



# **2017 – a landmark year for DAB+**

Bernie O'Neill, WorldDAB

ABU DBS, 6 March 2016

36 countries with DAB services on-air

405m people can receive DAB

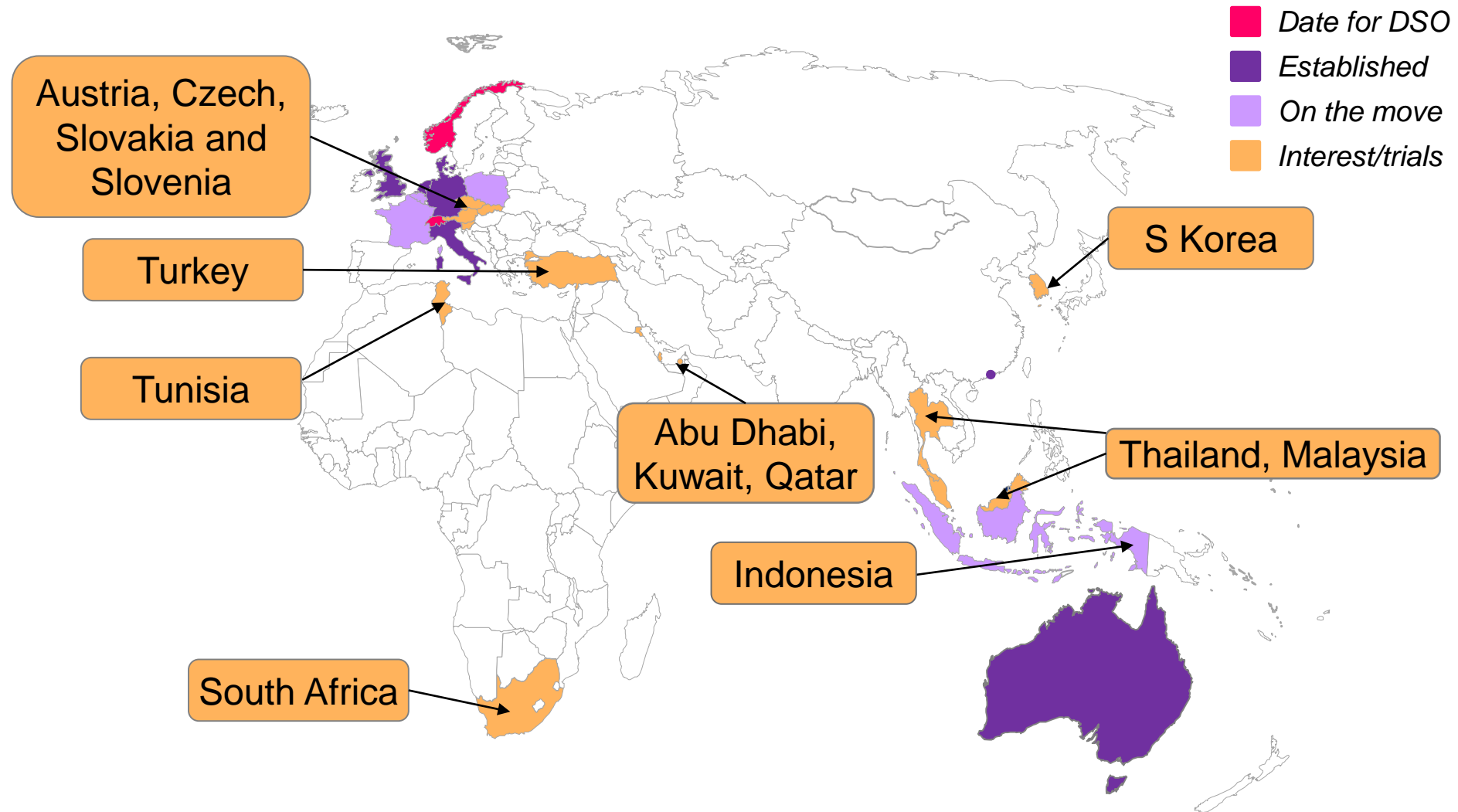
Over 55m DAB receivers sold

100 % DIGITAL





# Around the world, more countries are showing interest



# DAB+ in Asia Pacific



**Indonesia: DAB+ launched Apr 2016**

**Hong Kong: DAB+ launched Aug 2011**

**Australia: DAB+ launched Jul 2009**

# DAB+ in Asia Pacific

**Vietnam: DAB+ trial in 2013 and new trial planned 2017**

**China: DAB in Beijing & Shanghai**

**Thailand: preparing DAB+ trial in 2017**

**Hong Kong: DAB+ launch 2011**

**Malaysia: DAB+ trial on air – RTM and commercials**

**Myanmar: DAB+ trial now on-air**

**Indonesia: DAB+ launched 2016**

**South Korea: investigating DAB+**

**Australia: DAB+ launched Jul 2009**



# Middle East and South Africa investigating potential

Arab States  
Broadcasting  
Union  
recommends DAB+

Interest also from:  
Bahrain  
Jordan  
UAE



DAB+ on air in  
Kuwait and  
trials/regulation for  
DAB+ in several  
other Gulf States

