

**SECURING THE FUTURE OF RADIO
WITH DAB+**

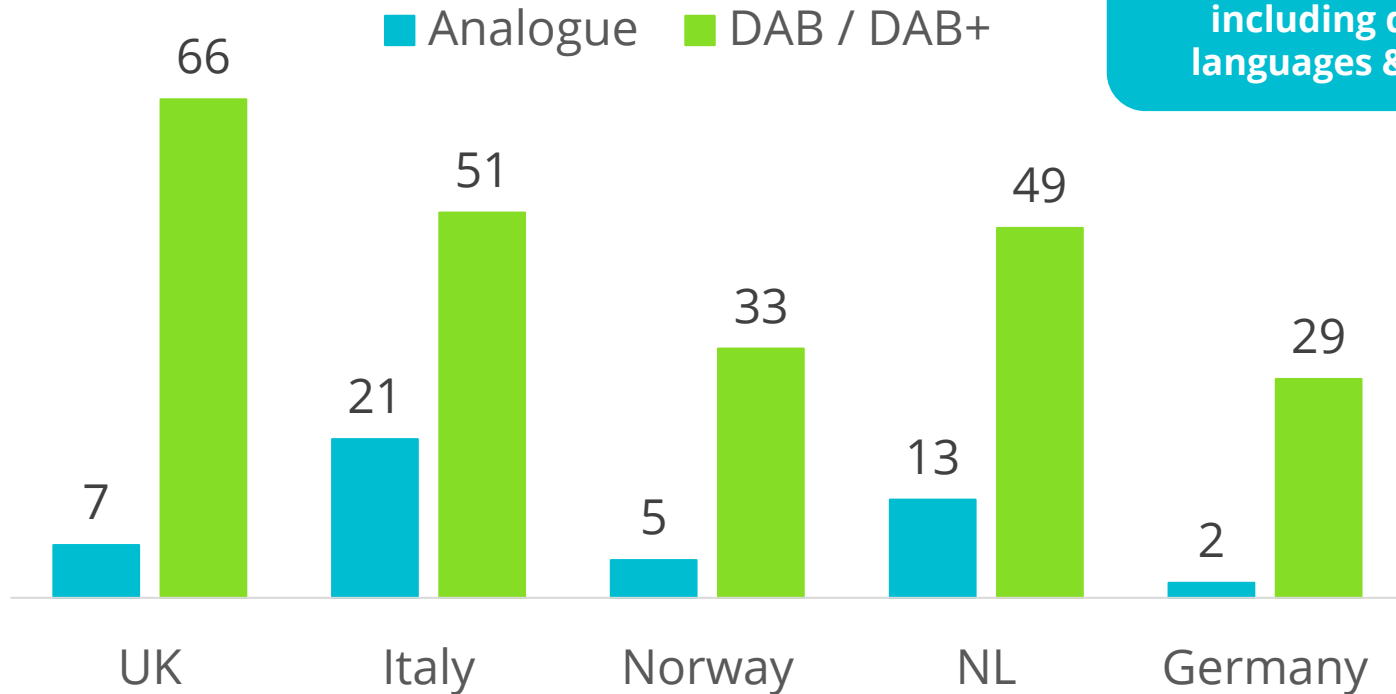
August 2024

Why DAB+?

#1 Listener & broadcaster benefits

For listeners, DAB+ offers greater choice

National radio services



On average, five times as many services – including different languages & cultures

