

Digital radio in cars – the time is now

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15th September 2014

Contents



1. WorldDMB and radio today

2. DAB in international markets

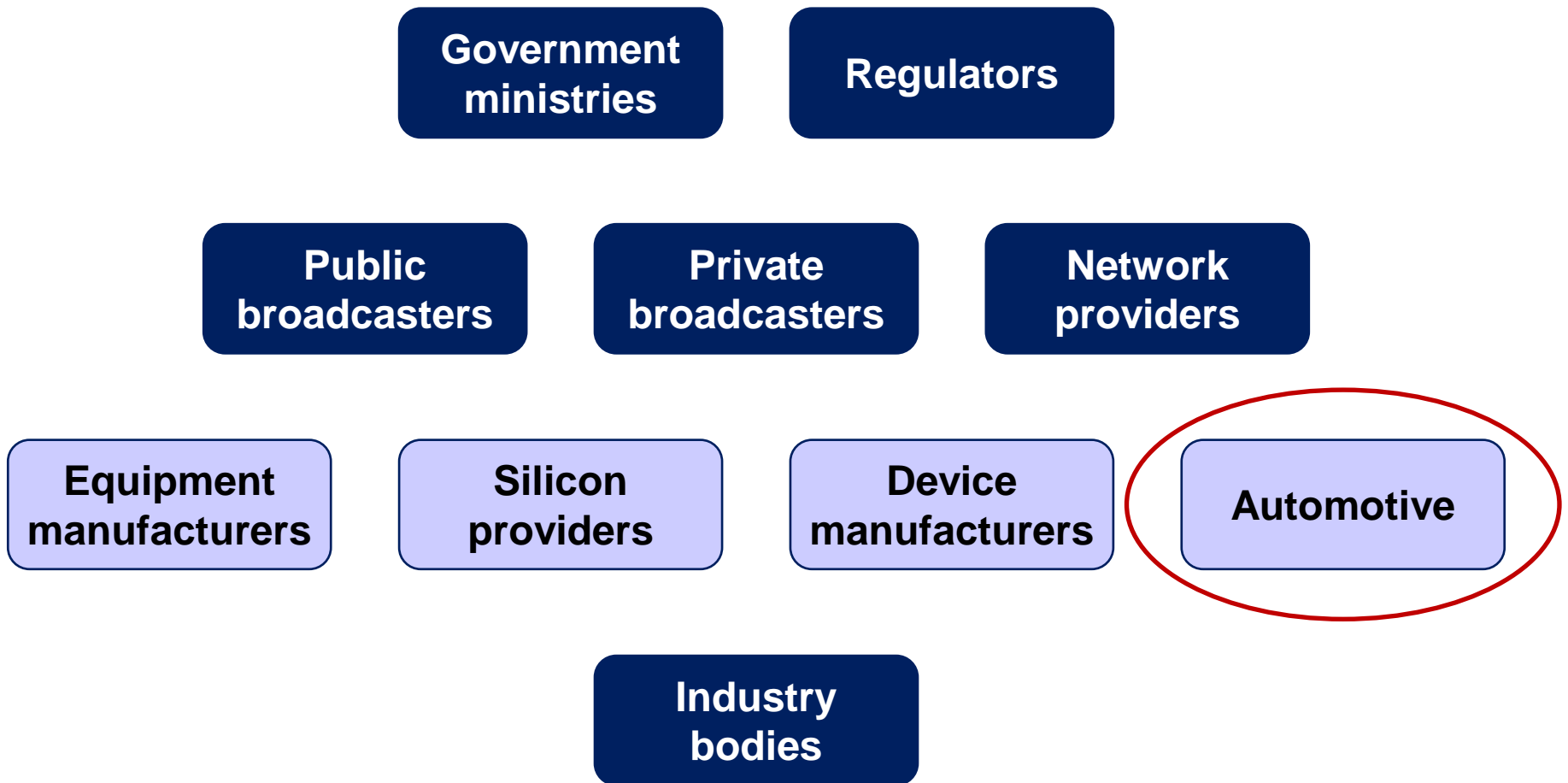
3. In-car opportunity

WorldDMB – who we are



- Key objectives
 - international roll-out of DAB+
 - digital radio in cars (and smart phones) as standard
 - digital switchover

