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*Defining the future of digital radio*

# **DAB+ explained and DAB+ International Market Update, DAB/DAB+ around the World**

16 July 2013

Jørn Jensen, President, WorldDAB

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*Defining the future of digital radio*



**a world of  
more**



**more people**

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Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

**broadcasting reaches  
more people in more places**

**more cost effective**



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**broadcasting is cheaper  
for listeners and content providers**

# more reliable

**EMERGENCY MICROPHONE**

**For Authorised Use Only**

BALDWIN BRALL

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**broadcasting is reliable, even  
through overcrowding or emergency**



OPPLAND

HEDMARK

Flere tusen mennesker uten telefon og internett

# more money





**Build a solid foundation**





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# Regulation and Spectrum



Nationwide coverage 1



Nationwide coverage 2



Länder coverage 1



Länder coverage 2



Regional coverage 1



Regional coverage 2

Source: ARD & TKLM Feb. 2012

**Baden-Baden 16°C**   
 morgen: 25°C 16.06.2012: 25°C

**Stuttgart 17°C**   
 morgen: 27°C 16.06.2012: 24°C

**Friedrichshafen 16°C**   
 morgen: 27°C 16.06.2012: 26°C

**INForadio**

- 11:15 Sport
- 11:18 Verkehrshinweise
- 11:20 Nachrichten, Wetter
- 11:25 Aktuelle Hintergrundberichte
- 11:35 Lebensmittel-Genossenschaften

[inforadio.de](http://inforadio.de)



**Jetzt: (seit 10:09:31 Uhr)**   
**Scouting For Girls**   
 This ain't a love song

**Salafistengruppe verboten - bundesweite Razzien**   
 Ermittler in sieben Bundesländern haben eine Großrazzia gegen Salafisten gestartet. Mehr als...

**Ludwigshafen 16°C**   
 morgen: 25°C 16.06.2012: 25°C



DIGITAL RADIO

Radio der Zukunft



# Creating a new future in Norway



**consumers expect more choice**

# more choice



Imaging: TerraMetrics / Google Maps

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# more choice in the UK

# more choice

## National



## Regional



## Local



BBC COVENTRY & WARWICKSHIRE

Excludes community, student, pop-up





more choice



Photo: Herry Lawford

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**Coventry, UK: 32 more stations  
from existing and new broadcasters**



Photo: Sean MacEntee



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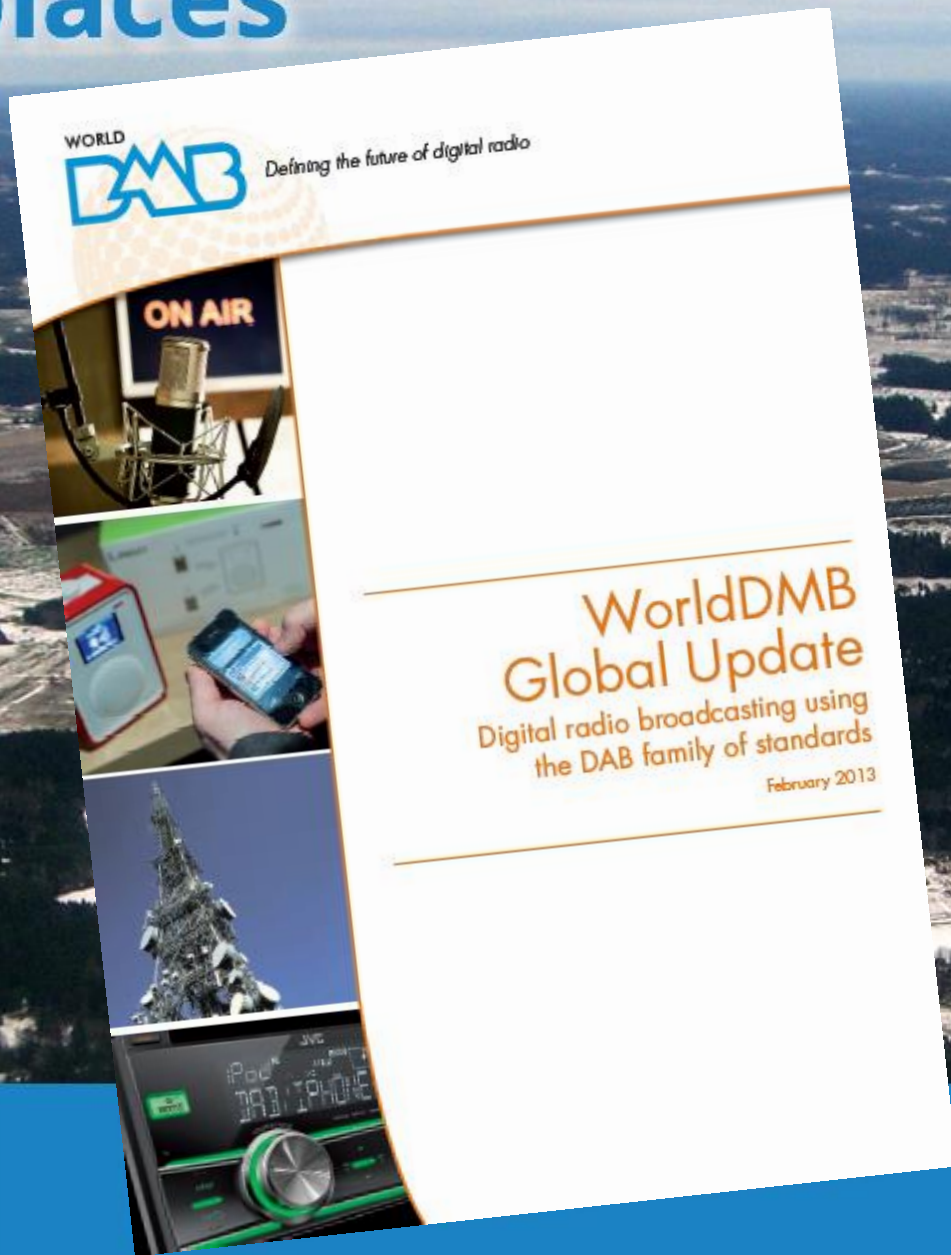
more places

