

Eureka!

Reaching out to the WorldDMB Community

December 2011



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Looking back

Thinking ahead

2011 has been a year of many changes for WorldDMB, its members and the international digital radio industry.

Throughout 2011 there has been a growing sense of momentum and enthusiasm for the DAB family of standards with many positive developments having taken place. These developments have included the emergence of new markets, successful launches of trials and interest from potential new markets outside the European and Asia Pacific regions where the DAB family of standards are increasingly gaining market dominance.

In addition to new market development, good news has also come out of the many different sectors that make up the digital radio industry. Chip manufacturers are increasingly focused on market penetration of DAB+/DMB chips in a wider range of devices such as tablets and mobile phones. There has also been a significant increase in the number of new devices coming to market with enhanced functionality which broadcasters are taking advantage of by airing more programmes that feature slide show and EPG. The automotive industry, a key sector in ensuring successful roll-out, is now coming on board with the major car manufacturers, such as Ford looking to fit digital radio as standard in all vehicle models over the next few years.

With so many positive developments seen over the past year we can look forward with confidence to another year of successes which will see the completion of a report on commercial business case scenarios, the launch of more exciting new devices and an increased focus on the automotive sector with workshops and events scheduled throughout 2012.



2011 has been a year of renewed enthusiasm

Working towards a harmonised, pan-european digital market



During my time as WorldDMB President, I have seen many changes in a relatively short space of time. The most immediate changes for both myself and our members have been the changes seen in the Project Office, the hub of WorldDMB. Now that there is a full complement of staff, the Project Office are now able to continue with their valuable work, in collaboration with our members, of rolling out the DAB standards.

I look forward to continuing working with the Project Office over the next two years. My personal focus will be working with the Project Office to reinforce the DAB family of standards as the only viable, future proof option for the radio broadcasting industry and elevating the position of WorldDMB as the global network for digital radio professionals.

The nature of the industry we work in with all of its many different components can be prone to change in surprising ways. In 2010 we would have little idea that the German market would so effectively and cohesively work together to bring digital radio to one of the largest radio markets in Europe in such a short space of time. This combined with other good news stories such as, Norway announcing an FM switch off date, Hong Kong about to launch their own DAB+, DMB services and successful

trials being run globally signifies 2011 has been a year of successes for the DAB family of standards.

The automotive sector has also seen growing momentum as it embraces digital radio as part of the consumer offering. A number of events were held for the automotive industry throughout 2011 and now the sector is coming fully on board. On 8 November in Munich, Germany, an event to mark the first 100 days of digital radio

to reinforce the DAB family of standards as the only viable, future proof option for the radio broadcasting industry...

was held. It was significant in that it brought together the leading car manufacturers who unanimously agreed that digital radio had not only met but had exceeded expectations. They collectively agreed that increased focus would be placed on bringing digital radio to the driver.

While the automotive industry is focusing on standardising digital radio as part of the consumer offering, chip makers are focusing on ensuring more mobile devices are compatible with the DAB technologies. The last year has seen innumerable new receivers and devices from tablets, dongles, USB sticks for PCs, mobiles, in car receivers, adaptors and new designs for the standard kitchen radio. In 2012 we are anticipating the introduction of more exciting products to be launched to the international mass consumer market by some of the largest technology companies.

All these changes and developments are hugely positive for the DAB family of standards, for WorldDMB as an organisation and international digital radio proponents. However there is still much work to be done. As an industry, with so many components it is vital that we work together to go forward. Work needs to continue in increasing penetration of the DAB family of standards into more international markets and more devices. We must also ensure that the benefits of digital radio are made even more universally known to the key decision makers both nationally and at EU level.

WorldDMB wants to see more countries broadcasting, more products, more programmes, and more digital radio stakeholders on board supporting the DAB family of standards as the choice for the digital radio future.



Jørn Jensen – WorldDMB President

Jørn Jensen, WorldDMB President

Thinking ahead to 2012



Project Director – Bernie O'Neill

Progress has been extensive throughout 2011 but it is clear when thinking forward to 2012 and onwards that there is a lot still to be achieved.

Going forward we will continue to place heavy emphasis on the areas of facilitating market roll-out, marketing and promotion of the DAB family of standards and meeting the diverse needs of our many different stakeholder groups. In addition,

prominence will be given to the Project Offices' core activities of providing coherent and tangible benefits to our members which are based on the principles of informing, connecting and supporting them as and when needed through consistent communications, and facilitating information sharing through a greater range of networking opportunities.

