

# DAB+ in Italy

World DMB Car Manufacturers workshop  
Hildesheim 27 th. May 2009

# What is Club DAB Italia

## Overview

- Consortium of national commercial radios
- Network operator for its members
- Launched DAB trials in Italy back in 1998
- Radios consumption
- <sup>Media Companies</sup> FM landscape and digital radio actors
  - Gruppo Espresso: Radio DeeJay, Radio Capital, m2o
- <sup>Mobile DAB</sup> DAB, DAB+ and DMB trials in Italy
  - Il Sole 24 Ore: Radio 24
  - Non profit
    - Radio Maria
    - Radio Radicale
  - Independent
    - RDS

# Club DAB Italia and RNA – Radio Nazionali Associate

Club DAB	RNA
Consortium – Network operator	Association
Members	
Network planning	Regulatory framework
Network implementation	Copyright, labor contracts, audience measurement, advertising, stake holder's rights
Network management	
WorldDMB	

# Brief overview of radio consumption in Italy

- In 2008 average daily listening time was 183 mins (over 15 years old) and 179 mins (over 11 years old)
- Men listen to radio 15 mins longer than women
- FM landscape and digital radio factors of radio each day
- DAB, DAB+ and DMB trials in Italy
- Out of a population of 53 mio over 11 yrs
  - 38 mio were listening to radio each day - 72%
  - 27 mio were listening outside their home - 51%
  - **23 mio were listening in a car - 43%**

# More important: Drivers trust radio!

Source: Radio Monte Carlo/NCP

- Q1: Which sources of traffic info do you know (multiple choice)?
  - Radio 93,8%
  - TV 49,1%
  - Internet 43,4%
  - Others (Satnav 11,2%, Screens 8,8%, SMS 5,1%)
- Q2: Which is your primary source for traffic info (single choice)?
  - Radio 65,2%
  - Internet 15,9%
  - TV 12,4%
  - Others (SMS 3,3% Screens 1,6%, Satnav 1,6%)
- Q3: Which source do you consider more trustworthy (single choice)?
  - Radio 66,8%
  - Internet 18%
  - TV 7,5%
  - Others (Satnav 3,5%, Screens 2,1%, SMS 2,1%)

# Overview

## FM landscape and digital radio actors

- Club DAB Italia
  - Different types of radio broadcasters
- Radio consumption
  - Public service
- FM landscape and digital radio actors
  - 3 general services
  - 1 traffic channel
- DAB, DAB+ and DMB trials in Italy
  - 2 local services
  - Commercial stations
    - 15 national networks
    - About 1000 local stations
      - Multi regional stations
      - Local radio
      - Religious/non-profit stations

# FM landscape and digital radio actors

- Public radio (Rai) is allowed to do advertising, competing with commercial radio
- Commercial radio licenses are separated for national and local radio
  - National radio has a limit of 18% hourly advertising without splitting
  - Local radio has a limit of 25% hourly advertising, can split on different areas and has a coverage limit of 15 mio people
- 3 major associations, representing the commercial landscape:
  - RNA: national radio
  - Aeranti-Corallo: local radio
  - FRT: national radio and local radio
- The above mentioned 4 players are also present in the digital radio landscape through various consortiums or collaborations:
  - Rai – RaiWay as network operator
  - RNA – Club DAB Italia consortium as network operator
  - Aeranti – collaboration with Rai Way as network operator
  - FRT – CR DAB consortium
  - RTL 102.5 independent test mux
- **These players represent more than 90% of the radio market and all national stations**

# Overview DAB, DAB+ and DMB History in Italy

- In 1998 both Club DAB and Rai launched DAB trials
- Club DAB Italia had previously participated in the DAB development
- Both operators broadcasted audio, slides and BWS
- In 2002 the EuroDAB consortium launches its services
- In 2005 Club DAB and EuroDAB start T-DMB and visual radio (VR) trials and DMB trials in Italy
- In 2006 Rai Way also starts T-DMB and VR trials
- In July 2007 Club DAB launches 6 DAB+ channels, being the first big operator to offer a multiplex with DAB, DAB+ and DMB services
- Later in 2007 EuroDAB also launches 3 DAB+ channels



# DAB, DAB+ and DMB History in Italy

- At the end of 2007 a common initiative for DAB is launched in the Rome area, which includes the sharing of the Rai Way tx site Monte Mario. All established consortiums (Club DAB, EuroDAB, CR DAB) and Rai Way participate. In this context Club DAB Italia shares its band III channel with the public operator
- In April 2008 **ARD** (Associazione per la radiofonia digitale) is launched by the major broadcasting associations and Rai Way
- Between May and July 2008 the first local muxes are launched
- In December 2008 the first L-band tx goes on air in Rome

