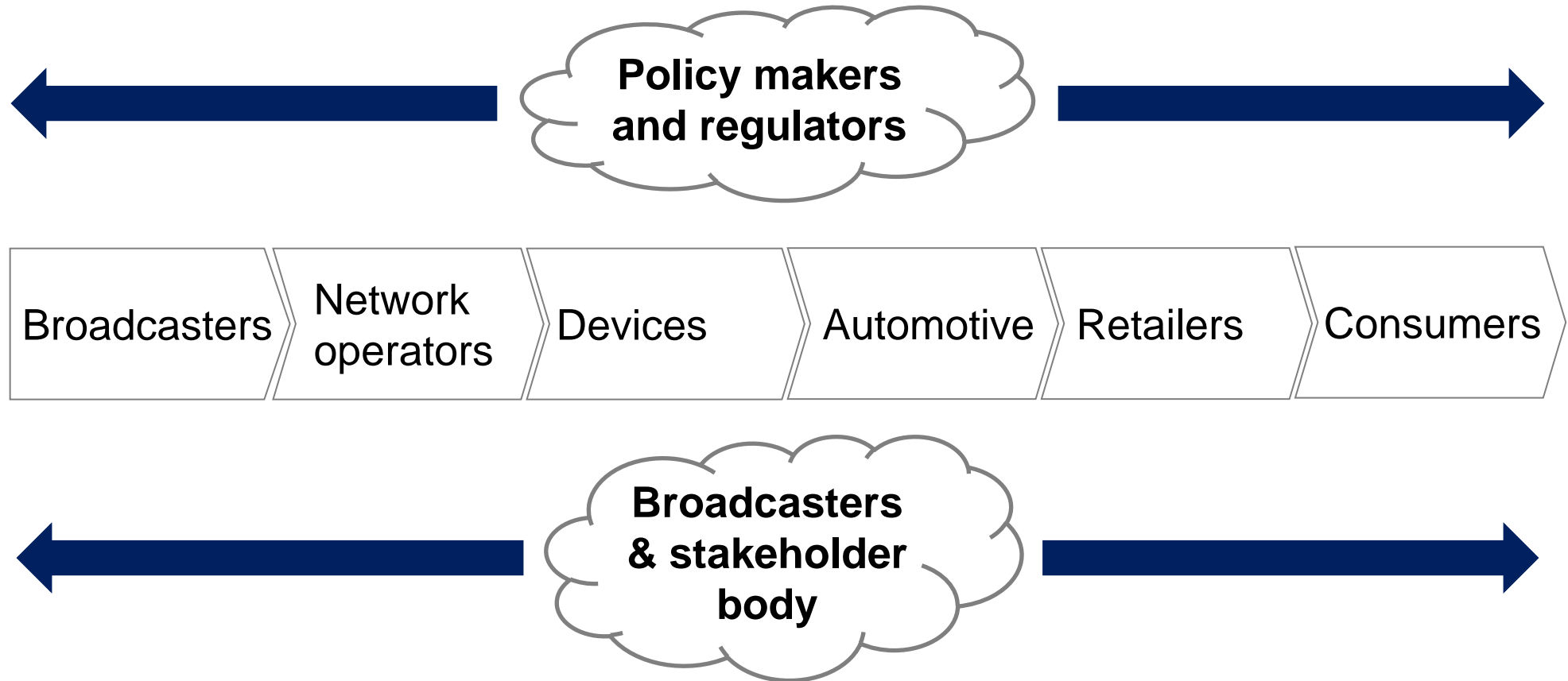


DAB+ implementation

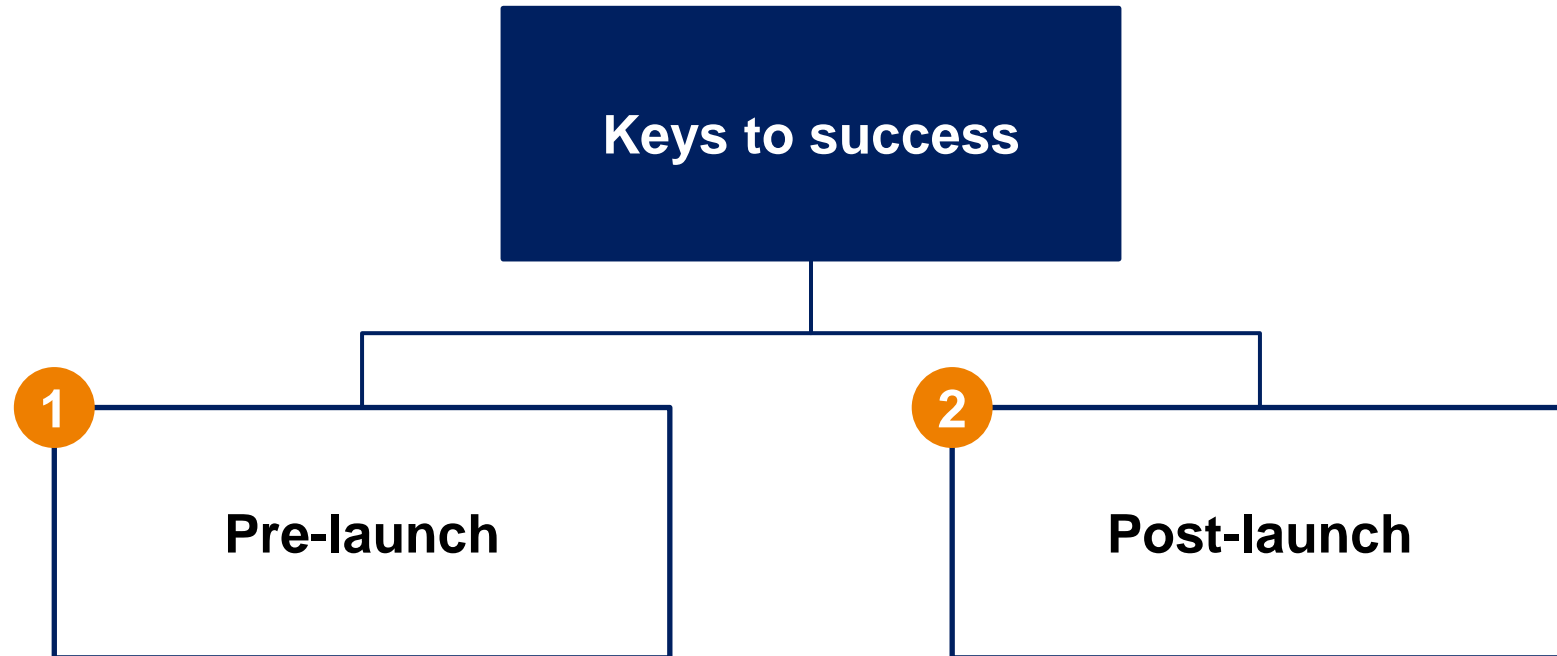
Patrick Hannon

Istanbul: 14th June, 2014

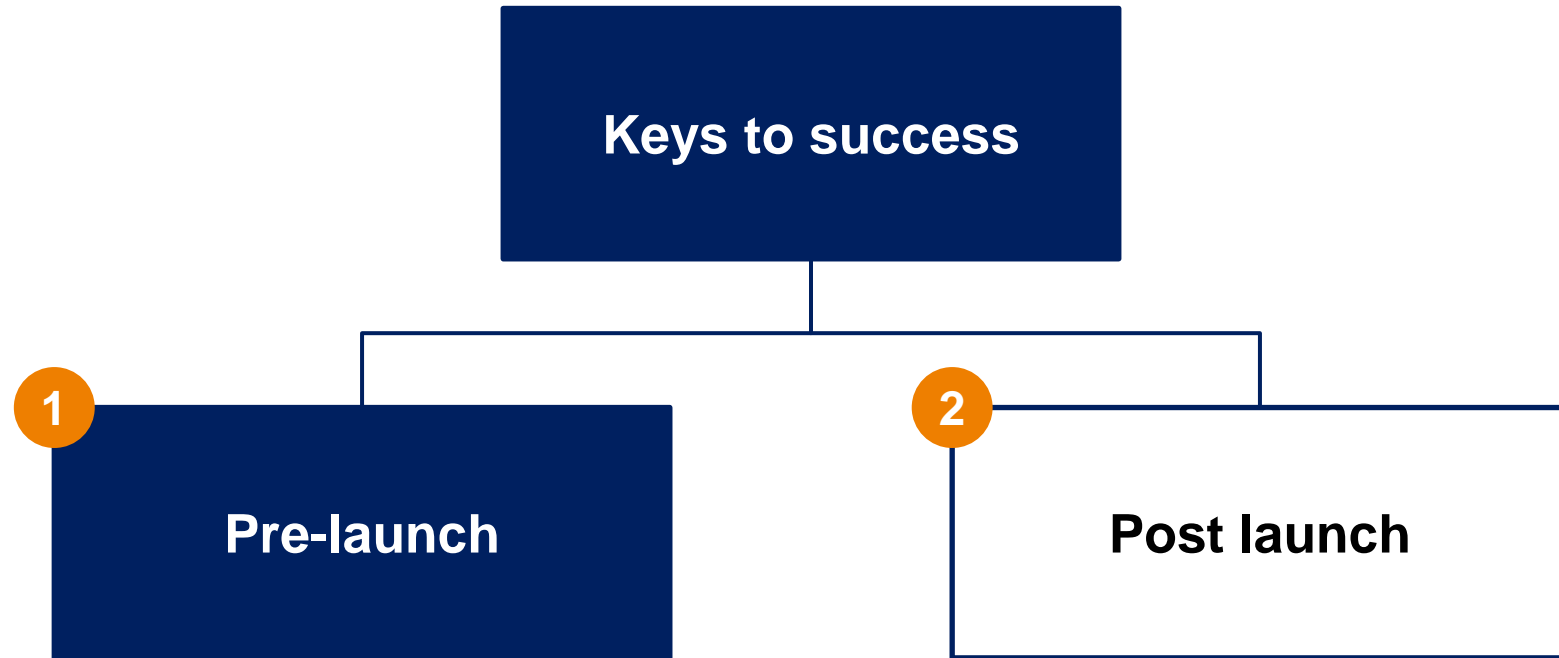