Over 80 members from 22 countries – across radio ecosystem

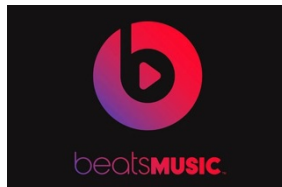


Drivers and passengers love radio in the car



But the world is changing – media, devices, cars

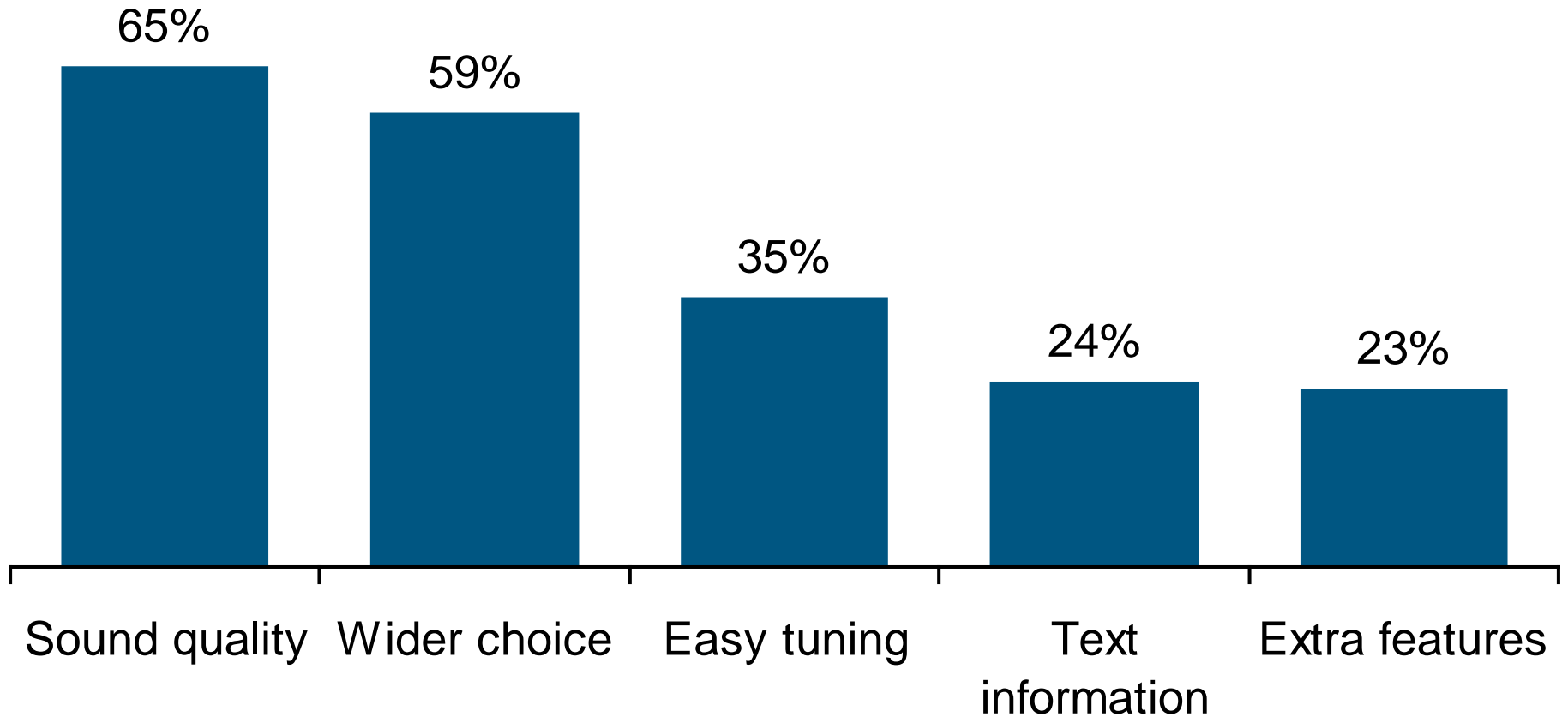
Online music services



- Digital music services
- Smart devices
- Connected cars

Digital broadcast offers opportunities to innovate

UK, % benefits of digital radio



Digital allows a stronger content proposition



BBC
RADIO



sport1



Absolute
Radio  80s

Multimedia services, e.g. weather and traffic information

Categorised slideshow

The image shows three slides from a multimedia slideshow. The top slide displays weather information for Karlsruhe (11°C) and Freiburg (10°C), including current and forecast temperatures and weather icons. The bottom slide shows a traffic map (VERKEHR) with a red header and yellow/orange heatmaps indicating traffic congestion in the Karlsruhe region, with labels for 'BAG', 'FR', and 'KN'.