Having reviewed how our members will benefit from increased support has led to a number of projects in the pipeline that will come to fruition during 2012. Firstly we saw there was very much a need to provide our members and stakeholders with solid evidence of the business cases for the adoption by commercial broadcasters. In light of this the WorldDMB Project Office has commissioned a major piece of research on the business case scenarios for digital radio. The work will be completed in the first quarter of 2012 and will be used as the basis for a series of tailored workshops.

The Project Office has also seen a need to redefine its communications. This is work in progress and the first quarter of 2012

will see a new-look website with improved navigation, user friendly format and a fresher look providing users with a more enjoyable and productive on-line experience. In addition the Project Office will be providing more streamlined communications and PR to and on behalf of members.

With regards to the events and networking opportunities that enable members to connect with key international stakeholders, these will be extended and the programme offering will be increased. In addition WorldDMB will continue to attend key industry shows to highlight the many benefits that digital radio can bring.

Bernie

Bernie O'Neill,
Project Director

The importance of business case scenarios for commercial broadcasters

The commercial broadcasting sector is in need of support and information in relation to the complex decision making process for migration to digital radio broadcasting. The WorldDMB Steering Board has approved a focus on defining how this can be achieved.

The research involves collecting, analysing and collating information on the following elements:

- Comprehensive overview of added functionality which digital radio offers and how this may translate into revenue
- The advantages of DAB/DAB+ digital radio in meeting listeners' expectations when listening to news, information, music and compared to analogue radio, illustrated by case studies from existing successful commercial digital broadcast stations including cross promotion on analogue stations; use of back channels and social media for added interactivity
- Templates for business case models which can be adapted for use by individual stations

- Long term (ten year) cost comparison of shared infrastructure and operation costs compared with individual analogue broadcaster costs
- Incentives for commercial broadcasters, for example, a lengthy no new entrants period while digital services are introduced and promoted by existing broadcasters who have to develop new content and carry dual transmission costs in the short term

Through this important work WorldDMB will collate usable, practical and adaptable business models that will inform commercial radio operators in their decision to migrate to DAB/DAB+ broadcasting and a series of tailored workshops will be held throughout 2012 and beyond.



Project Office Annual Monthly Summary

2011 was a very busy and productive year for the Project Office. Many events, conferences, committees and workshops were both hosted and attended. Strategically 2011 was a year where attention was focused on supporting and championing the German radio industry in the run-up to the launch of the DAB+ network. This was successfully launched in August and a series of events have been held to mark the momentous occasion.

New Year – New Team

From January this year the new Project Director Bernie O'Neill joined WorldDMB. Since joining Bernie has worked closely with WorldDMB President, Jørn Jensen. A strategic long-term objective on starting in her role as Project Director has been to focus on strengthening the working methods and activities of the WorldDMB Project Office. This is to ensure a smooth and efficient support infrastructure is made readily available to members and the international radio industry as the migration from analogue to digital radio using the DAB family of standards increases in momentum in 2012 and onwards.



Spectrum Regulation

February began with the appointment of a new consultant for the WorldDMB Regulatory and Spectrum Committee (RSC) after Percy Pettersson retired. Mr Pettersson has been a long term supporter of WorldDMB and has been a valued member of the committee and the WorldDMB community. Radim Soukenka, who has replaced Mr Pettersson as the WorldDMB RSC Consultant has already proved that he is very thorough in his monitoring of all spectrum-related activities in Europe. Mr Soukenka is an expert in radio spectrum and has previously worked for the Czech Republic telecommunication office for many years.

European Union

February also saw the WorldDMB Project Office attend the EBU Technical Meeting held at their annual Digital Radio Week in February. Bernie O'Neill gave a presentation on behalf of WorldDMB at the Digital Radio Summit on the current status of the DAB family around the world and the WorldDMB Technical Committee (TC) also met during the event.



The EBU Digital Radio Summit was followed by the Asia Broadcasting Union (ABU) Digital Broadcasting Symposium 2011 in Kuala Lumpur. A WorldDMB Asia Pacific Committee meeting was held at the same event, where the APC chair Joan Warner met with many influential key stakeholders in the Asia Pacific digital broadcasting industry. March also saw The Association of European Radios (AER) hold their annual conference in Brussels to which WorldDMB were invited to actively participate to update delegates on the latest news affecting the international digital radio industry. It was during this event that the Keynote, Madame Kroes (Vice-President of the European Commission responsible for the Digital Agenda) welcomed WorldDMB's creation of the Receiver Profiles, citing them an example of "creative thinking". She commented that "I think that there is great potential for digital radio, as the UK and Danish experiences demonstrate" and warned that radio must not get left behind in the digital revolution. The month finished with attendance at the international radio industry gathering in Copenhagen for Radiodays Europe 2012.

