

WorldDAB Membership

Who we are

WorldDAB is the global industry forum responsible for defining and promoting DAB digital radio. By bringing together industry professionals, WorldDAB provides knowledge and expertise that helps successfully implement broadcast digital radio.

Our Vision

Every person enjoys digital radio based on the DAB family of standards in their home, at their workplace, or on the move (in car or via mobile device)

Our Mission

Position DAB as the broadcast radio platform of the future – a backbone for broadcasters' digital strategies



Open



Collaborative



Innovative



Authoritative



Trusted

Our members



Covering 28 countries



Connecting
1,250+
Industry Experts



Our members include experts from
broadcasters, regulators and network
providers through to manufacturers of
receivers, chips, professional equipment
and automobiles



**MINISTRIES OF
TELECOMS**



REGULATORS



**BROADCAST
ASSOCIATIONS**



BROADCASTERS



**NETWORK
OPERATORS**



**END-TO-END
MANUFACTURERS**



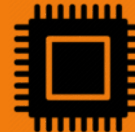
**DEVICE
MANUFACTURERS**



**AUTOMOTIVE
MANUFACTURERS**



**RESEARCH &
DEVELOPMENT**



**CHIP
MANUFACTURERS**



**SOLUTION
PROVIDERS**



**MONITORING
EQUIPMENT
MANUFACTURERS**

What we do

Together we **define** and **promote** DAB by offering **support** on **all aspects of the switch from analogue to digital radio**. This includes regulation, licensing, technology trials, network build out, marketing and production of digital radio content.

Sharing **case studies** and **best practice**, our not-for-profit remit allows us to give **unbiased advice**. We support and host industry **events**, **briefings** and **tailored workshops** providing **insights**, **analysis** and **market intelligence**.



WorldDAB General Assembly

- Brings together senior politicians, broadcasters, and DAB industry professionals from established and emerging markets
- 200+ delegates from 25+ countries

WorldDAB Automotive Event

- Focuses on DAB in the car
- Brings together the broadcasting and the automotive sectors
- 200+ delegates from 20+ countries

Tailored workshops and briefings

- Target key players in Europe, Asia Pacific and MENA
- Cover topics such as licensing, regulation, network build out, technical trials, best business case scenarios, production of new digital radio content and marketing



What we do – automotive sector

WorldDAB works closely with the automotive industry and half of our members are in this sector. We facilitate the dialogue between the automotive and broadcasting industries.

Events and Communications

- We encourage manufacturers to fit digital radio as standard
- We promote DAB broadcast radio as the most robust platform in emergencies
- We encourage adoption of free-to-air traffic information services via DAB
- We inform by sharing market data and policy updates

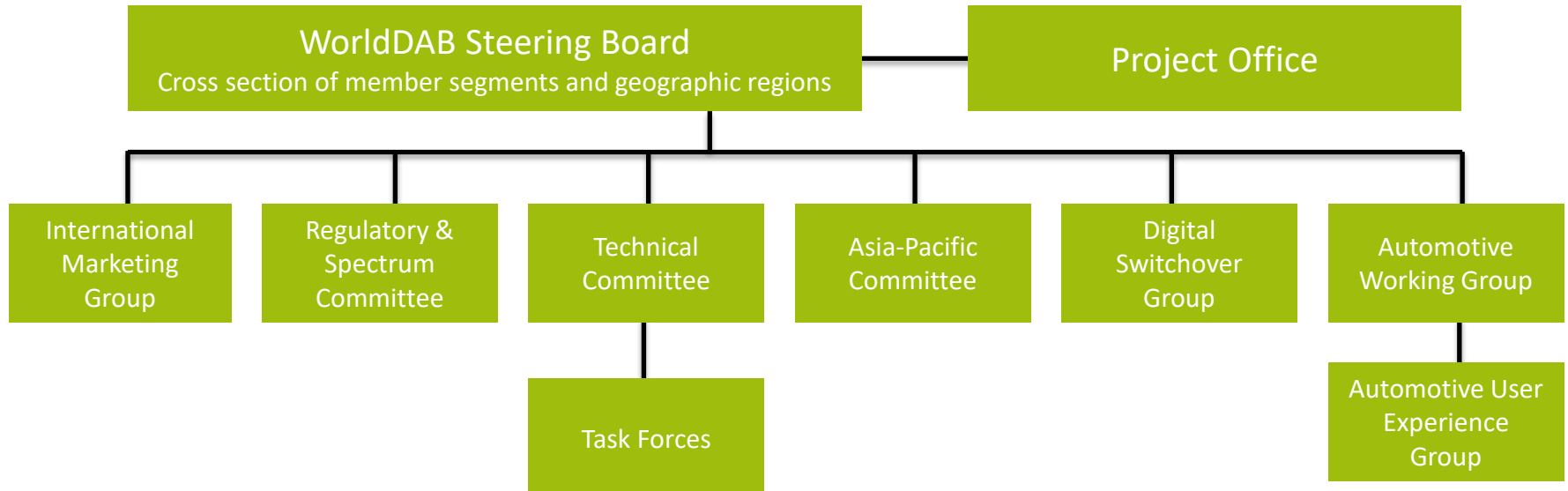
WorldDAB Automotive Working Group

- Encourages the growth of digital radio in automobiles, with its primary goal to have DAB line-fit as standard
- Supports efforts to give radio a prominent position in the connected car
- Encourages development of low cost, easy-to-install car adaptors
- WorldDAB Automotive User Experience Group works on improving the user interface for in-car digital radio
- WorldDAB TPEG Working Group working to define a common use and implementation of TPEG Services in the DAB/DAB+ system and foster the implementation in car and mobile receivers

How we work

To meet our goals we:

- Define and maintain cutting edge **digital radio standards** based on the DAB family of standards
- Work with **broadcasters** (public and private), **policymakers** and **regulators** to adopt DAB digital radio and safeguard appropriate regulation and sufficient spectrum
- Encourage **receiver, automotive** and **mobile phone manufacturers** to include DAB in as many devices / vehicles as possible
- Share **best practice** between stakeholders and encourage **collaboration** (national and international) to secure the successful deployment of DAB around the world



How we work

Steering Board

The Steering Board oversees the operational and financial management of the Forum and implements strategic measures to ensure the successful roll out of DAB.