TPEG



DAB / DAB+ and connectivity should work together

Benefits of connected car

- Personalised content
- Car maintenance
- Car to car

- Rich content
- Free to air
- Robust (one to many)

Benefits of DAB broadcast

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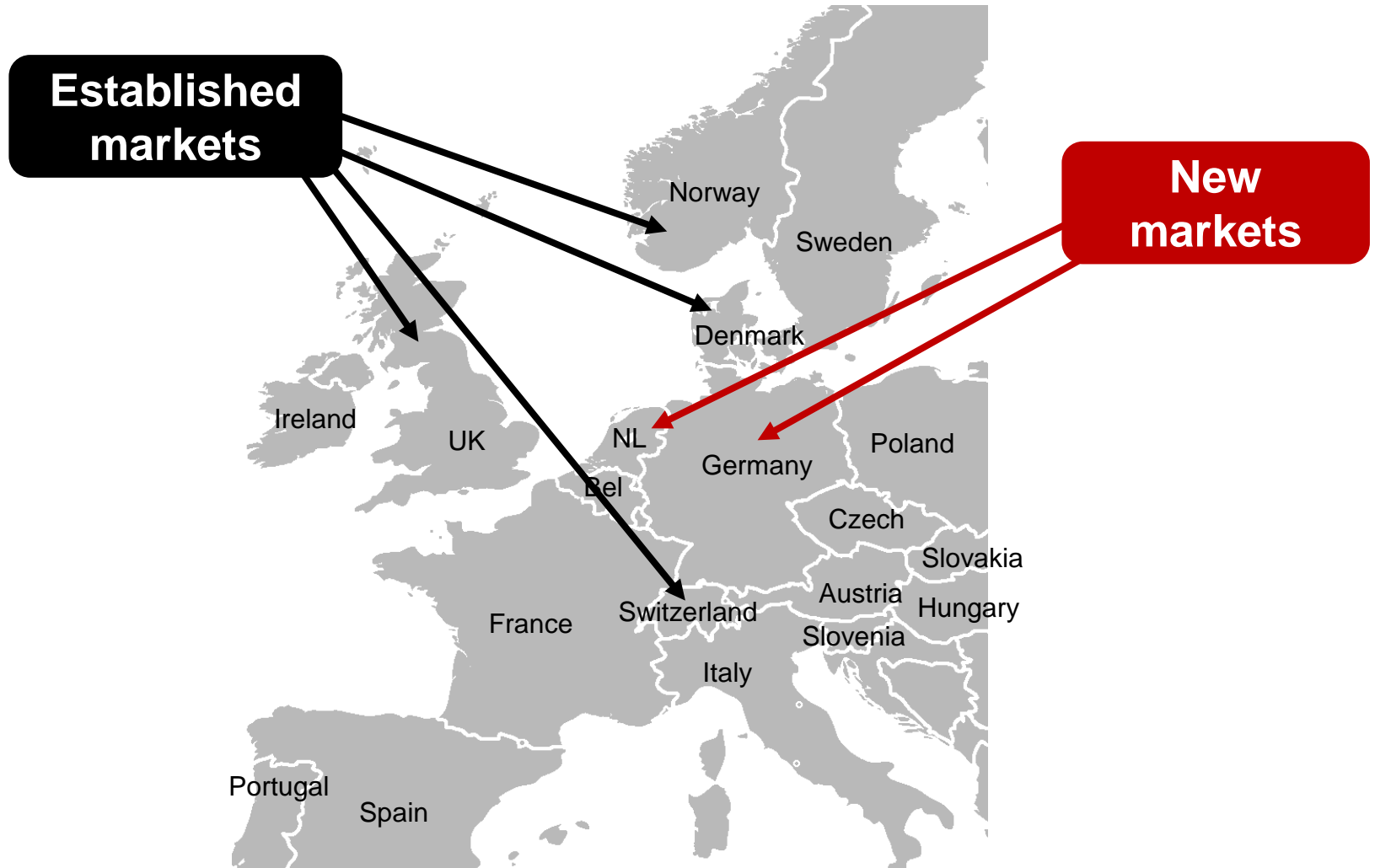
A digital radio wave is moving across Europe