A new member of staff, Caroline Seville joined the Project Office as the Marketing Manager at the beginning of April. Caroline has experience of working for an industry body with experience in communications international membership management and events marketing. Within WorldDMB Caroline is responsible for WorldDMB communications, public relations, event management and oversight of the corporate image and brand identity of WorldDMB.



In May, work continued

with raising the profile of the DAB standards and representing our members at events from Germany, Stockholm and Lyon. WorldDMB were on hand to show support for the launch of the Lyon RNT trial and celebrate positive movement in France, which has since been replicated with the demonstrations in Marseille and Paris. The meeting in Sweden, Radiopuls was very positive with strong messages of support for the DAB standards coming from the UK, Germany, Norway and Sweden. In attendance were representatives from companies such as digital radio Volvo and Saab who were demonstrating in the car. WorldDMB were also invited to be guests at the Broadcast Network Europe (BNE) meeting the next day where pledges were made to collaborate to ensure that the digital radio industry speaks with one voice on relevant issues.

Poland

The Project Office was invited to Warsaw for an event on visual radio in June. This focused on the potential future of DAB+ in Poland and was attended by over 50 delegates representing public and private broadcasters and senior industry stakeholders. Poland is currently increasing its activity on a proposed migration to DAB+ and the Project Office is supporting the radio industry by providing support in the form of information exchange.

The start of summer brought WorldDMB's annual Car Workshop. Over 70 industry representatives attended the event in Munich, with attendees from companies such as BMW, Audi, Clarion, Bosch, Frontier Silicon, Daimler, Jaguar Landrover and many more. Further car workshops are planned for 2012, one in Europe and another in Asia.



Summer also saw the EBU Technical Assembly, a very successful Marketing Committee seminar in Berlin, an RSC meeting in Paris, a Steering Board meeting in Geneva and a visit to Hong Kong to meet key stakeholders in the DAB+ launch. The Project Office also attended Broadcast Asia in Singapore. Meanwhile, the Project Office were busy preparing for two major events in the digital broadcasting calendar – IBC and IFA.

WorldDMB Car Workshop

September saw the Project Office arrange for two information exchange sessions. Key stakeholders in the UK met delegates from KCC in Korea and later in the month from RTR/KommAustria. The attendees met with representatives from the public and commercial broadcasters, and also the Department for Culture, Media and Sport and Ofcom. More meetings of this type for country representatives looking to find out more and or adopt the DAB standards are planned for 2012.



Our flagship event of the year, our General Assembly, was held in Zurich this year in October and we acknowledge sponsors of SRG SSR and Swisscom. The theme of the conference in 2011 was "Success through collaboration" and examined how different sectors of the industry need to work together to achieve a positive launch and rollout of digital broadcasting. Over 100 participants, representing more than 75 organisations from 18 countries attended. Other events and meetings attended in October included the Regulatory and Spectrum Committee in Oslo, Mediantage Munich and the Paris Motorshow.

WorldDMB Roll-out Seminars

The last part of the year continues, with a recent Marketing Committee Seminar in The Netherlands, where the Netherlands Public Broadcaster (NPO) confirmed its commitment to adopting and rolling out DAB+. The Project Office was also represented at both Telematics Munich and the ABU General Assembly in New Delhi. Also members of the Technical Committee gathered in London for their final meeting of the year.

Finally the Project Office has moved to new premises on New Oxford Street, Central London and December brought the final Steering Board of 2011. In addition, work commenced on a review of the WorldDMB website and corporate branding.

Radio Industry Key Events 2011

During 2011 the WorldDMB Project Office attended a number of key industry events. This enabled the Project Office not only to connect with members but also to elevate the position of WorldDMB and the DAB standards.