Technical Committee

The Technical Committee oversees and maintains the DAB family of standards.

Regulatory and Spectrum Committee

The Regulatory and Spectrum Committee provides guidance on the advantages of different regulatory approaches needed in countries with varying regulatory needs.

Asia Pacific Committee

The Asia Pacific Committee works with broadcasters to provide guidance and advice on the successful roll out

of DAB+ digital radio across the Asia Pacific region.

Automotive Working Group

The Automotive Working Group works with automotive manufacturers and broadcasters to encourage the growth of digital radio penetration in automobiles, with its primary goal being DAB line-fit as standard.

Digital Switchover Group

The Digital Switchover Group provides an opportunity to share best practice, co-ordinate planning and discuss activities in preparation for an FM switchover.

International Marketing Coordination Group

The International Marketing Coordination Group provides an opportunity to share best practice, encourage collaboration and shared approaches on the marketing and promotion of DAB where appropriate.

Membership benefits

Online Members Area

- Connect with a global community of 1,000+ industry experts
- Collaborate, network, search and share information, intelligence and the resources that you need to grow your business within the digital radio ecosystem

Participation and Networking

- Help shape international policy, lobby governments and share the development of future applications by participating in WorldDAB Committees, Working Groups and Task Forces
- Targeted networking opportunities
- Free admission at WorldDAB events
- Discounted registration at industry events worldwide

Marketing Opportunities

- Dedicated member profile on WorldDAB website
- Discounted sponsorship and exhibition opportunities
- Discounted rates for advertising in brochures
- Speaking opportunities
- Profiles of success stories
- Publication of your organisation's press releases and white papers

Access to Key Resources and Intelligence

- **GfK Statistics** - DAB/DAB+ digital radio sales reports from nine European countries on a quarterly basis
- **WorldDAB ETI Library** - country snapshots of DAB ETI files and guidance on trials and testing
- **Resource Centre** - online member document sharing tool
- **Member Directory** - company listing and contact access on members-only web-based directory
- **Access to valuable strategic information first** - country rollout plans, coverage maps, Members-only newsletter, presentations and research from industry experts on digital radio

One-to-one support and technical advice

The Project Office team provides advice on all aspects of DAB:

- Regulation
- Licensing
- Technical trials
- Network build out
- Best business case scenarios
- Production of new digital radio content
- Marketing

Member testimonials



**Phil Laven, Treasurer,
WorldDAB**

'The principal benefit of being a member of WorldDAB is networking, you meet people here who have done what you're thinking of doing already, you want to learn from their experiences, avoid their mistakes and build on their successes.'



**Glyn Jones, Arqiva,
United Kingdom**

'Arqiva is a WorldDAB member because it gives us the chance to share experiences and learn what other stakeholders are doing around the world. Membership gives you the opportunity to meet people and have one-to-one conversations, make friends and find out what makes digital radio a success in your market.'



**Klaus Bischof, AUDI
AG, Germany**

'To AUDI, one of the leading promoters of digital radio, WorldDAB is fundamental for the long-term success of DAB. WorldDAB membership offers a forum for broadcasting experts to share their knowledge and experience, contributing to the continued success of DAB.'



**Ole Jørgen Torvmark,
Digital Radio Norge,
Norway**

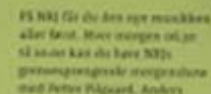
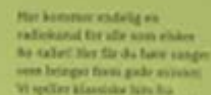
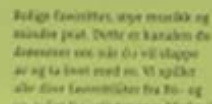
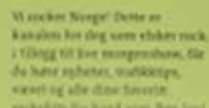
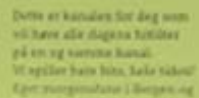
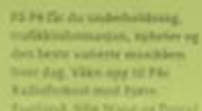
'I think the most important thing is to be able to have a place to search for information from other countries and also to discuss issues and share experience.'



**Joan Warner,
Commercial Radio
Australia, Australia**

'Being a member of WorldDAB allows us to be a part of a community that is promoting the best digital radio technology there is around.'

WorldDAB plays a key part in the rollout of DAB+ around the globe. It is a centre of expertise, information and resource for countries who are looking to explore a digital future. It is a linkage mechanism for putting people from a country that are interested in policy, political settings or how to lobby, in touch with people like me who have done that for our own rollout, or putting countries and regulators in touch with each other. It is the link that makes digital radio happen.'



3 Get involved



Contact us



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A person's hand is holding a white Philips digital radio. The radio's screen displays '13:15', 'Max Heesbol', and 'Max Heesbol'. Below the screen, it says 'DIGITAL RADIO'. The Philips logo is visible at the bottom of the device. A white cable is plugged into the top of the radio. The background is a textured, slightly out-of-focus surface.

www.worlddab.org