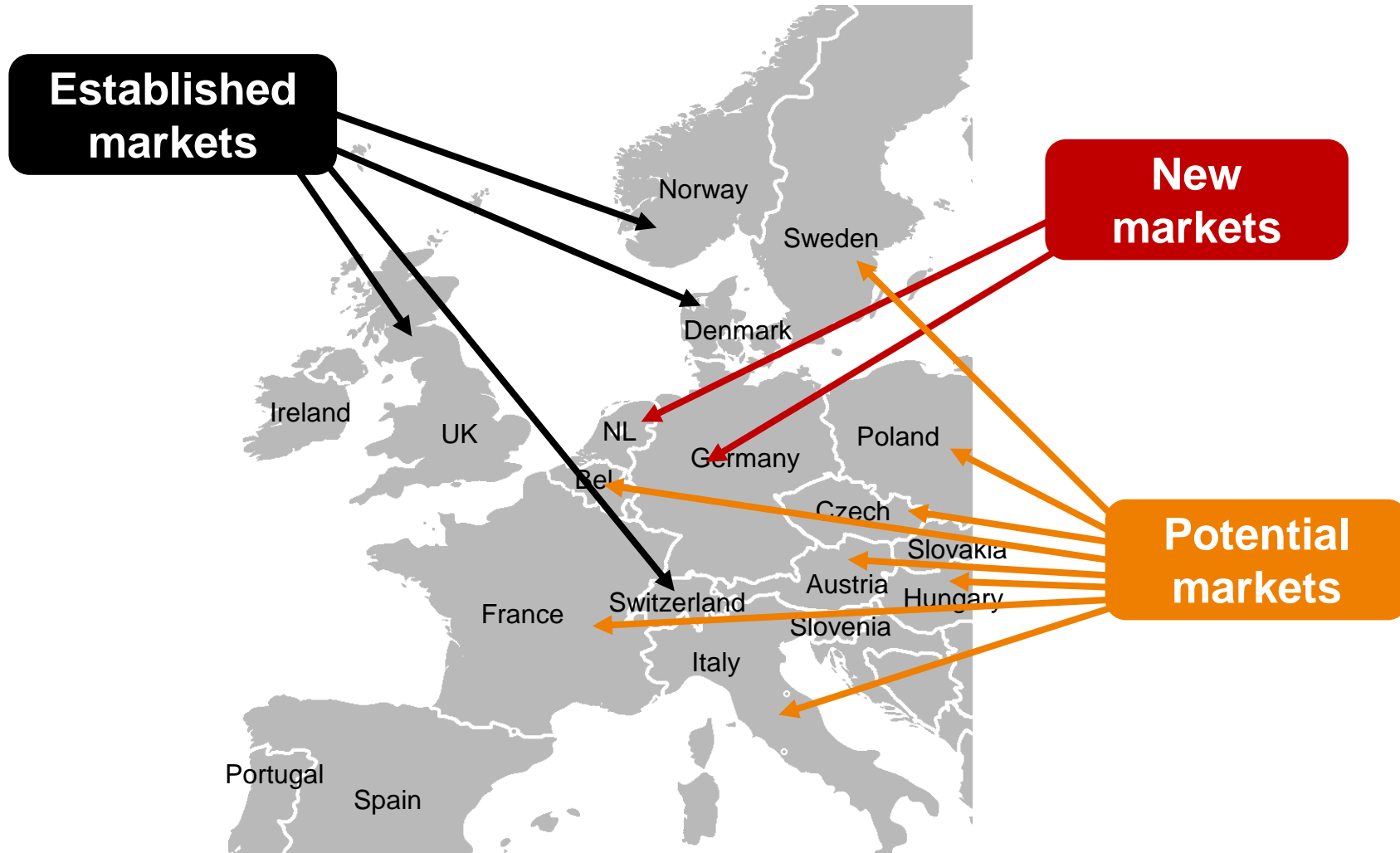
Four core markets: UK, Norway, Denmark and Switzerland



Followed by Germany (2011) and Netherlands (2013)