RadioDays 2011 Copenhagen, Denmark 17 – 18 March 2011



RadioDays provides a great opportunity for WorldDMB members to gather together in cooperation and make the argument for the DAB standards heard at an international level. The WorldDMB President and members of the Steering board championed WorldDMB during speaker slots and a number of our members actively engaged during discussion times. It was also during RadioDays that it was reconfirmed that there was a need for WorldDMB and its members to work on a united, cohesive message about the technology, its strengths and benefits that could be broadcast to the wider radio community.

RadioDays 2012 will be held in Barcelona, 15-16 March and WorldDMB are official partners.

IFA Berlin, Germany 2 – 7 September 2011



Europe's biggest consumer electronics trade fair, IFA, was all about digital radio this year. Held in Berlin, September 2 – 7, the show came one month after Germany, Europe's biggest radio market, launched its first national digital radio services. The main event was a "Digital Radio Day" hosted by WorldDMB and the German Digital Radio Project Office, the ARD and DRD. Broadcasters from the UK, France, Italy, Belgium, Norway, Sweden, Switzerland and, of course, Germany, called for a single European market.



The affirmative pan-European pro-digital radio message was clearly emphasised by Helmut Bauer of Digital Radio Deutschland

who opened the event saying: "We did it! Digital radio's been on-air in Germany since August 1, 2011. It's good to be part of the worldwide digital radio family!"

IBC Amsterdam, Netherlands, 8 – 13 September 2011



This year's event was hugely successful for WorldDMB. With a well located stand, the WorldDMB Project Office displayed a selection of the latest receivers for the home, car and mobile that generated a lot of interest from countries that are already rolling out digital radio, and also from new countries wanting to find out more. Our main takeaway from IBC 2011 was the growing interest, enthusiasm and momentum for digital radio in light of the German launch of DAB+, with enquiries about the Eureka 147 standards coming from all corners of the globe.



Summary on the WorldDMB General Assembly 'Success through collaboration' Zurich, Switzerland, 27-28 October 2011

This year's General Assembly was the most successful to date with a higher turn-out of delegates than on previous years. The event was opened by the re-elected WorldDMB President Jørn Jensen who said, "To ensure the future success of digital radio all industry stakeholders need to work in collaboration to see the DAB family of standards become more readily available across a range of different consumer devices". The event included debates and discussions on the latest industry developments from a panel of experts from Europe, America and the Asia Pacific Region.

The conference also saw new market data released where GfK's Alexander Dehmel highlighted the momentum currently being seen in the consumer market with positive sales figures being seen for digital radio receivers particularly in Germany. The latest developments on digital radio roll-out were also presented from Hong Kong, Australia, Switzerland, Norway and Belgium and delegates were also able to hear about the latest news on the car market. Laurence Harrison of DRUK reported that 18% of new cars in the UK include digital radio, with Ford and Vauxhall leading the way.

Overall, the conference confirmed a renewed enthusiasm and confidence among digital radio proponents across Europe and around the world. It also demonstrated a proven model of cooperation for successfully rolling out digital radio technology in new markets.

Next year the conference will be focusing on how to continue driving the momentum for the DAB family and we are expecting an even higher turn-out of both members and non members.



GfK's Alexander Dehmel presented new, unreleased market data and positive sales figures for the digital radio industry.

2011 Per Erik Selemark Award

Hossein Yassaie, CEO of Imagination Technologies

received the WorldDMB 2011 Per Erik Selemark Award for services to DAB at the 17th WorldDMB General Assembly.

As a pioneer of digital radio, Hossein Yassaie was the driving force in developing a brand new, low cost DAB chipset, thus enabling sub-£100 digital radios and initiating the international mass consumer digital radio market. In his acceptance speech, Hossein stated that the mobile phone sector remained the challenge for digital radio, but that all technical issues were solvable. What is now required is strong communication to the mobile industry of confidence in the global future of digital broadcast, and certainty of FM switchover planning.

The WorldDMB Project Office and members would like to congratulate Mr Yassaie and thank him for his outstanding service to the DAB family of standards. Last year's winner of the Per Erik Selemark Award was Lindsay Cornell, Principal Systems Architect, from the BBC.

Hossein Yassaie wins 2011 Per Erik Selemark Award



WorldDMB Committees

Lyndsey Cornell, TC Chair



The WorldDMB Technical Committee (TC)

The TC has 117 members and, under the Chair Lindsay Cornell, is responsible for overseeing the standardisation of Eureka 147, which is the basis for both DAB/DAB+ and DMB technology. It ensures that receiver equipment and broadcast technologies are compatible. The TC also upgrades and advances the standard in line with other technical developments. Finally, the Technical Committee looks to future-proof all DAB equipment (both receiver and broadcast based).