How to launch digital radio



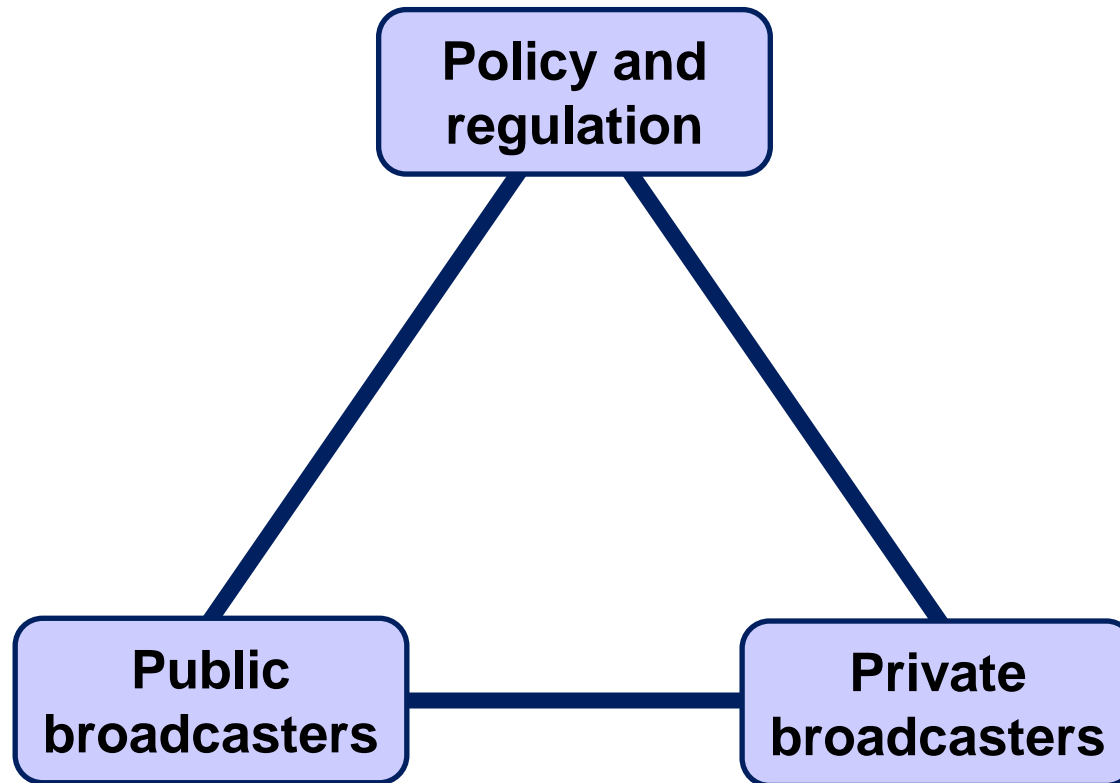
Planning for two phases



Phase 1

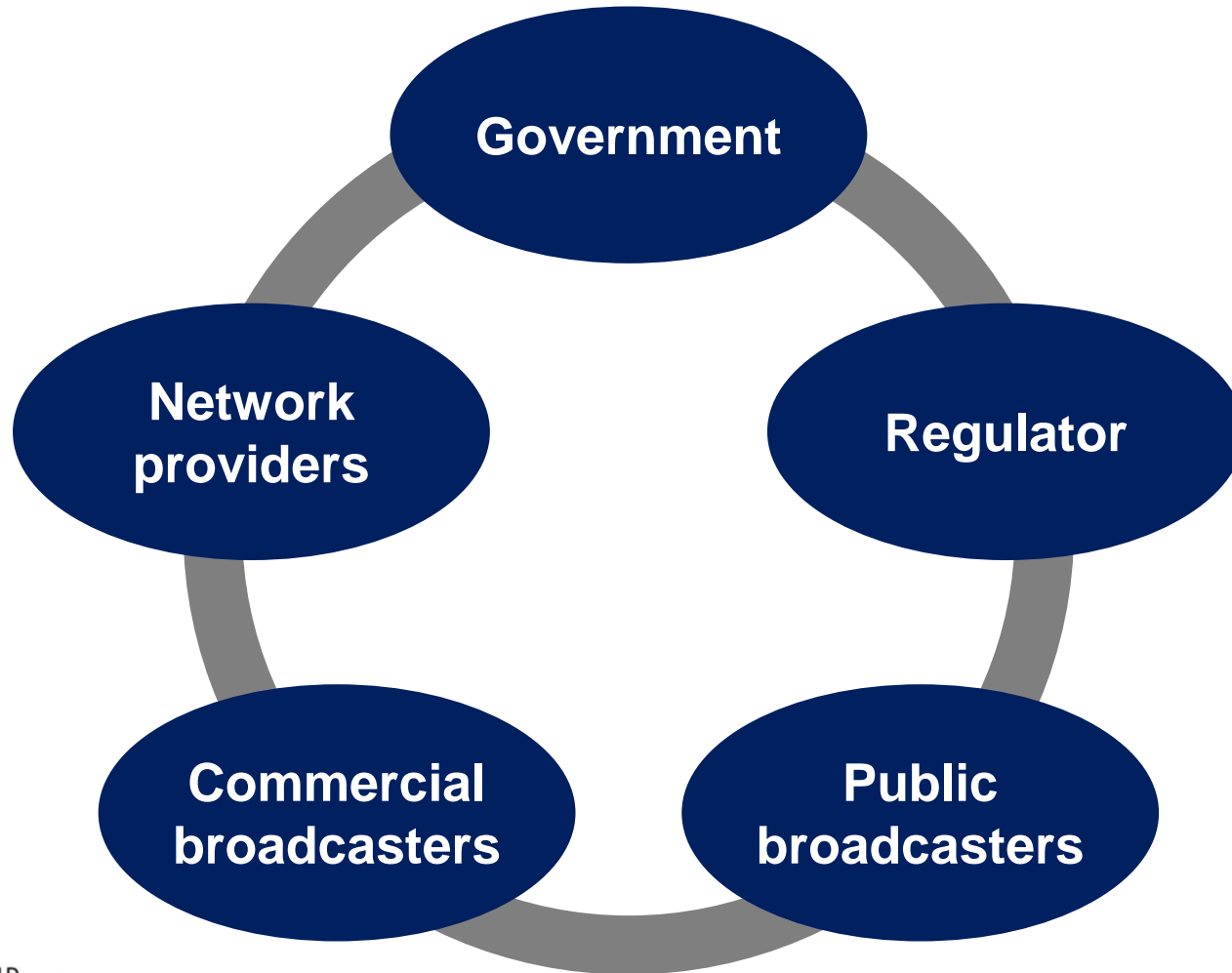


Policy, regulation and broadcasters must be aligned



- Shared vision
- Funding for PSBs
- For private broadcasters, regulatory incentives
 - e.g. extension of FM licences