Several potential markets



In Asia Pacific, a similar process is under way



Hong Kong: DAB+ launch 2011

Australia: DAB+ launched Jul 2009

In Asia Pacific, a similar process is under way



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EBU calling for DAB / DAB+ across Europe

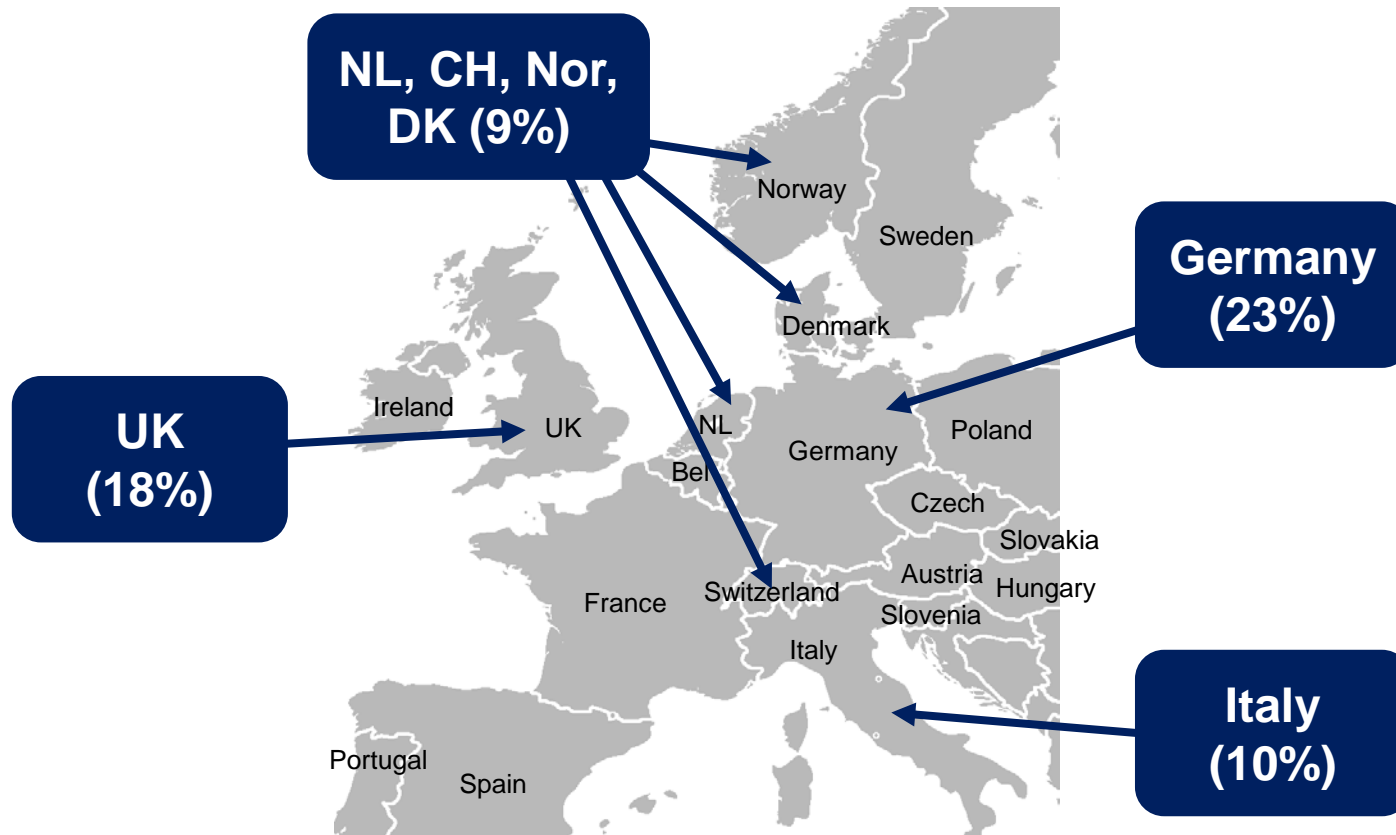
EBU

EBU recommendations

- Digital broadcast backbone¹
- Devices to offer analogue & digital²
 - consumer
 - automotive
 - smartphones
- Harmonisation across Europe