There are three Task Forces within the TC which develop new specifications and guidelines. The Service Following Task Force is engaged with setting the rules for broadcasters and receivers for DAB/DAB and DAB/RDS. The BIFS TF is focusing

on adding BIFS to DAB and DAB+, while the TF Filecasting is working on enabling broadcast podcasts.

This year there have been three meetings of the Technical Committee in Geneva, Lyon and London. Seminars are held the afternoon before the Technical Committee meeting, and previous topics this year have focused on BIFS services and equipment, DAB signalling and Loudness.

Netherlands and Belgium – new ways of launching DAB/DAB+”. In order to offer valuable networking opportunities, the seminars are now open to non-members, and they have proved to be very successful and informative. If you are interested in attending the next workshop, make sure you sign up to receive all the latest information on the Marketing Committee through the WorldDMB website: www.worlddab.org

Beatrice Merlach, MC Chair



The Marketing Committee (MC)

The meetings of 2011 took the form of “Best Practice Seminars”, on topics ranging from “Best Case Commercial Radio Stations”, to “Developing the Best DAB+ Industry” in Germany, and the latest one held in The Hague focused on “The

Hanns Wolter, RSC



The Regulatory and Spectrum Committee (RSC)

The RSC has met three times this year, and during this time Percy Petterssen retired as consultant to the committee, and was replaced by Radim Soukenka.

WorldDMB Committees continued...

The main focus of this committee this year has been monitoring the process of the L Band consultations held within the ECC and the CEPT. As always, we welcome more members into this very important committee.



Joan Warner, APC Chair

The Asia Pacific Committee (APC)

The APC is Chaired by Joan Warner, CEO of Commercial Radio Australia. The Committee is made up of WorldDMB members, and is open also to broadcasters

and other partners from the radio industry in the region. Its purpose is to provide a networking and exchange forum on all aspects of DAB/DAB+/DMB technology and rollout for broadcasters and industry stakeholders in the region. The Committee meets several times a year in parallel with events taking place in the region: at the Asia-Pacific Broadcasting Union (ABU) Digital Broadcasting Symposium which takes place every year in Kuala Lumpur, Malaysia; at the ABU Technical Committee and General Assembly which takes place late October/early November and in June at Broadcast Asia, Singapore. This committee also oversees the programme content, speakers and marketing of WorldDMB events, seminars and speaking opportunities in the region.

WorldDMB members can join any of these committees by going to: <http://members.worlddab.org/profile> and tick the relevant committee box and stay informed about meetings and recent documents.

Key events in 2012

Le Radio Paris 5 – 7 February
14th International Exhibition, Conference, Moscow 7 – 9 February
EBU Digital Radio Week 13 – 16 February
Mobile World Congress, Barcelona 27 February – 1 March
ABU Digital Broadcasting Symposium 2012 Kuala Lumpur, Malaysia 6 – 9 March
Geneva MotorShow 6 – 18 March
WorldDMB Steering Board Madrid, Spain 14 March
RadioDays Europe Barcelona 15 – 16 March
CCBN 2012 China 21 – 23 March
Hong Kong Electronic Fair 13 – 16 April
NAB 2012 Las Vegas 14 – 19 April
WorldDMB Car Workshop Europe May (date TBC)
WorldDMB Car Workshop Asia May (date TBC)
Digital Radio Conference Wroclaw, Poland 9 – 10 May
KOBA Korea 28 May – 1 June
Broadcast Asia 2012 Singapore 18 – 22 June
IFA Berlin 31 August – 5 September
IBC Amsterdam 6 – 11 September
WorldDMB General Assembly Berlin, Germany 18 – 19 October

WorldDMB Partnerships

WorldDMB is the network of professionals facilitating the future of digital radio broadcasting based on the DAB/DAB+/DMB standards, drawing on over 80 members from across the globe and from all stakeholder segments and geographies. In this role as broker for industry knowledge and promotion of a co-ordinated roll-out of services, WorldDMB actively collaborates and partners with industry bodies in Europe and Asia.

Europe

Association of European Radios (AER – Association Européenne des Radios)



The Association of European Radios (AER) represents over 4,500 private/commercial

radio stations across Europe and aims to enable the most suitable framework for private commercial radio activity. AER has a seat on the WorldDMB steering board and the WorldDMB Project Office is collaborating with AER so that AER members will have access to the latest information and research on the business cases, existing and future monetization opportunities within digital radio.