DAB+ offers clearer sound – particularly where FM is overcrowded



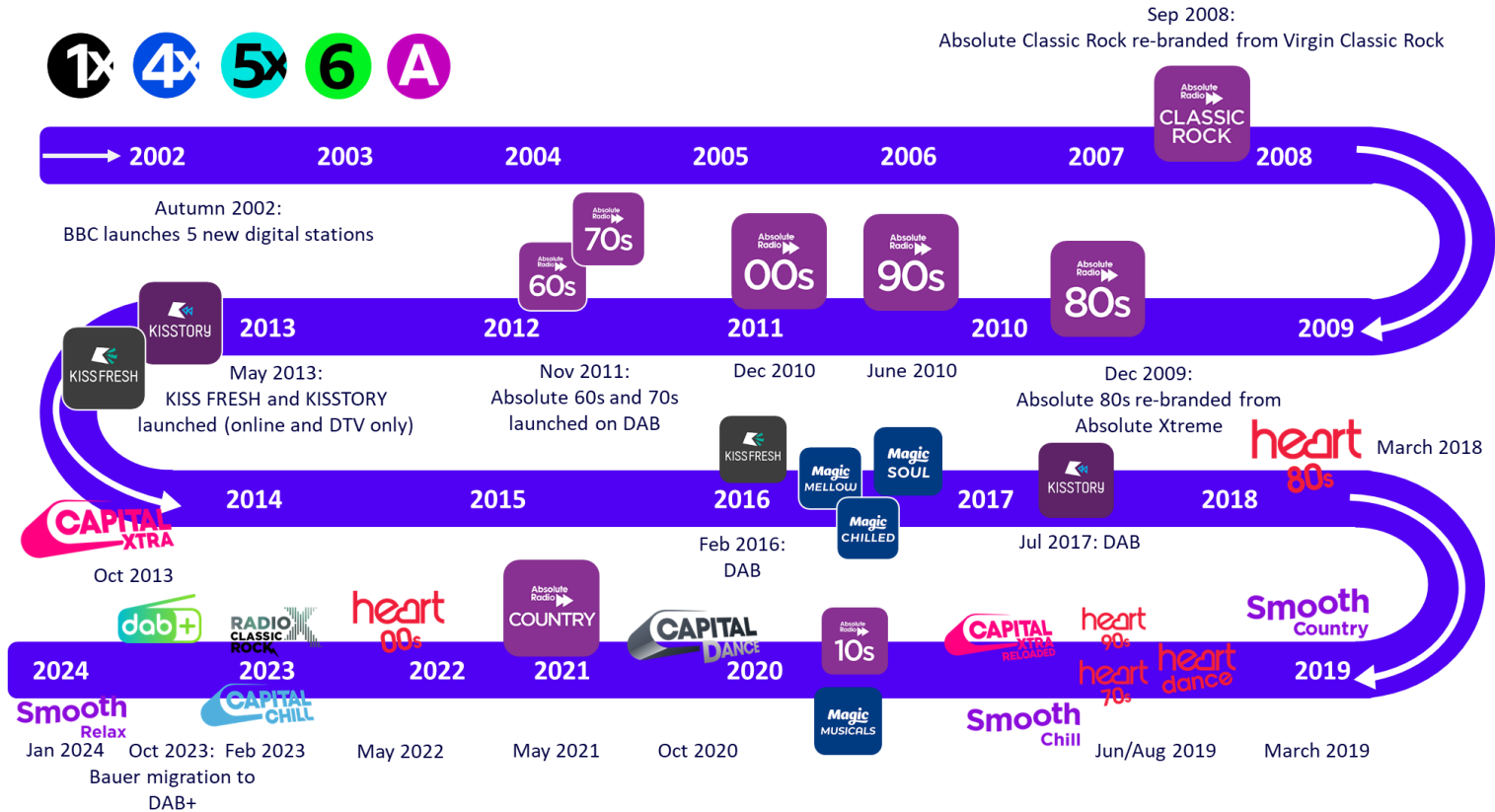
For broadcasters, DAB+ offers opportunities to innovate

Brand extensions



**Audience has tripled:
1.7 million (Q1 12) to 5.6 million (Q4 24)**

For broadcasters, DAB+ offers opportunities to innovate



CAPITAL **TAYLOR'S** **VERSION**

THE UK'S NO.1 SWIFT MUSIC STATION



12 ON THE 12TH

RADIO'S BIGGEST EVER LAUNCH!



12 BRAND NEW RADIO STATIONS
LIVE NOW ON



RADIO



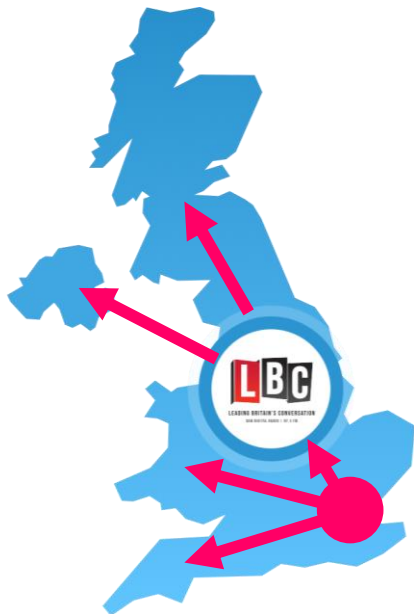
globalPLAYER



SMART SPEAKER

Opportunities to extend reach - UK

LBC expansion – from London to UK



Analogue

- LBC – for 40 years, a London radio station (news / talk)
- Audience 2014: 1.1 million