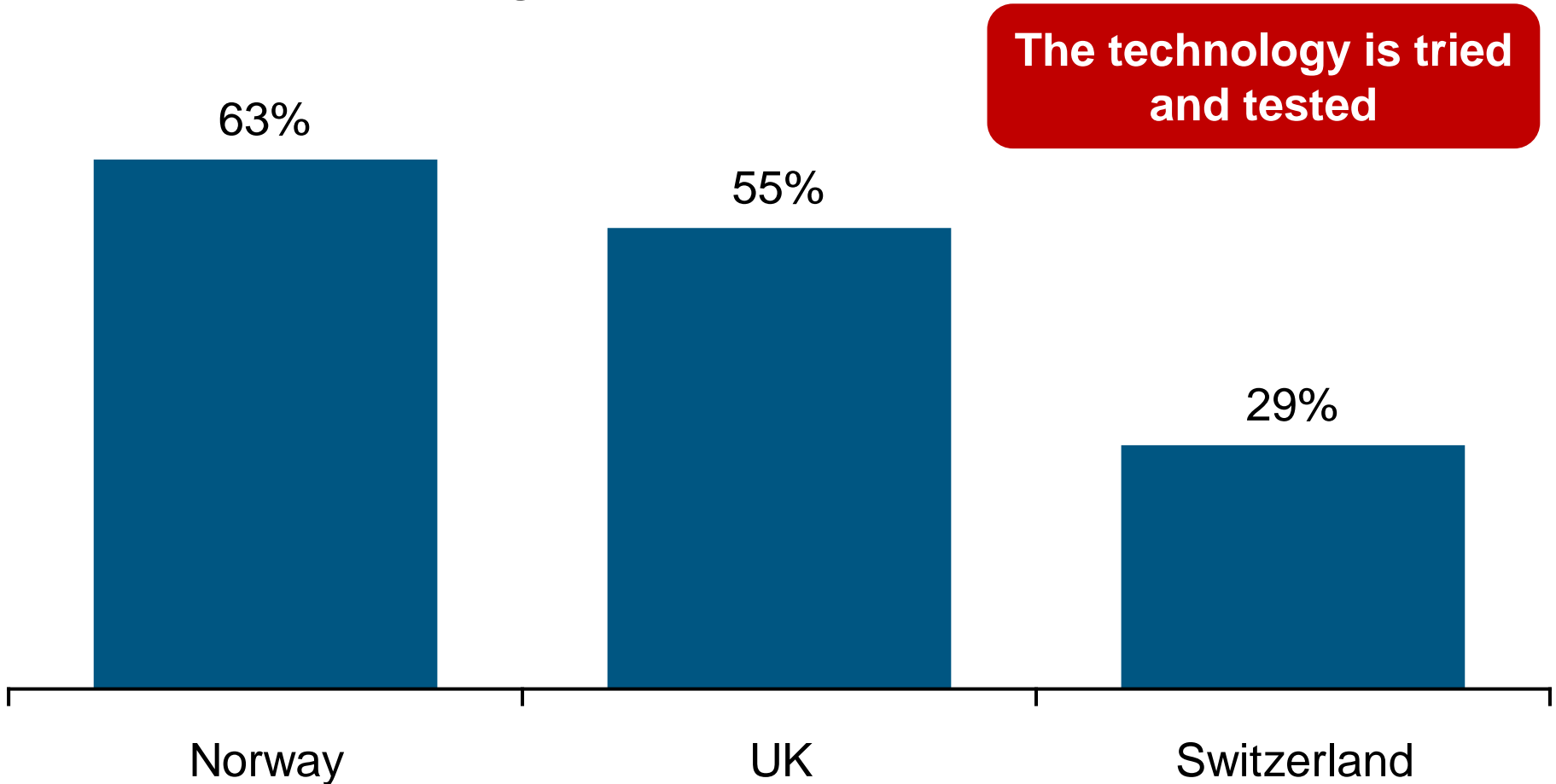
In Europe, countries with DAB: 60% of new car sales