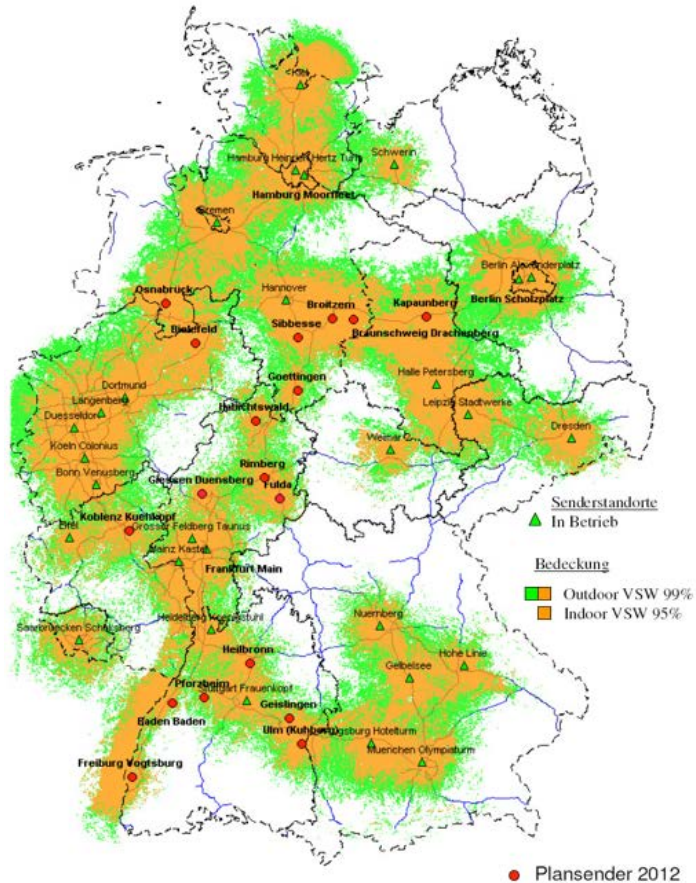
Coverage – work together to create cost-effective plan



- Start on major population centres
- Define strategy for major roads

Coverage

German national multiplex, 2012



- Start on major population centres
- Define strategy for major roads
- Consumers (and retailers) need to know if they can receive signals