# Trials in Italy

- Presently a number of trials are run by various consortiums:
  - Club DAB Italia: 1 mux in northern Italy (DAB & DAB+) and 1 mux Rome (DAB+ & VR) and one mixed mux with RaiWay in Rome (DAB & VR)
  - RaiWay: 1 mux at national level (DAB & DMB/VR) in a number of cities plus 2 local muxes operated for local broadcasters in Bologna and Venice
  - AerAnti: 2 local muxes (DAB+ & VR)
  - EuroDAB: 1 mux at national level (DAB, DAB+ & DMB)
  - CR DAB: 2 local muxes (DAB+)
- In the South Tyrol region 3 muxes (DAB & DMB) are operated as regular service (plus 1 test mux in L-band) by RAS, the local public broadcaster
- In Rome the Vatican City operates 1 mux (DAB & DMB)
- **DAB+ (VR-DMB Audio in a lesser way) is the choice of the commercial broadcasters**

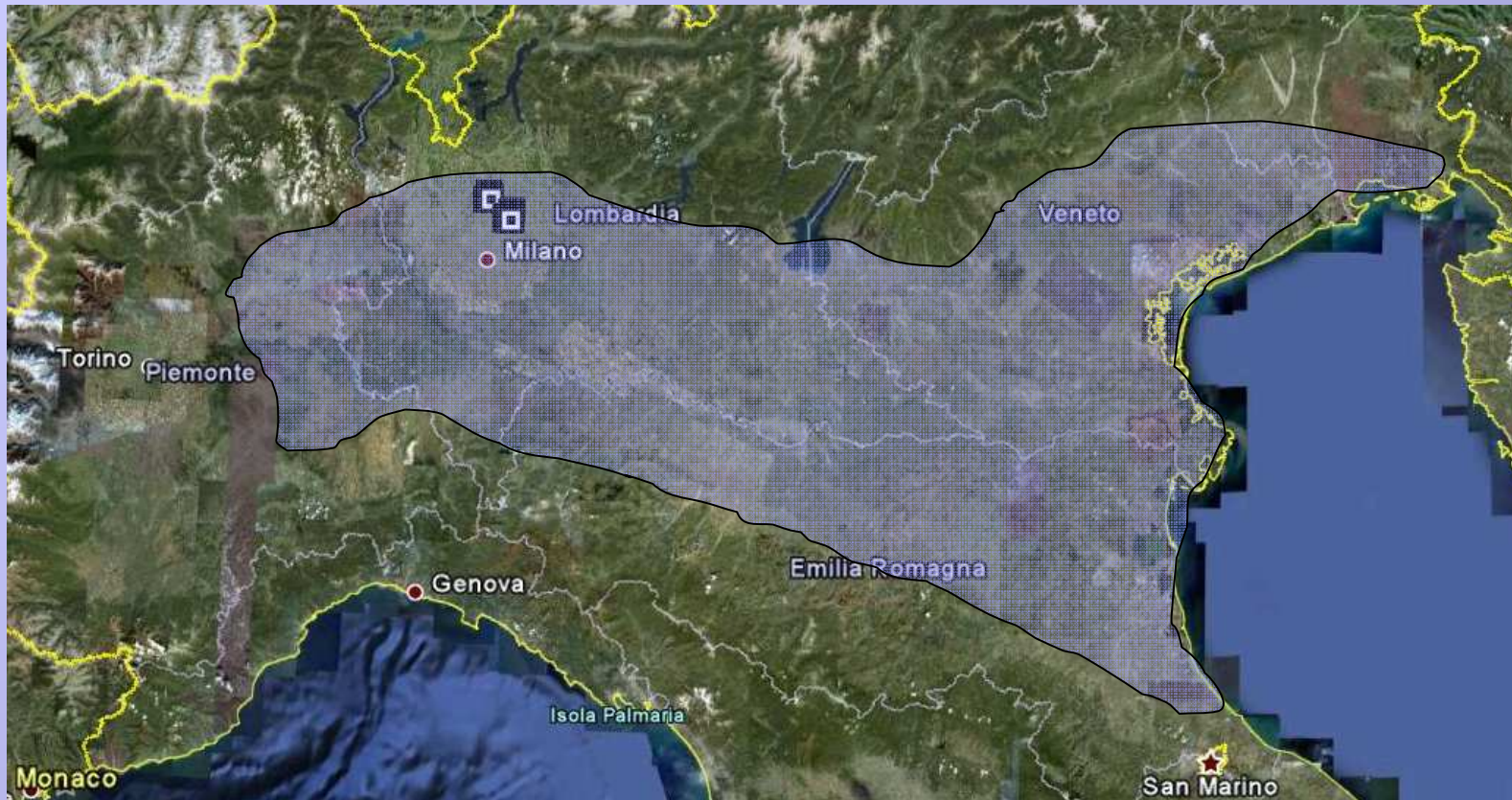
