

DAB+ on show at IAA 2017

- *DAB+ digital radio showcased at IAA, the leading international trade fair for mobility*
 - *DAB+ on show on ARD stand, in Hall 8, Stand F23*

14 September 2017, IAA, Frankfurt am Main, Germany: The ARD stand, managed by Hessischer Rundfunk (HR), the public broadcaster for the state of Hesse, will be showcasing digital radio to attendees at IAA, the leading international trade fair for mobility, transport and logistics.

This year, under the theme 'Future now', there will be 50 car brands on display with exhibitions including 228 world premieres. The show opens today in Frankfurt and runs from 14 – 24 September.

The ARD stand will include significant DAB+ branding and showcase home and automotive DAB+ receivers from a range of manufacturers. Visitors can complete a DAB+ quiz to win a DAB+ digital radio and other giveaways will be taking place throughout the show.

At IFA, ARD announced the launch of its TPEG traffic information service across all of Germany. The Swiss SRG also started operating its own TPEG service and ARD and SRG jointly planned this step, coordinating on technical and content-related issues. At IAA, ARD will be demonstrating the TPEG traffic information service in a mock car dashboard.

More and more Germans are tuning in to digital radio, with a significant marketing campaign from ARD and Deutschlandradio taking place throughout 2017. From the official VDA research in 2016, 21% of new cars in Germany have digital radio. As more countries across Europe roll out DAB+, it is more important than ever for drivers to have digital radio installed as standard in new cars.

In Germany population coverage for digital radio has hit 96% and in February this year, Dorothee Bär, Parliamentary State Secretary to the Federal Minister for Transport and Digital Infrastructure, published the Digital Radio [Action Plan](#). At the same time the Prime Minister of Rhineland-Palatinate announced support for an initiative outlining that all radio devices should have digital capability.

DAB+ is the most widely adopted digital radio standard worldwide, on-air in 38 countries with over 2000 services reaching over 420 million people. It is secure, reliable and free-to-air and the broadcast standard of choice in Europe, Asia Pacific and beyond with several markets moving forward with a Digital Switchover including the first, Norway, in 2017.

DAB enables broadcasters to increase audiences and extend geographic reach. New services and more listener choice results in increased revenue opportunities and new business models such as station sponsorship and DAB pop-up stations.

The 67th IAA Cars will take place in Frankfurt am Main from September 14 to 24, 2017. On September 14, Chancellor Merkel will officially open the IAA. The ARD stand is at Halle 8, Stand F23. Additional information can be found at www.iaa.de

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About WorldDAB

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1000+ experts from 95+ member organisations cover 27 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

Together, we are shaping the future of radio, delivering advice and tailored solutions on all aspects of the switch from analogue to digital.

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