EGTA



EGTA is the trade association of television and radio sales houses that market the advertising space of both public and private broadcasters across Europe and beyond. WorldDMB is in discussions with EGTA around how best to educate advertising houses and agencies about the revenue potential of digital radio.

European Broadcasting Union (EBU)



EBU is represented on the WorldDMB Steering Board. WorldDMB works closely with 3 departments within EBU:

- EBU Technical department.
WorldDMB contributes to the annual EBU Digital Radio Week which in 2012 will take place 13-17 February.
- European Digital Radio Forum (EDRF).
WorldDMB is a member of this body facilitated by EBU which is focused on investigating how the digital radio industry can influence policy making in Brussels and meets 3-4 times every year. Members of EDRF are WorldDMB, IMDA, EBU, RadioDNS, and DRM.
- EBU New Radio Group
The New Radio Group (NRG) is a sub-set

of EBU members and provides a forum to share knowledge and expertise about digital hybrid radio. WorldDMB worked closely with the NRG on a live digital radio broadcast and conference in the European Parliament 11-12 October 2011 and will continue to do so throughout 2012.

Major industry events in Europe where WorldDMB participate:

- **Mobile World Congress (GSM Association), 27 Feb-1 March 2012**



Digital radio in mobile devices is a key strategic focus area for 2012 and WorldDMB will attend this event to meet with the major handset manufacturers, display existing devices on the market and to identify opportunities for market growth. WorldDMB members will work together to ensure a live DAB/DAB+/DMB signal at this event.

- **Radio Days Europe Barcelona, 15-16 March 2012**



WorldDMB is programme partner for Radio Days Europe and has contributed to the development of the conference programme and will be present at the event with a display of the latest digital radio receivers.

- **IBC Amsterdam, 7-12 September 2012**



WorldDMB will attend this event again in 2012, and as in 2011, will contribute to the conference programme, take a booth to display the latest home, mobile phone, tablets, in-car solutions, and host a networking drinks evening.

Other national industry events where WorldDMB will participate in 2012:

- Le Radio, Paris, France
- Prix Italia/Raiway, Italy

- Digital Radio Conference, Poland, May 2012
- AMETIC (consumer electronics association), March 2012
- IFA, Berlin, Germany, September 2012

And national radio events in Austria, Belgium, Netherlands.

Asia Pacific

- **Asia-Pacific Broadcasting Union (ABU)**



ABU is represented on the WorldDMB Steering Board and WorldDMB collaborates closely with the ABU on dissemination of information about DAB/DAB+/DMB in the Asia Pacific region. WorldDMB will convene a Digital Radio workshop at the ABU Digital Radio Symposium, 6-9 March 2012, and will attend the ABU Technical Committee and General Assembly in Autumn 2012.

- **Commercial Radio Australia (CRA)**



CRA supports WorldDMB activities in the region and contributes to the marketing and rollout of DAB+/DMB in the region. CRA has developed several marketing information materials and tools which are available at www.digitalradioplus.com.au

Asia Pacific Industry events where WorldDMB will be present:

- **Broadcast Asia**



A radio stream is back on the agenda at this conference. WorldDMB will have an exhibition space, shared with WorldDMB members active in the region and will display a range of digital radio receivers for home, mobile and car, available in the Asia Pacific market.

Other events in Asia Pacific region where WorldDMB will be present:

- KOBA, Seoul, 29 May – 1 June 2012
- CCBN 2012, Beijing, 21-23 March 2012

Automotive

In-vehicle digital radio solutions are key to the success of digital radio. Most major manufacturers now line-fit digital radio and there is a growing range of after-market solutions. WorldDMB works closely with national automotive associations:

- SMMT, UK
- France
- VDA, Germany
- ATA, Italy

Japan/Asia car manufacturers

WorldDMB collaborates close with also key consultancies in the automotive sector, as well as Traffic and Travel related bodies:

- Telematics Update (Europe and Asia chapters)
- TISA



Automotive 2011

Digital radio on the road

The automotive industry is key to ensuring the successful roll-out of digital radio. Therefore, WorldDMB have focused on working closely with the international car sector throughout 2011 and extensive progress has been made.

In November the German automotive manufacturers BMW, Audi and Daimler joined a press conference hosted by Bayern Digital Radio to publicly show their support for digital radio. These important brands announced all of the models which currently support DAB will also support DAB+.

