

WORLD



Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

## **WorldDMB launch of Business Case Scenarios Report demonstrates digital radio is on the money!**

*Barcelona, United Kingdom, 15 March 2012*

The WorldDMB Business Case Scenarios Report was launched today at Radiodays, the biggest annual radio event in Europe. During the session '*Going for a digital future*' Patrick Hannon, VP Corporate Development at chip manufacturer Frontier Silicon presented the case that there is now compelling evidence that digital radio enables new revenue generation opportunities and that broadcasters need to proactively exploit these to ensure that they stay competitive in the market place. He warned that 'Radio needs to remain relevant and must go digital to compete with other forms of digital entertainment such as Spotify and Pandora.'

The WorldDMB research was commissioned in response to a growing call to assist the international radio industry with the complex decision making process of migrating to digital radio. The report examines countries with both new and developed digital radio eco-systems and provides solid case studies that demonstrate the financial gains and reduced running costs offered by DAB/DAB+ and DMB. It looks also at issues around regulation and competition.

The commissioned report sets a precedent for the radio industry. Nowhere else is the argument for migration to a digital platform made so clearly. Bernie O'Neill, WorldDMB Project Director, said of the commissioned research 'We see that one of the greatest benefits of this report is the possibility for commercial broadcasters to easily adopt, adapt and implement elements of the Business Case Scenarios Report to meet their own specific requirements'.

Radiodays Europe programme coordinator, Anders Held said 'At this year's Radiodays Europe conference much of the focus has been on the future of radio. All agree that radio must change and that change will be across platforms and includes going digital. As many of the sessions have shown going digital allows the generation of new revenue streams which will help grow the business of radio. Innovation, content creation and competing in today's multimedia age will only be possible for radio through digital though radio must remain the focus of our business and as one of speakers said today Tim Davie BBC 'It's a wonderful time to be in radio'.

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*For more information contact Caroline Seville, WorldDMB Project Office on 020 3206 7848 or [caroline.seville@worldDAB.org](mailto:caroline.seville@worldDAB.org)*

### **About WorldDMB**

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital standards of choice in Europe and much of Asia Pacific. Its global membership includes public and

commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. Broadcast radio professionals have access to this body of expertise which is delivered through leading-edge industry events, car manufacturers' workshops, tailored workshops and seminars, and the WorldDMB website via the members-only information portal that includes an extensive online ETI library. More than 500 million people worldwide are within range of a DAB/DAB+/DMB Digital Radio transmitter, there are well over 1,000 services on air and several hundred varieties of receivers are available to market.  
[www.worlddab.org](http://www.worlddab.org)