

DAB+ Digital Radio on-air at Geneva Motor Show 2014

London, 23 January 2014: WorldDMB, the European Broadcasting Union (EBU) and Swiss public broadcaster, SSR SRG, are working together to ensure that visitors to the 2014 Geneva Motor Show experience the best that DAB+ can offer in terms of audio and visual radio services.

In-car demonstrations will showcase why DAB+ is the optimum solution for broadcast radio on the move, providing a free to air audio experience which is robust at speed.

During the Show, visitors will be able to listen to services on-air in Switzerland and see digital radio integrated into the dashboard of most leading car brands. A number of leading automotive manufacturers, including Audi, BMW, Chrysler, Citroen, Daimler, Fiat, Ford, Fuso, Hino, Honda, Hyundai, Jaguar Land Rover, Isuzu, Lexus, Lotus, Mercedes-Benz, Mini, Nissan, Opel, Peugeot, Renault, Seat, Skoda, Toyota, TVR, Vauxhall, Volkswagen and Volvo are already offering DAB+, either as a standard line fit or an option.

Simon Fell, Director of Technology & Innovation at EBU said “The automotive industry is recognising that in-car DAB+ digital radio is part of the future solution to providing information and entertainment to drivers, as well as enhancing safety. DAB+ was originally designed to be a mobile technology, making it an ideal carrier of free-to-air, one-to-many, entertainment and information. DAB+ also allows for increased amounts of information coming into the car, including TPEG, which offers drivers real-time traffic and travel information. DAB/DAB+ digital radio also allows for tunnel rebroadcast systems and emergency announcements, which fit with Directive 2004/54/EC”.

Patrick Hannon, President of WorldDMB, said: “With increased content choices and significantly improved reception quality, DAB+ digital radio is transforming the in-car listening experience. In the UK, over 40% of new cars now come with digital radio as standard (up from 8% three years ago). As digital radio extends its footprint across Europe, we look forward to working with the automotive industry to replicate this growth in other territories.”

Thomas Saner, the Head of Strategic Distribution Planning at the Technology and Information headquarters of SRG SSR, said: “The Swiss broadcasters are aware that listening in cars is vital for broadcasters. With DAB+ technology it is possible for SRG SSR to deliver crystal clear reception on more than 99% of the Swiss roads. The Geneva Motor Show provides a perfect platform for manufacturers to showcase in-car receivers with the broadcaster’s services on air”

Switzerland is one of the most successful digital radio markets in the world, with over 95% of the population covered by a digital radio signal. More than 42 stations are on air in the German-speaking part of Switzerland, 14 in the French-speaking part and 19 stations in the Italian-speaking area. Switzerland also has some of the most comprehensive digital radio

road coverage; 99% of the road network is covered by a digital radio signal, an impressive feat given the country's complex topography.

The Geneva Motor Show will run from 6-16 March 2014. A full list of DAB+ radio services on air during the Show will be released in February. ETI files for these services will be available on request to WorldDMB members. For further information about this event, please contact Rosemary Smith rosemary.smith@worlddab.org.

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About WorldDMB

WorldDMB is the global industry forum for digital radio promoting DAB / DAB+ - the digital radio broadcasting standards of choice in Europe and Asia Pacific. Its global membership includes public and commercial broadcasters, policy makers and regulators 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.

For more information about WorldDMB contact projectoffice@worlddab.org

www.worlddab.org