Ensure digital content proposition is stronger than FM

Sydney analogue services



17 services on AM and FM

Sydney digital services

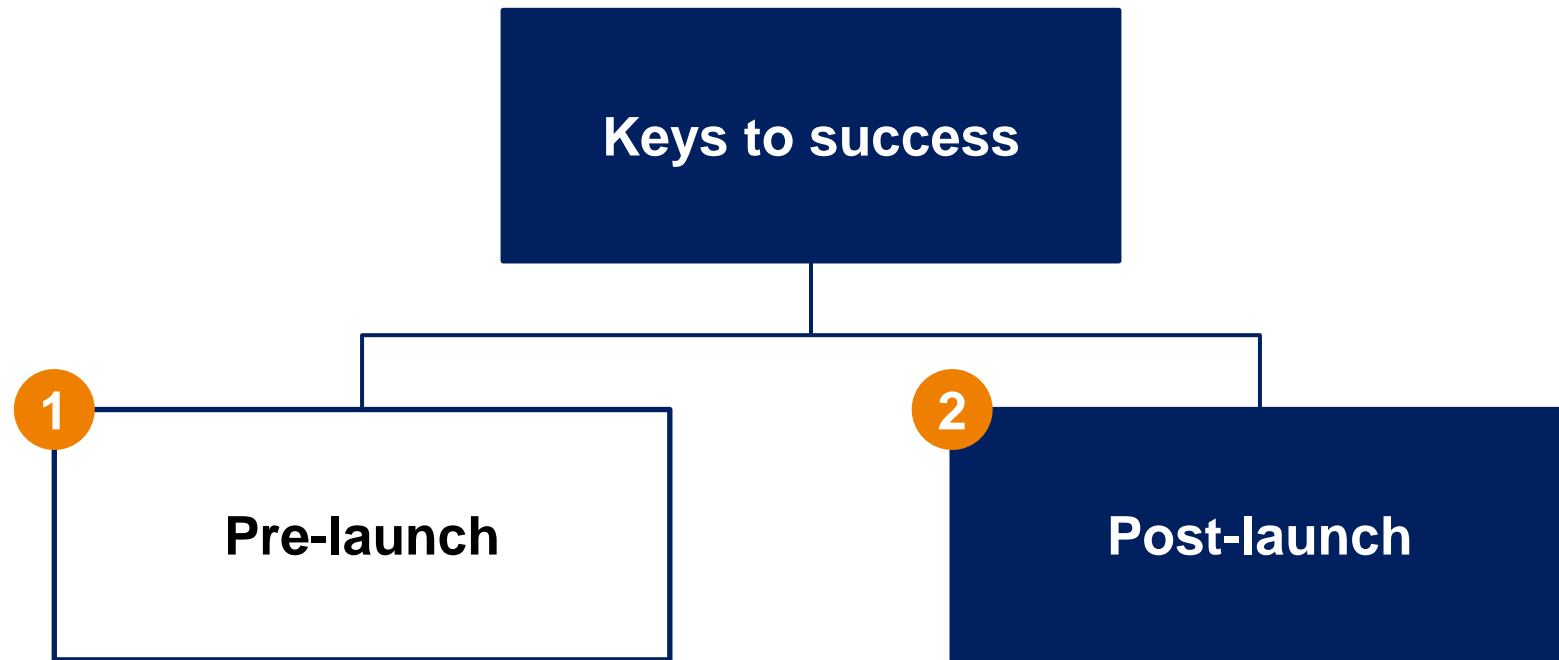


Over 40 on DAB+

Exploit existing brands



Phase 2



Devices need to be accessible at mass market prices

Prices
from €20



Engage with major suppliers

SONY PHILIPS ***BOSE***

MediaMarkt

Connects
...connecting to the aftermarket

TESCO

DENON

SIRIUS
INTERNET RADIO

SATURN

ONKYO

GRUNDIG
made for you

JVC KENWOOD
creates excitement & peace of mind

ROBERTS

Pioneer
sound. vision. soul

Dual

PURE

REVO

Panasonic

Lenco

TechniSat

BANG & OLUFSEN

B&O

Tivoli Audio

LG

harman/kardon
Power for the Digital Revolution.

BUSH

TEAC

ALPINE

Devices available in-store

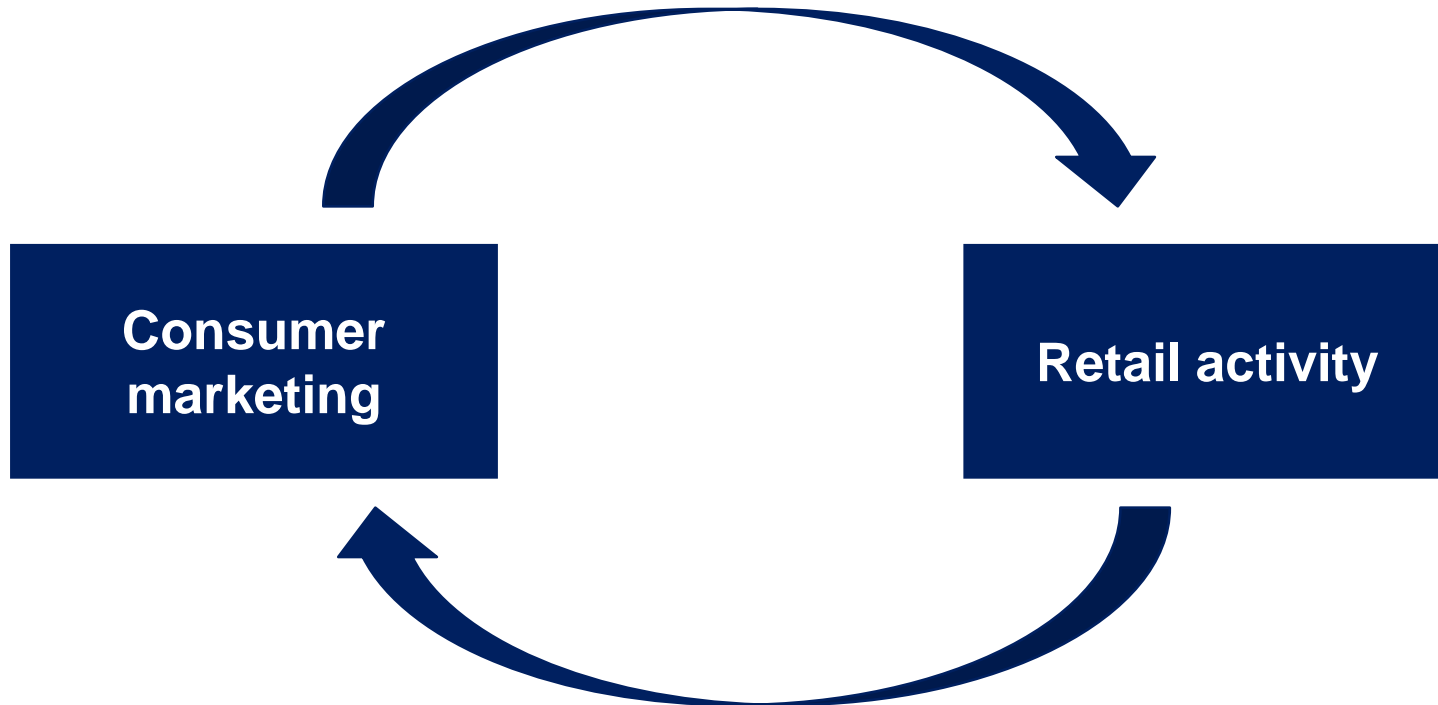


- Must have strong retail support for DAB+ radio
- Devices on shelves
- Training for staff
- Post-code checker
- Repeaters

MediaMarkt, Berlin, March 2013

Marketing activities must be co-ordinated and sustained

- *Consumer advertising encourages footfall and inspires confidence in retailers*



- *Retail (with the right product, point of sale and trained sales people) delivers sales*