Country share of European new car sales 2013



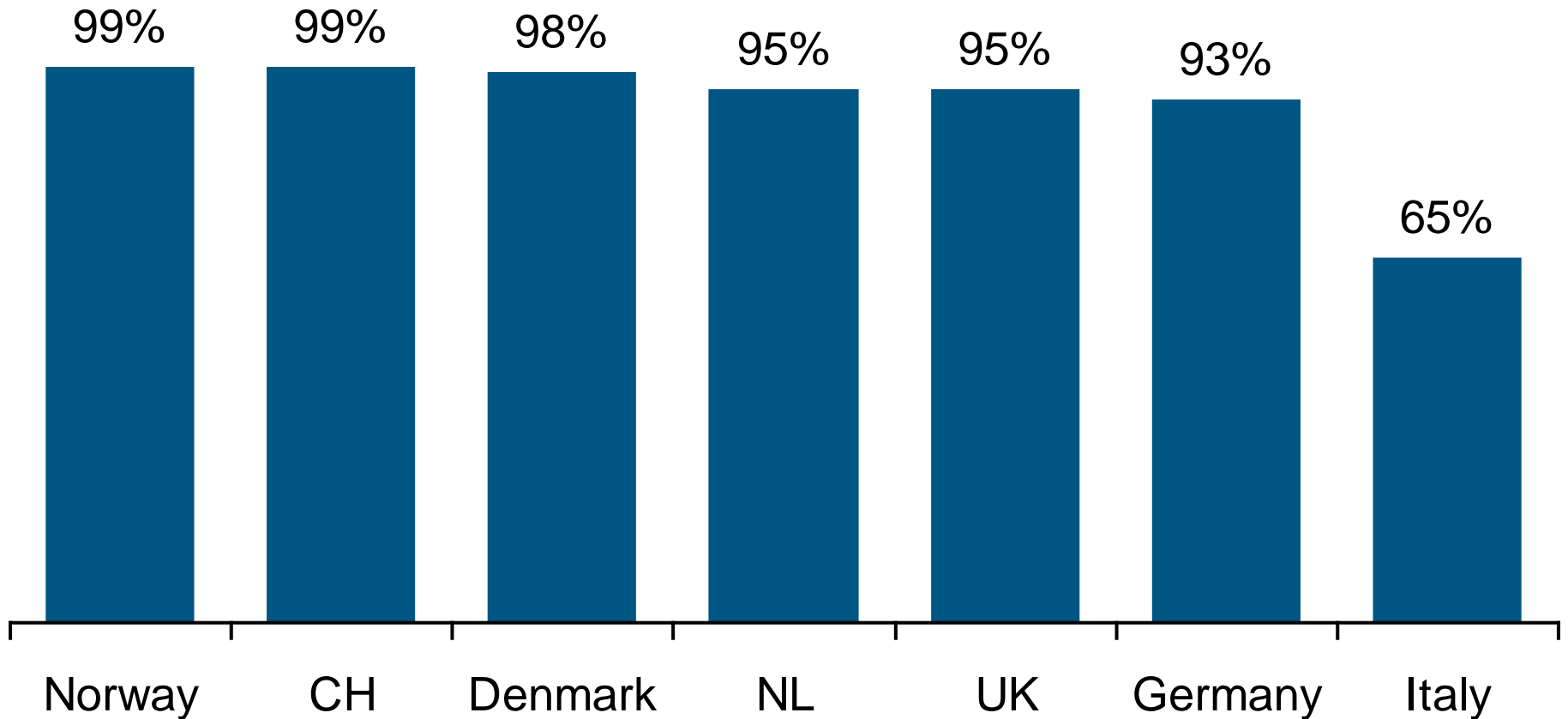
In developed markets, DAB in new cars becoming the norm

% of new cars with DAB digital radio



DAB coverage is well established

DAB / DAB+ population coverage



Strong marketing support for digital radio



Italy



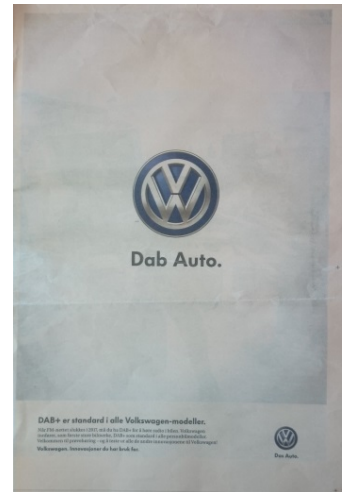
Switzerland



Netherlands



UK



Norway



Germany

Conclusions

1. Digital radio has reached critical mass in Europe

- Clear benefits for drivers
- Coverage, marketing and technology are in place

2. Broadcasters need to engage with car manufacturers to shape future of radio in-car

Thank you

For further information, please contact:

www.worlddab.org