This follows an announcement by Ford in early 2011 that digital radio will be standard in all models by 2013, one year earlier than the UK industry-wide agreement. A survey carried out by the SMMT (UK Automotive Association) and CAP said that the number of new cars fitted with digital radio as standard has risen by 184% between January and September compared with the same period in 2010.

Australia is also seeing a commitment from the local automotive sector. BMW was the first manufacturer to announce DAB+ as a factory fit option in Australia swiftly followed by Audi.

In addition the following automotive brands are now offering DAB/DAB+ as an option or as standard across their ranges: Fiat, Ford, Jaguar Land Rover, Lotus, Mercedes Benz, Mini, Renault, Seat, TVR, Toyota, Vauxhall, Volkswagen and Volvo.

2011 has also seen a growth in the after sales market, with new devices coming to high street. In November Pure launched the new Highway 300Di which has been promoted by broadcasters and is being supported by the car equipment retailer Halfords.

PURE Highway 300Di



Country progress update

With the automotive sector increasingly on board, the broadcasters now have the responsibility to drive the momentum for the adoption of the standards forward.

UK

In the UK Digital Radio UK (working to progress digital radio) in partnership with the Society of Motor Manufacturers and Traders (supporting the interests of the UK automotive industry) held the first in-vehicle digital radio conference. At the event BBC, where the UK Government committed to a digital future for radio, the BBC announced its intention to build out to 97% DAB digital radio coverage by 2015, and Vauxhall (the 2nd largest vehicle manufacturer in the UK) committed to having DAB digital radio across the entire vehicle range by 2013. Also at the conference, Digital

information on which services will be on-air and clear product specification guidelines. One of the five Working groups on digital radio is also dedicated to Traffic & Travel services. As mentioned the German automotive sector joined the broadcasting industry to publicly support digital radio as part of an on-going press campaign. There were also models on display at Frankfurt Motor Show which included digital radio.

Switzerland

Switzerland is also continuing to work closely with the automotive sector to ensure that Swiss drivers receive the best digital radio experience possible. With coverage at 99%, the Swiss market is now focusing on a plan for tunnel re-broadcast systems – a voice break-in which can be used in emergencies. This project is an important digital radio and automotive collaboration.

With coverage at 99%, the Swiss market is now focusing on a plan for tunnel re-broadcast systems



Radio UK confirmed the industry's intent to launch a two-year connected consumer communications campaign starting in December 2011. Worth over £10 million, this will run across BBC TV, national print and radio. The conference was also the site for in-depth discussions on traffic and travel service provisions, in-vehicle installation and the Digital Radio Certification Mark.

Germany

The German digital radio market is also supporting the development of digital radio in cars after the launch this year of the national digital radio multiplex. German broadcasters have been co-ordinating their efforts with automotive brands providing

Australia

Finally, looking towards Australia Commercial Radio Australia (CRA) continues to broadcast automotive promotions and work is ongoing on ensuring an acceptable level of coverage is reached in cities and for the automotive sector. In addition work is also ongoing on putting in in-tunnel repeaters. Work on TPEG services is also being carried out alongside manufacturers to get services on-air and devices in the market. Early in 2011 over 100 representatives of the automotive industry attended an event dedicated to the promotion of digital radio in cars.

WorldDMB continues to work closely with the automotive sector:

- The Project Office has regular contact with all of the major automotive associations around Europe SMMT, VDA and ATA.
- This year's WorldDMB Car Manufacturers event once again brought together the broadcast and automotive industries from across Europe.
- Importantly, WorldDMB has also been working on providing the broadcast industry with clear guidelines for 'Service Following' an area in which the automotive and broadcast sectors have combined to give the driver the best experience.

- WorldDMB attends many of the key automotive events to track trends within the in-car sector including Frankfurt Motor Show, Telematics Update Munich and the Tokyo Motor Show.
- WorldDMB also provides information and education to automotive brands and this year both BMW & Audi became WorldDMB members.

Future take up rates....

"Sales of factory-fit DAB radio are forecast to grow rapidly from 600,000 units in 2010 (representing a 5% fitment rate) to 5.8 million in 2015 (representing a 35% fitment rate)" - SBD, The Future of Broadcast and Internet radio in car, July 2011.

