

## **New French-language ebook from WorldDAB: “Mise en place du DAB+”**

- **New French translation of the popular "Establishing DAB+ Digital Broadcast Radio" ebook**
- **Unique, in-depth guide to regulatory, technical and commercial aspects of establishing DAB+**
- **Published on World Radio Day, reflecting the impact of broadcast radio**

**13 February 2024**

With DAB+ in France reaching 60% mainland population coverage in the coming weeks, and significant interest in DAB+ from other French-speaking countries around the globe, WorldDAB is publishing its first French-language ebook: "Mise en place du DAB+ - la radiodiffusion numérique."

The 118-page publication, free to download from the WorldDAB website, is a French translation of the popular "Establishing DAB+ Digital Broadcast Radio" ebook, offering a unique, in-depth guide to the regulatory, technical and commercial aspects of establishing a successful DAB+ digital radio service.

The ebook is published on 13 February to mark UNESCO's World Radio Day, reflecting broadcast radio's vital role as a relatively free and portable public safety net during emergencies, as well as the democratic value of radio to serve as a connection within underserved groups, and the companionship it can bring as a friendly voice when needed.

The ebook provides guidance to territories considering adopting DAB+, such as those across Africa and Asia-Pacific, as well as offering advice for countries which have already started the process, and those who are nearing permanent service status.

WorldDAB's President, Jacqueline Bierhorst, said: "With the current rollout of DAB+ across mainland France, and many countries exploring radio's digital future, we know the time is right to provide guidance in French on how to establish DAB+. Through the ebook, WorldDAB offers a stepping stone to learn from experts around the globe sharing best cases and experiences."

The book covers the complete DAB+ establishment process from initial interest through to analogue switch-off. The topics covered include the seven major stages in establishment: (1) initial interest; (2) technical demonstrations; (3) formal standard adoption and regulation including coverage requirements and frequency planning; (4) systems planning and design - both transmission and multiplexer network design; (5) rollout activities including construction, content, receivers, and launch marketing; (6) operations, including ongoing content development and sustained marketing campaigns; and finally (7) analogue switch-off.

The ebook is available to read and download for free on WorldDAB's website, along with many other factsheets and expert guides on all aspects of deploying DAB+:

<https://www.worlddab.org/resources/mise-en-place-du-dab-plus-livre-electronique>

### **Notes to editors**

- The English language version, "Establishing DAB+ digital broadcast radio" remains available for free at: <https://www.worlddab.org/resources/establishing-dab-plus-ebook>

- WorldDAB's President, Jacqueline Bierhorst, and Programme Manager for France, Jean-Marc Dubreuil, are available for interview – contact WorldDAB.
- Proclaimed in 2011 by the Member States of UNESCO and adopted by the United Nations General Assembly in 2012 as a UN International Day, February 13 became World Radio Day (WRD). It celebrates what UNESCO calls “one of the most dependable and widely utilised forms of media in the world.”

### **Graphics**

- ebook cover
- WorldDAB logo
- Headshot – Jacqueline Bierhorst, President, WorldDAB

### **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 1300+ experts from 117 member organisations in 35 countries across the globe include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment, and automobiles.

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