Strong marketing support for digital radio



Italy



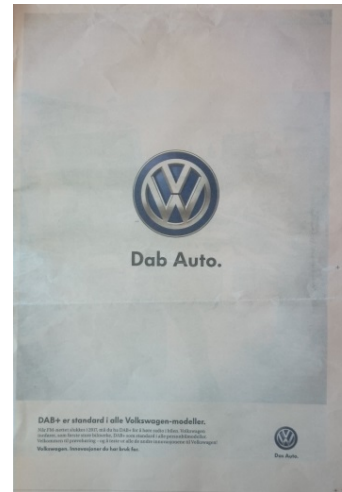
Switzerland



Netherlands



UK

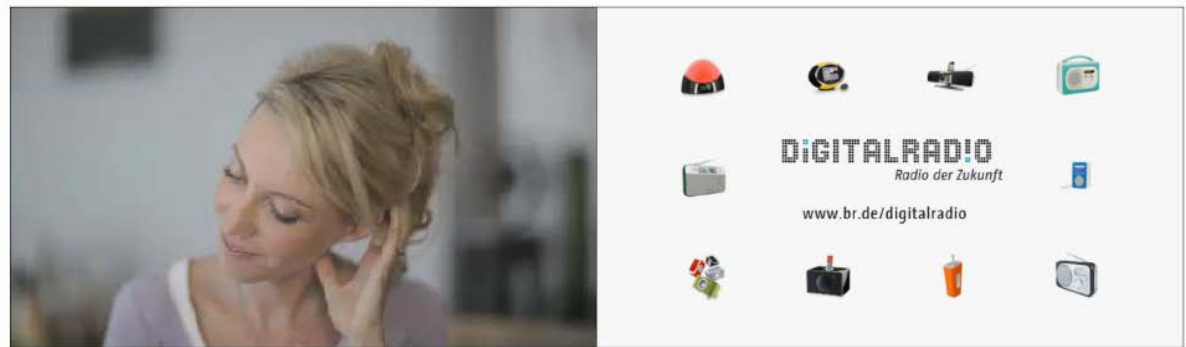


Norway



Germany

TV ads, heavy FM promotion and device give-aways

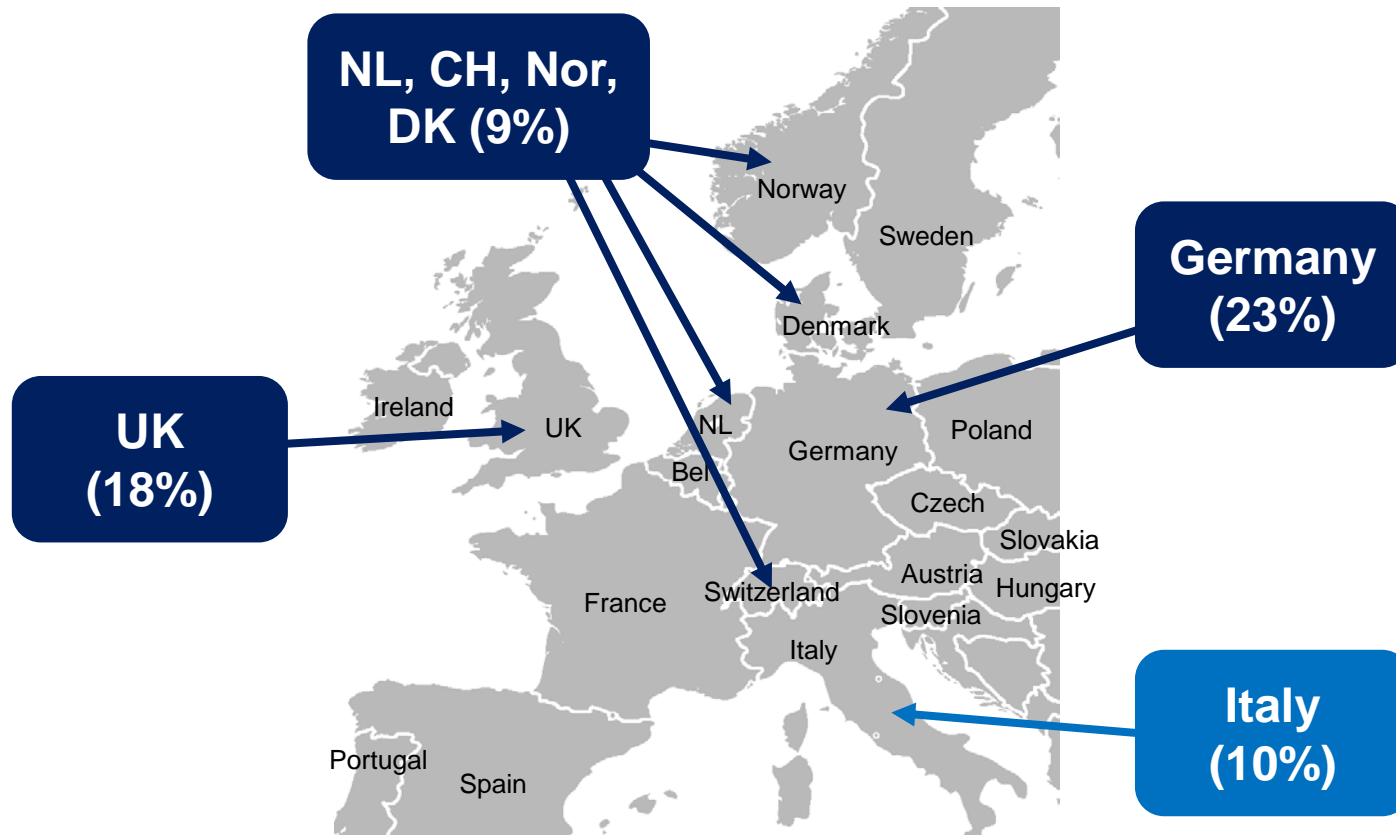


The automotive sector is a key priority



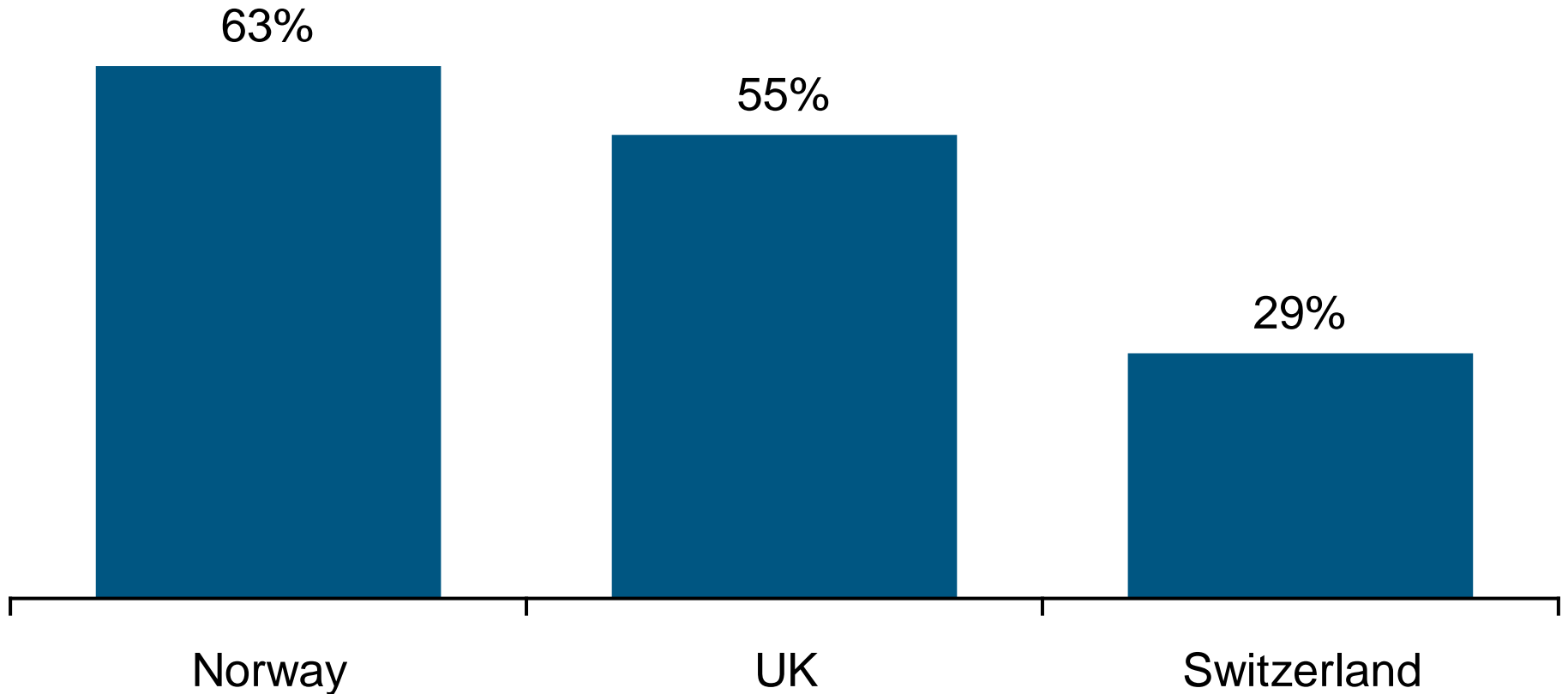
In Europe, countries with DAB: 50% of new car sales

Country share of European new car sales 2013



In developed markets, DAB in new cars becoming the norm

% of new cars with DAB digital radio