BMW and Audi are the newest world dmb automotive sector members



New devices – a focus on the interactive screen

The digital radio industry has seen the introduction of many new innovative devices that support the DAB family of standards throughout 2011. New styles and designs of kitchen radios, dongles for your iPhone, USBs for your PC, mobile phone headsets, and tablets now enable the consumer to access radio where ever and whenever they desire. What has been noticeable is not only the varying price range, of the new products from the very affordable to the high end receivers but also the increasing attention given to the interactive screen.

Today the interactive screen has become a part of daily life for millions. This has resulted in the whole value chain of digital radio increasingly focusing their attention on ensuring the consumer is provided with both what they want and expect and to bring radio into the modern digital age, enabling it to better compete with other forms of entertainment.

Chips

Chip-manufacturers such as Intel are working on increasing penetration of DAB/DAB+/DMB chips in more devices from the standard kitchen radio to mobiles and tablets. As a consequence receiver manufacturers are now focusing on bringing digital radio to the consumer in a more engaging manner through the interactive screen and in turn the broadcasters are making use of the extra functionality that is offered by the DAB standards.

Previously radio was very much a passive, non visual form of entertainment, with few

ways to engage the listener other than to encourage them to ring or text the show. Now the new interactive screen embedded within a growing number of new digital radio compatible devices enables slide show functionality that can be used to display EPG, album cover artwork, weather, stocks and shares, breaking news headlines, and traffic and travel data.

Connected Devices

The reason why digital radio proponents are so enthusiastic about the combination of the interactive screen and DAB/DAB+/DMB is the ability to create internet connected devices. This enables broadcasters to not only air content efficiently but the connected device also enables the consumer to actively engage with the presenter through instantaneous interaction via chat on social media sites such as Facebook and Twitter and online screen voting.

Below are some of the latest devices with interactive screens.

iRiver B30



The B30 from iRiver brings you all the features you need from an MP3 Player. Available in either 8GB or 16GB capacity models you can keep all the music and

movies you need with you. Pushing technology to the next level iRiver have included a DAB+ radio in the B30.

TAKE Janus KM-S200



Korean carrier KT Telecom has announced pricing and availability for the world's first 1.5GHz dual-core smartphone, the TAKE Janus KM-S200. Based around Qualcomm's MSM8260 processor with 1GB of RAM and a 4.3-inch qHD 960 x 540 touchscreen, the smartphone runs Android 2.3.3 Gingerbread and has an internal DMB-TV tuner.

SMCNS UBMT-P1



The SMCNS compact portable media player UBMT-P1 bring you T-DMB mobile TV, DAB+/DAB digital radio, FM radio and multi-media player all-in-one ergonomic receiver device. Whether you want up-to-the-minute news or entertainment that travels with you while you're on the go, now you can surf your favourite shows on your mobile screen.

Grundig Trio Touch



The innovative Grundig TRIO TOUCH Micro System signifies innovation, technology and style. It encompasses beautiful European design with advanced technology to make listening to your favourite tunes a magical experience. With access to more music sources than you could dream of (DAB+, FM or Internet Radio, Last.fm, iPod or iPhone functionality and the ability to stream music from your PC or Mac) the TRIO TOUCH will inspire and music fan. Plus the detachable speakers mean you can design your own audio system so that it is perfect for you.

Revo Axis



AXIS is capable of receiving a full range of digital radio standards including DAB, DAB+ and internet radio – as well as conventional FM radio with RDS. AXIS will also wirelessly stream digital music files from any 'connected' PC or Apple Mac. This compact radio features a 3.5" colour TFT display, and is controlled via an icon-driven touchscreen user interface, enabling quick and easy navigation around the radio's many advanced features.

Roberts Colour Stream

The colourSTREAM internet radio offers a colour touchscreen that gives easy control over all functions of the sound system, including DAB/FM and Wi-Fi radio, as well as an iPod dock. It has an acoustically tuned cabinet with a high gloss piano black finish, stunning sound,



chic style and smooth functionality, a superior sound system radio that will also play your iPod without the need for separate speakers.

Magicbox Beam



The Magicbox Beam is a docking, DAB and IP with Wi-Fi connectivity radio. Designed to combine elegant style with advanced wireless technology, users are able to stream music and podcasts stored on their computer or the Internet from a powerful, scintillating piece of audio furniture.

WorldDMB members

WorldDMB would like to acknowledge the support of all our members during 2011 and we look forward to working them in 2012 and onwards to continue in our collective efforts to roll-out digital radio globally.