# EuroDAB Italia consortium



**EuroDAB Italia cover 65% of the population with 26 transmitters**



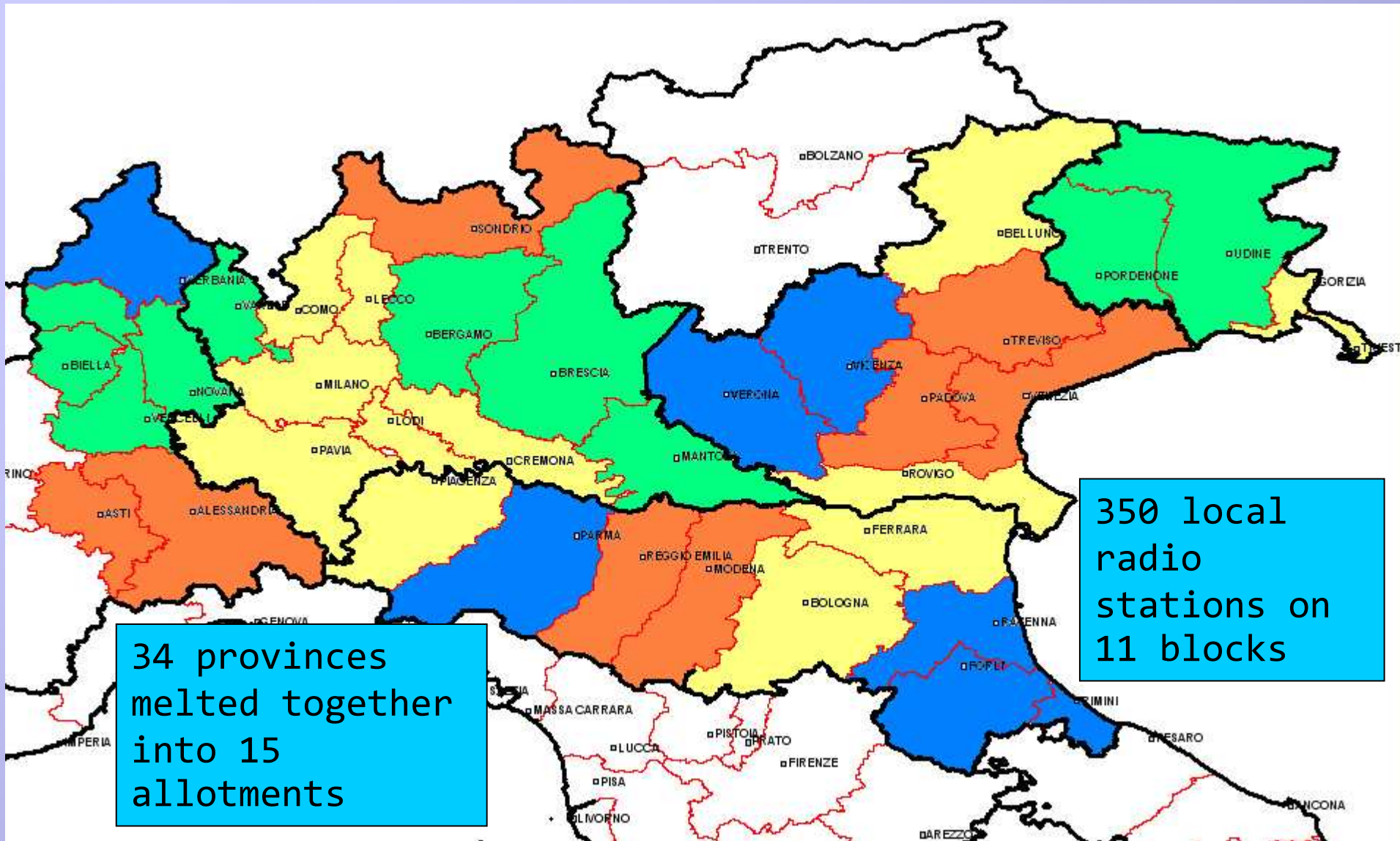
# Trials in Italy – what's next



May 27th

Club DAB Italia for World DMB CMTF  
workshop, Hildesheim

12



# Trials in Italy – what's next

- The steps ahead are the following
  - Finalisation of the regulation
  - Frequency planning (partially done)
  - Awarding of licenses and usage rights for the frequencies
  - Frequency allocation
  - Roll-out...
  - For details on the regulation please contact me **directly!**

# The new regulation for digital radio

- There are some basic and important features on which all actors agree
  - Same conditions for everybody
  - 72 CUs each
  - Roll-out linked to analogue TV switch-off
  - Band III
  - 3 national networks and enough coverages for local radio



Thank you for your attention!

Hanns Wolter  
Club DAB Italia  
wolter@dab.it