



THE TIME IS NOW FOR DAB+ IN THE ASIA PACIFIC

Kuala Lumpur, Malaysia, Wednesday 5 March 2014

The WorldDMB-ABU-RTM DAB+ technology workshop and transmission demonstrations were held from 28 February to 2 March and saw over 150 participants from 14 countries from across the Asia Pacific region in attendance. The primary aim of the workshop was to demonstrate to delegates how to secure a digital radio broadcasting future and how to save millions of dollars in radio operating and power costs by switching to DAB+ broadcasting. WorldDMB President, Patrick Hannon said: "Commitment from all parties including regulators, public and commercial broadcasters, receiver manufacturers and retailers is paramount for a successful roll-out of DAB+ digital radio. Now is the time to tell your regulator about your spectrum and network planning requirements for digital radio so that the regulator can develop a policy framework that paves the way for a digital radio future."

The workshop provided participants with practical information on how to implement DAB+ technology and its enhanced services and features. Technical representatives, regulators and broadcasters from across the region were told the time to start planning is now. The issue of growing demand on spectrum from mobile operators and new entrants was also highlighted and delegates were advised that radio broadcasters should not delay their actions in claiming spectrum.

The first day of the workshop provided an overview of DAB+ digital radio services, with sessions on regulation and planning, benefits of digital radio, receiver availability and functionality, automotive receivers, smartphones, radio apps and information on the huge cost savings offered by transmitting via DAB+. Participants saw a live demonstration of DAB+ receiver capabilities such as automatically switching from live programming to an emergency warning and a new categorised slideshow feature which will provide important new revenue opportunities for radio. The second day covered all aspects of infrastructure system planning, structure of DAB+ broadcasting, transmission, RF planning, network planning, system construction, operations and maintenance.

The two day technology workshop was followed by drive tests that enabled delegates to listen to DAB+ transmissions on air in Kuala Lumpur and demonstrated the DAB+ standard and its features and efficiency improvements compared to analogue FM broadcast. Two coaches transported over 60 delegates on the drive tests and were tuned in to a live DAB+ transmission from the KL Tower and a number of repeater sites around the city, providing invaluable insight on the many factors to bear in mind when conducting field tests. The field-test results were presented during a session at the ABU Digital Broadcasting Symposium on Tuesday 4 March. The session also included an investigation into the next steps to move forward with DAB+ implementation, looking at regulation, collaboration and commercialisation as well as business cases for digital radio, network roll out planning, geography and costs.

The workshop explored the benefits of DAB+ from the perspective of key stakeholders and included regulators, radio operators, telco operators, retailers, consumers and the car industry. The findings of this workshop provided valuable input for a recommendations paper being prepared by the cross-industry Malaysian Digital Radio Technical Committee. The recommendations paper will be presented to management and government for consideration.

WorldDMB is principal of this year's ABU Digital Broadcasting Symposium, and DAB+ features strongly in the conference programme. WorldDMB is showcasing a broad range of the latest digital

radio receivers at the event from affordable pocket radios up to mini music systems for the home, for on the move and in-car solutions.

ENDS

About WorldDMB

WorldDMB is the global industry forum for digital radio promoting DAB+ - the digital radio broadcasting standard 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. WorldDMB conducted DAB+ workshops and demonstrations in Jakarta 2012, Bangkok and Hanoi in 2013 and was invited by RTM to conduct a similar workshop in Kuala Lumpur. 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 contact Bernie O’Neill, WorldDMB Project Director on + 44 20 7010 074 or bernie.oneill@worldddab.org
www.worldddab.org

About ABU

The ABU, which celebrates its 50th anniversary in 2014, has 260 members large and small in 64 countries, from Turkey in the west to Samoa in the east, and from Russia in the north to New Zealand in the south. Established in 1964 as a non-profit, non-government, professional association to assist the development of broadcasting in the region, the ABU promotes the collective interests of broadcasters and encourages regional and international co-operation.

More information on the ABU Digital Broadcasting Symposium is available at: <http://www.abu.org.my/Event--dbs2014.aspx>

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