Wide range of aftermarket devices available

- 1Din Radios



- 2Din Radios



- Dealer fit solutions



- Do it yourself adapters



Automotive – work with manufacturers to fit DAB+ as standard



- Educate local importers and dealers
 - consumer benefits
 - coverage plans
 - long term commitment to DAB+
- Work with international partners

Cross-industry body – essential to drive uptake

Digital Radio UK

Composition:

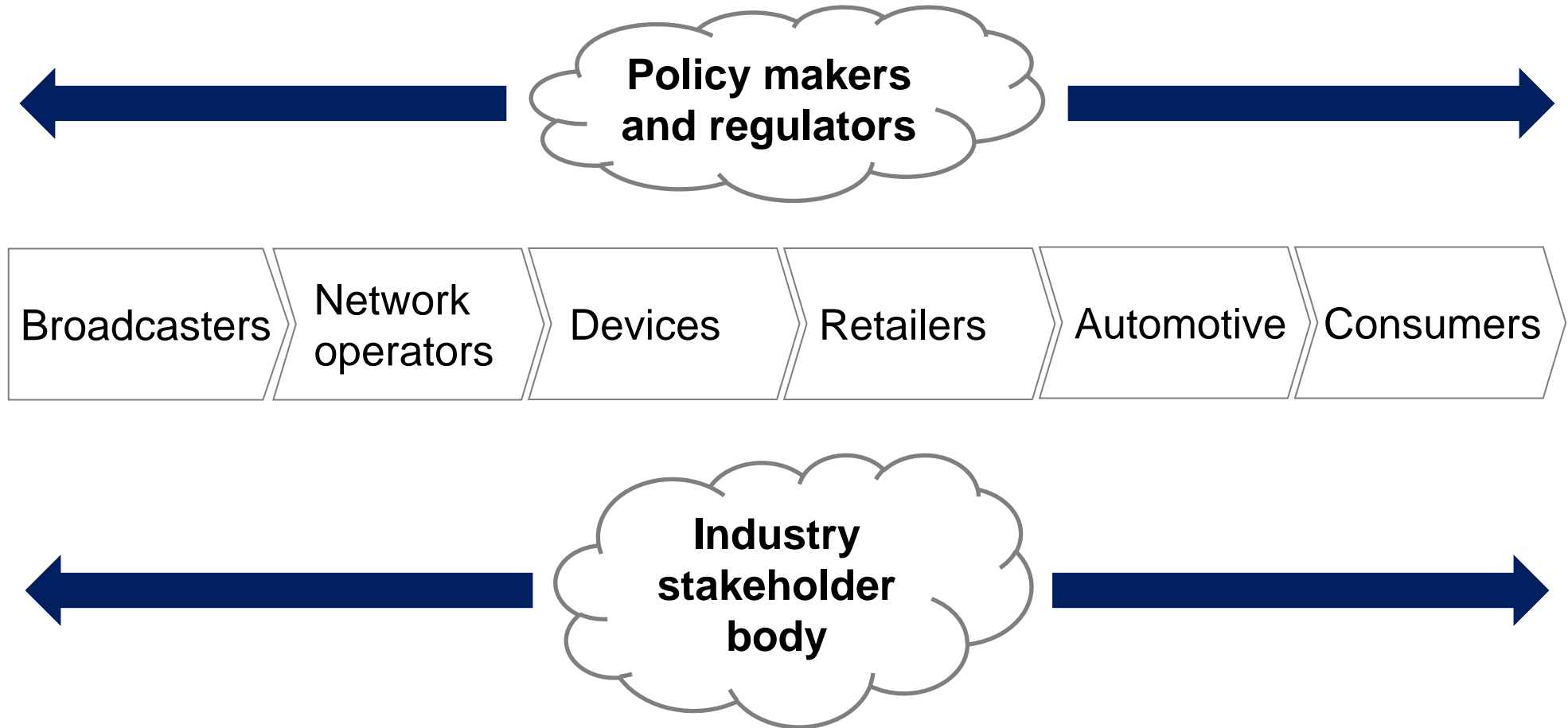
BBC and UK Commercial Radio
Car and Radio Manufacturers
Work with Government and Ofcom