Analogue plus digital

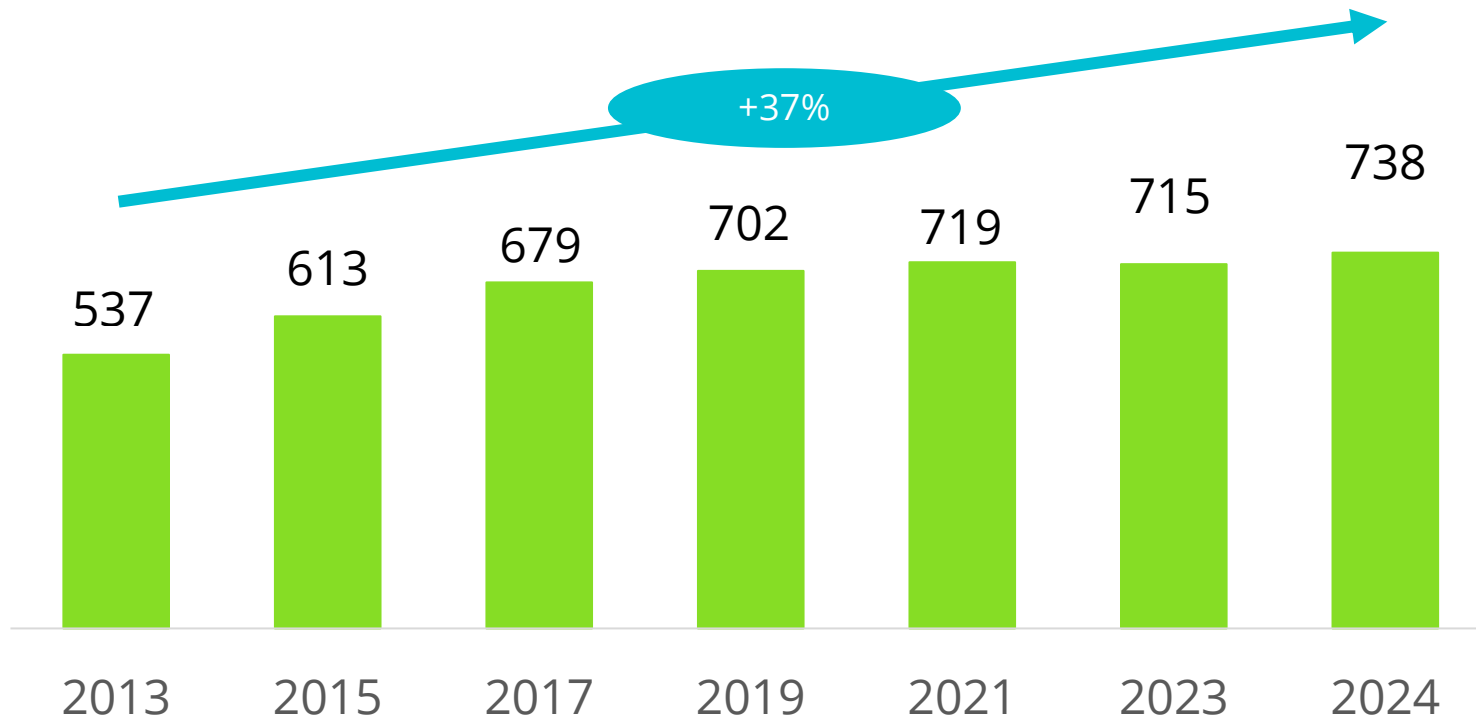
- February 2014 launched on national DAB+
- Audience today: 3.3 million (3x)

