

## **Industry leaders at Radiodays Europe unanimous that DAB/ DAB+ is the future of radio**

Berlin, 19 March 2013

Industry leaders were unanimous at this year's Radiodays Europe that DAB/ DAB+ is the future of digital radio in Europe, enabling broadcasters to provide innovative radio that will remain relevant in the digital era. During the opening session of the conference, Jan-Willem Brüggewirth, CEO of the number one Dutch radio station Radio 538, told over 1,000 delegates that DAB+ is the next big thing for radio in The Netherlands, where full DAB+ nationwide coverage will be achieved by 1st September 2013, thanks to the tripartite collaboration between the government, public and private broadcasters, and inspired by the Australian DAB+ rollout case study. The same tripartite alliance was reported as a success factor for the planned 2017 FM switch-off in Norway, according to Marius Lille, Head of Radio at NRK.

Annika Nyberg presented the EBU "Eurochip" campaign, which advocates free to air broadcast, analogue and digital, in all devices. She advised delegates that radio must find its way into mobile phones and tablets to ensure the future of radio worldwide, and the Eurochip concept offers a simple answer to that end.

Radio Futurologist James Cridland and Babak Zeini of FORCE Innovations presented statistical evidence which emphasised that now and in the future there will be inadequate bandwidth to carry radio via smartphone. They cited solutions via hybrid models, where the greater part of content is delivered by broadcast and enriched by the internet. Tobias Wallerius, from leading automotive supplier Visteon, advised delegates that Radio DNS closes the gap between traditional broadcasting and internet radio.

Several speakers presented evidence of the continued market growth of DAB+ digital radio across Europe. Michael Reichert from ARD reported that 240 different models of digital radio receivers are now available on the German market, where it is anticipated that over 1 million receivers will be sold by the end of 2013. Ford Ennals, CEO of Digital Radio UK, advised that car manufacturer AUDI have just announced they will fit digital radio as standard across all models sold in the UK from April 2013, helping the UK reach its target to enable an announcement on FM switchover later this year. Mr Ennals said that Digital Radio UK endorses the EBU's Eurochip initiative, as the UK wants to see a common EU standard for digital radio which will result in lower receiver prices for the consumer.

Next year's Radiodays Europe will take place 23-25 March 2014 in Dublin, Ireland.

**ENDS**

## **About WorldDMB**

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital radio broadcasting 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)**