Objectives:

Accelerating the growth of digital radio
Getting digital radio in cars
Planning a future digital radio switchover



Key to success is collaboration



Thank you

For further information, please contact:

www.worlddab.org

Converting existing cars to digital radio



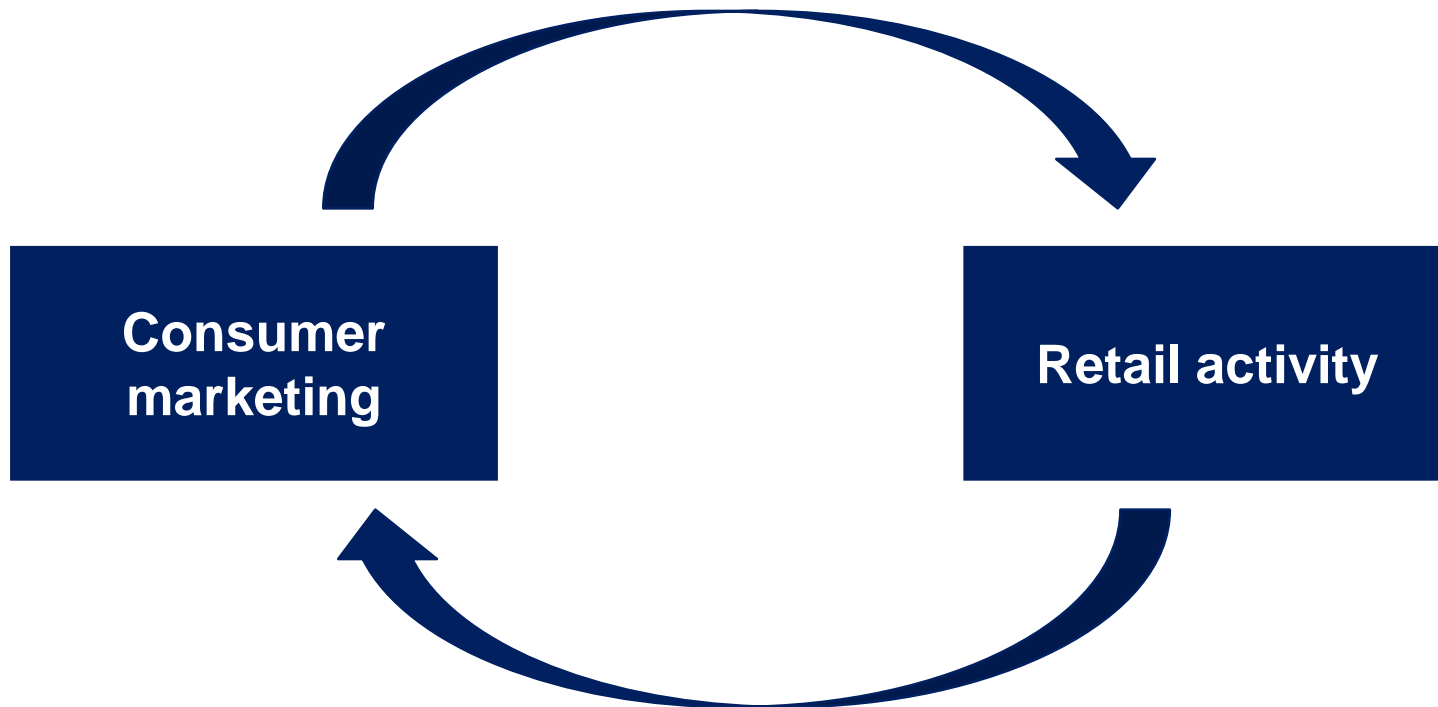
Solutions available for all major manufactures

Automotive brands offering DAB – increasingly as standard



Consumer and retail marketing must work “hand in hand”

- *Consumer advertising encourages footfall and inspires confidence in retailers*



- *Retail (with the right product, point of sale and trained sales people) delivers sales*

Key to success is collaboration