22 million people

in UK, listen to services not available to them on
analogue radio

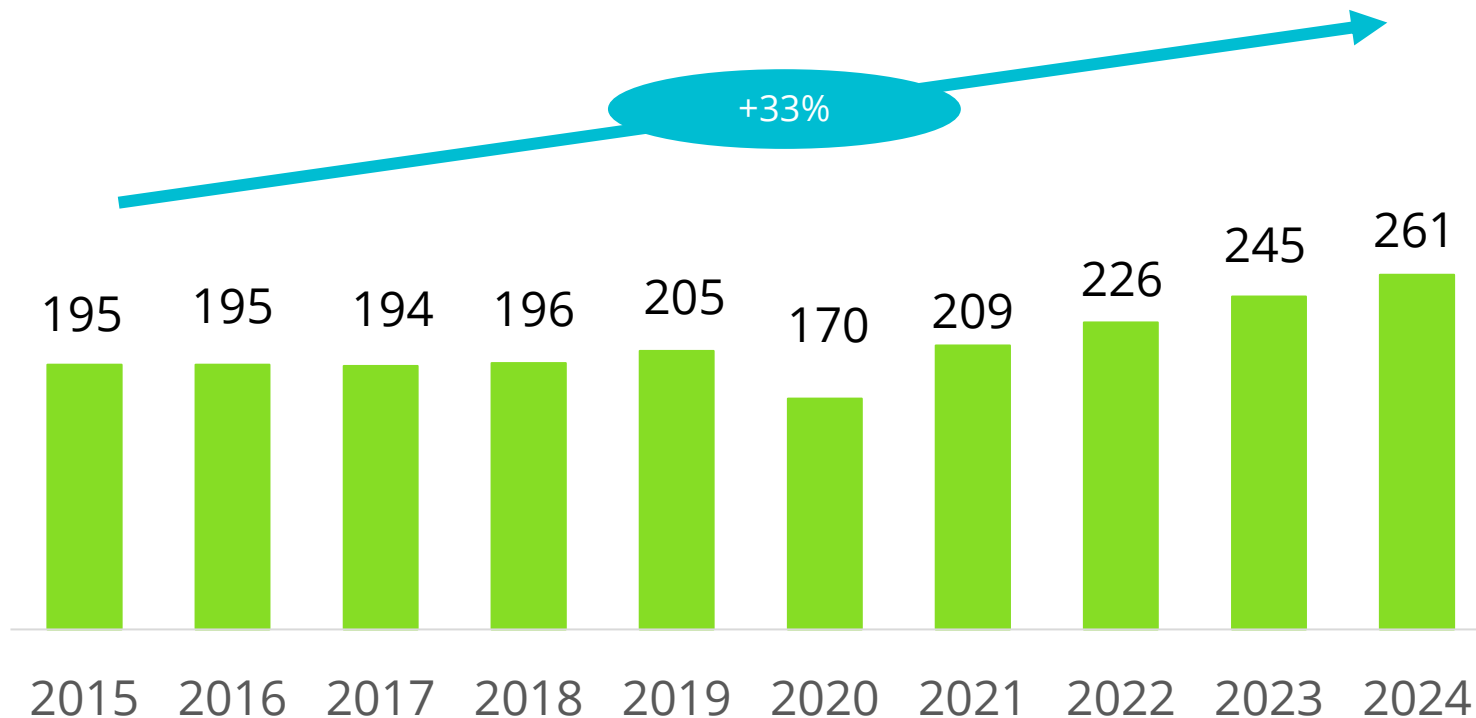
Incremental reach drives commercial revenues

UK radio advertising revenues, £ million



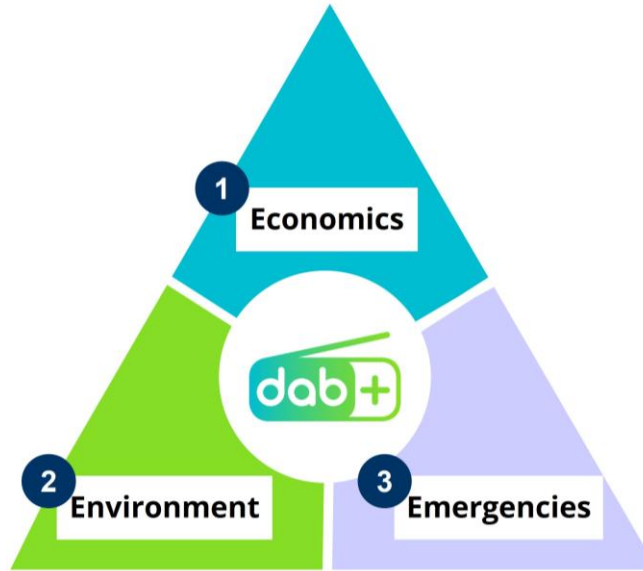
Incremental reach drives commercial revenues – Netherlands

NL radio advertising revenues, € million



Why DAB+?

