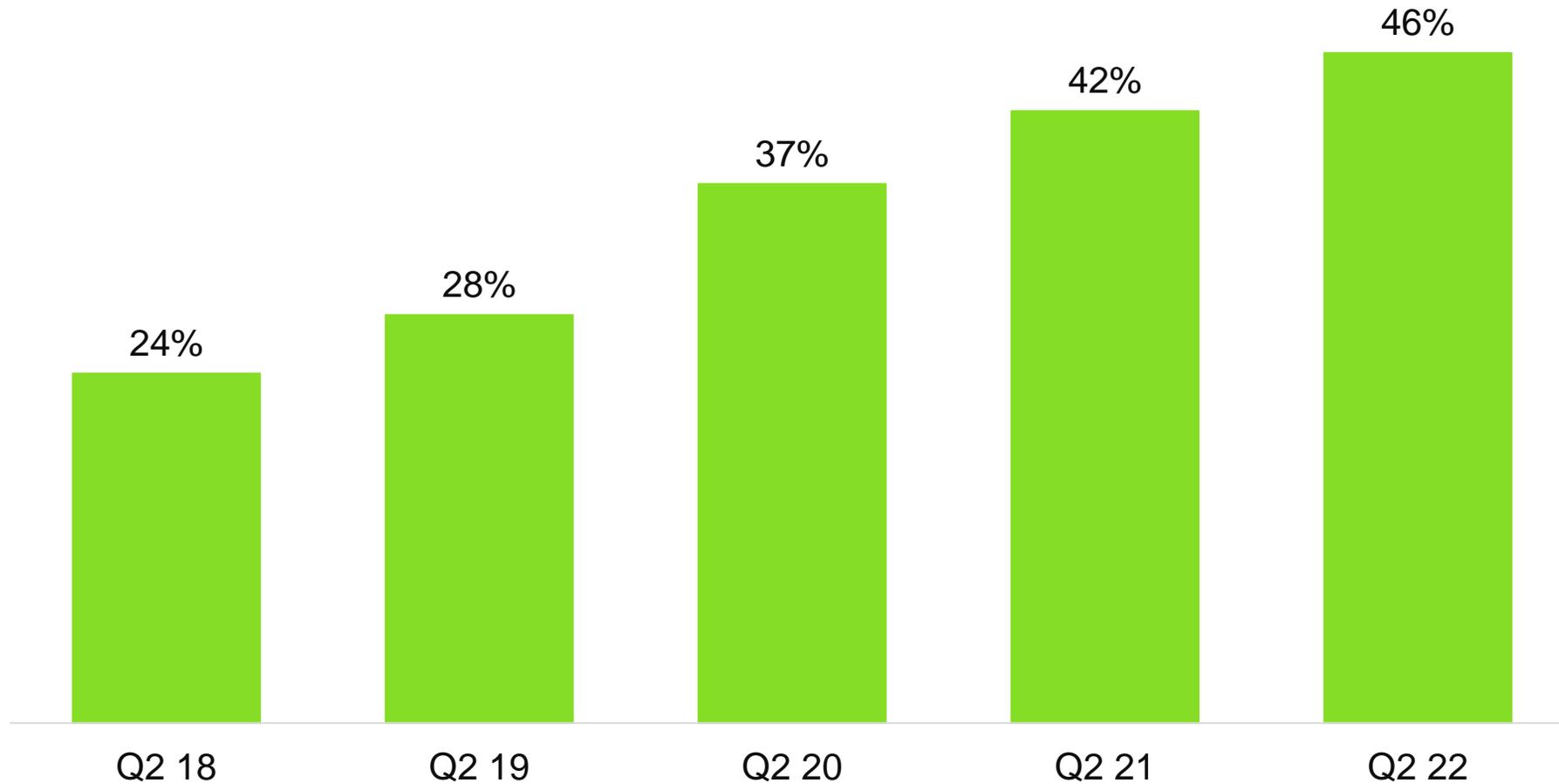
Almost all new cars now have DAB+

New cars with DAB+ as standard, Europe (2022)



% of new consumer radios with DAB almost doubled in 4 years

New consumer radios with DAB as standard



Summary

- 1 Established DAB+ markets continue to develop and innovate
- 2 Economics, environment and emergency driving the adoption of DAB+
- 3 Priority: deployment of DAB+ in Asia Pacific, Africa and Middle East

Thank you