# EBU Recommendation 138

## Digital Radio Distribution in Europe



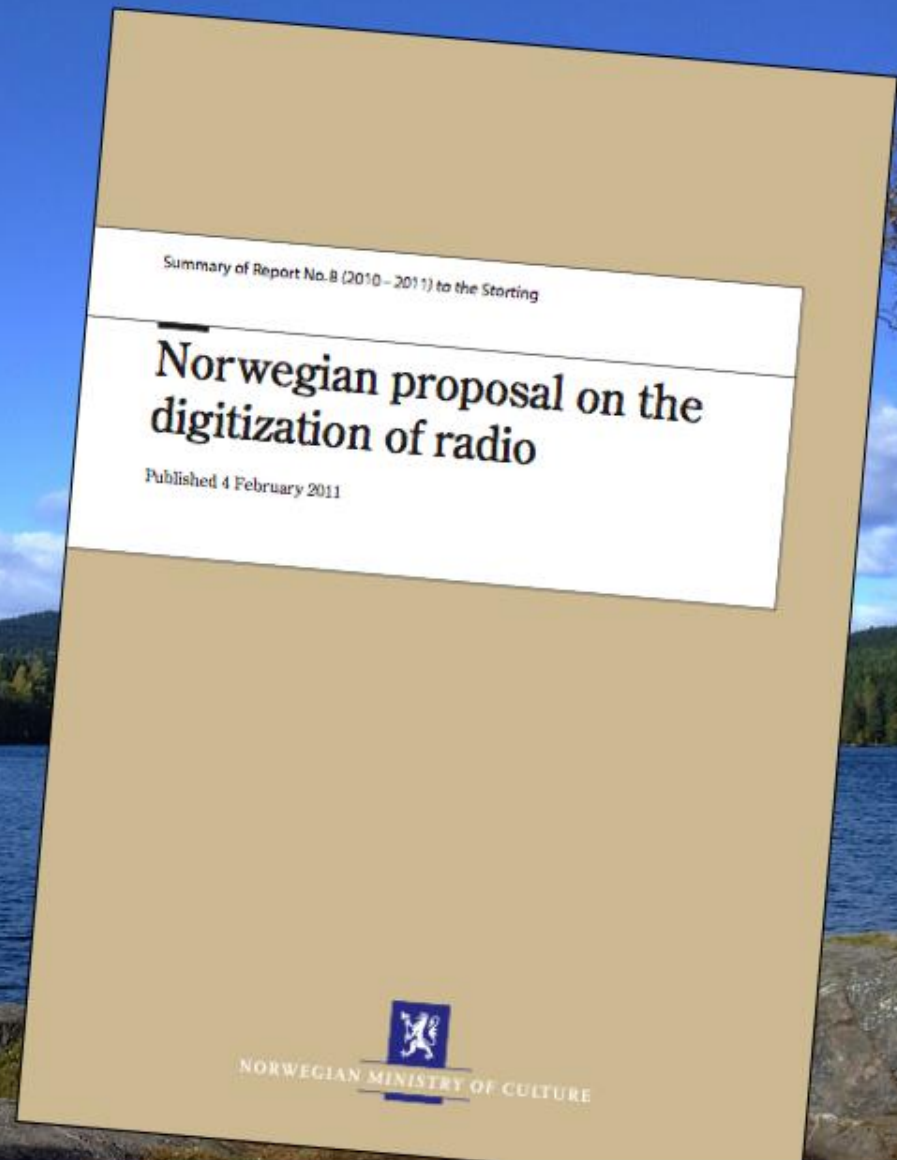
# more places



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free download  
[worlddab.org](http://worlddab.org)

# more countries



**Norway announced in 2011 that they would switch off FM in 2017**

# more countries



## The UK is planning a DAB switchover



# more countries



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## Germany: DAB+ launches new national radio stations





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# DAB+ in Asia Pacific





## Broadcast radio

- more reliable, more cost effective, reaches more people in more places

## DAB+

- offers more choice and more features
- reaches more people in more places on more devices: at home, at work, in car, in pocket.
- in more countries, more cars, for more listeners
- more ways of working together

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**in summary**

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**a world of  
more**