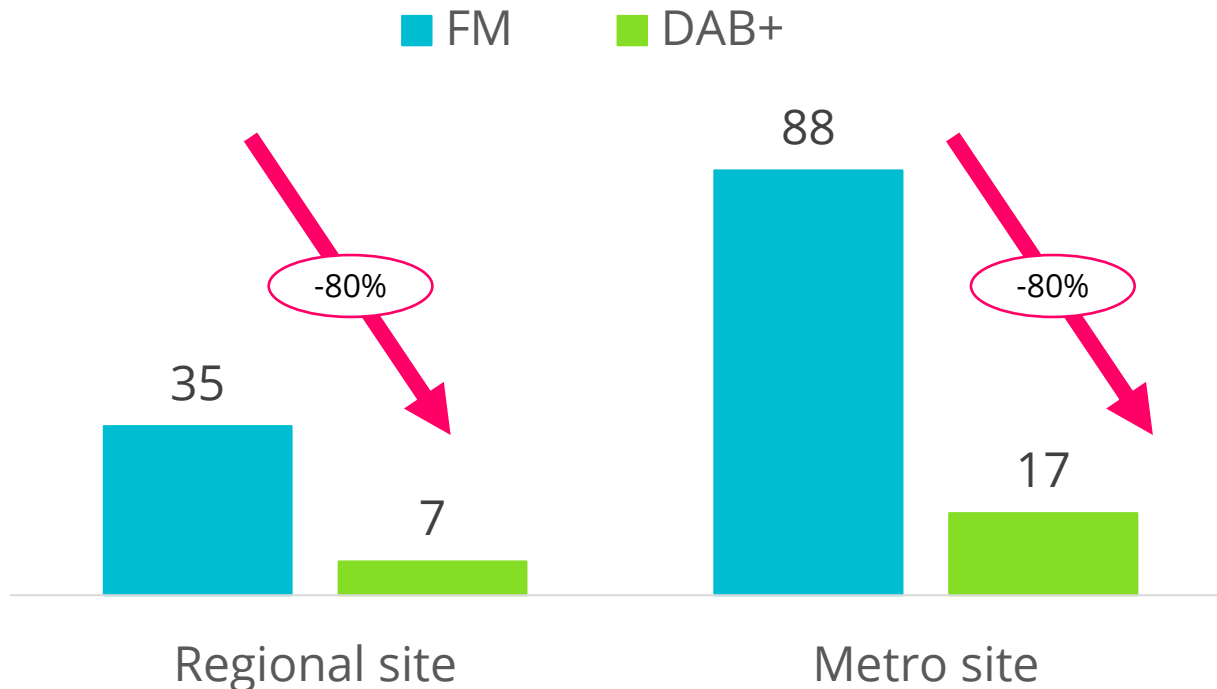
#2 Macro reasons



Economics: distribution cost per service much 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: distribution using “small-scale” DAB+

- + Innovative, lower-cost, solution
- + Based on open-source software
- + Smaller operators co-exist with other DAB services
- + UK: c.70 “small-scale” muxes on-air, c.200 possible
- + Lowers barriers to adoption
 - o Small stations in developed markets
 - o New countries taking first steps



Environment - receivers: DAB+ is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study: DAB 33% more efficient than FM

DAB+ is green radio

	DAB+ coverage as % of FM	DAB+ energy consumption as % of FM
BR	98%	26%
Antenne Bayern	99.7%	15%
Klassik Radio	78%	8%
Deutschland Radio	129%	31%

Source: Green radio - a Comparison of Energy Consumption on FM and DAB+; Bayerische Landeszentrale für neue Medien (BLM) and Bayerischer Rundfunk (BR), Germany

Emergencies – DAB+ is resilient



- Broadcast radio - reliable in times of emergency
- Mobile services less robust
- Text and images as well as audio

**ETSI specification and
accreditation now available**





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