South Africa DAB+  
trial covering 20%  
population

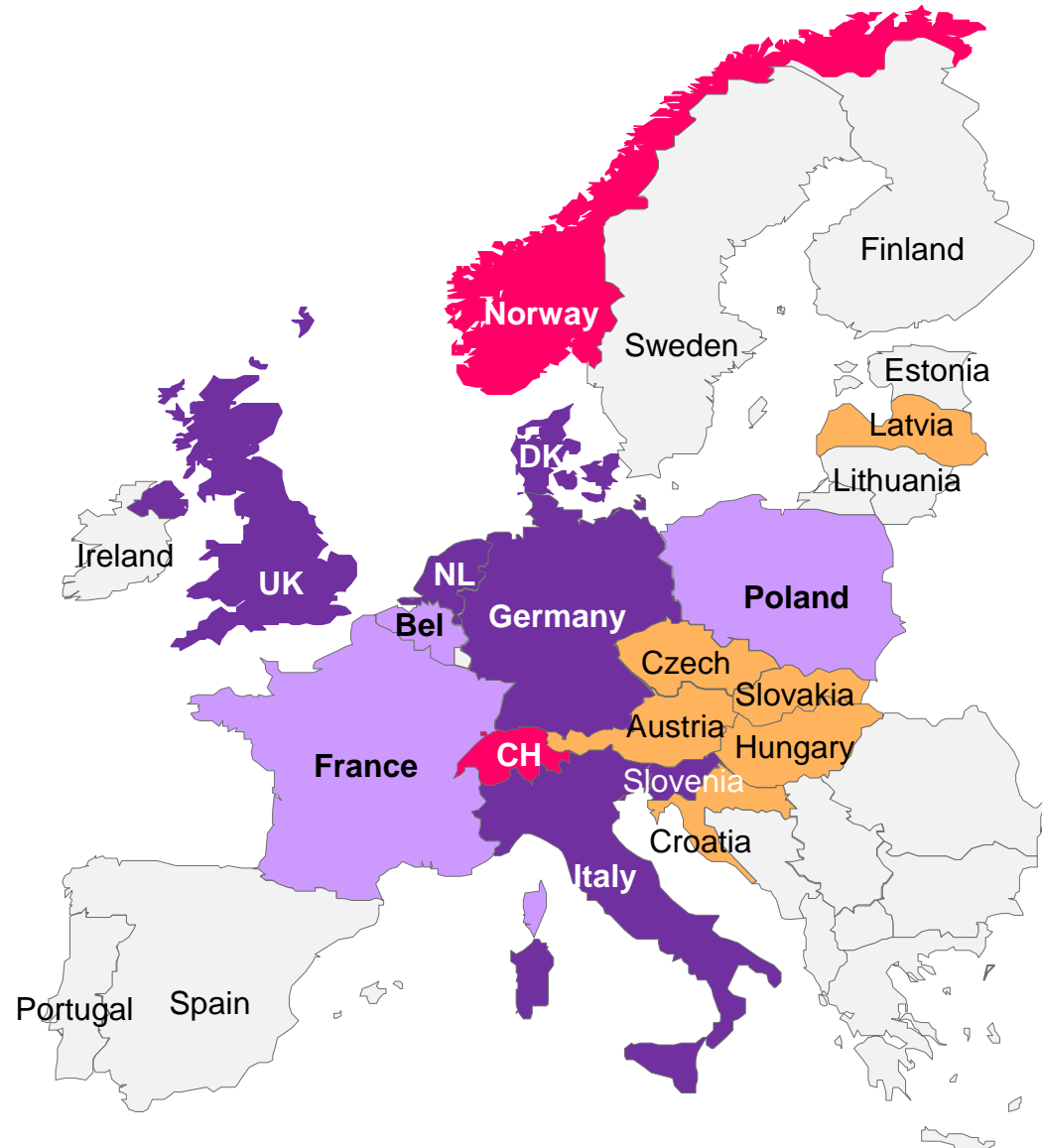


## New market activity on DAB+ in the last 12 months

<p><b>Thailand</b></p> <p>NBTC planning large DAB+ trials in 2018</p>	<p><b>Indonesia</b></p> <p>RRI launched DAB+ services in April 2016</p>	<p><b>Myanmar</b></p> <p>DAB+ trial started 2016 by MRTV</p>	<p><b>Vietnam</b></p> <p>Planning new DAB+ digital radio trial 2017</p>	<p><b>Sri Lanka</b></p> <p>Ongoing preparation for a DAB+ trial</p>	<p><b>S Africa</b></p> <p>DAB+ trial extended further – preparing regulation</p>
<p><b>UAE</b></p> <p>Commercial launch of DAB+ in 2018</p>	<p><b>Kuwait</b></p> <p>95% DAB+ population coverage</p>	<p><b>Slovakia</b></p> <p>Further DAB+ trials being launched in addition to existing</p>	<p><b>Slovenia</b></p> <p>Launched DAB+ in 2016 – now at 70% popn coverage</p>	<p><b>Croatia</b></p> <p>Consultations within radio industry about deployment of DAB+</p>	<p><b>Latvia</b></p> <p>DAB+ technical trial started December 2016</p>

# DAB is established across Europe

-  *Date for DSO*
-  *Established*
-  *On the move*
-  *Trials*



## DAB radios are reaching the mass market

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Over 50 million  
receivers sold

Available from 70 MYR



0  
km/h

Engine Oil Pressure Low  
Please Check Oil Level

DAB

VRT DAB  
VRT DAB+ Test

Favourites

OFF

R  
N  
D  
B



DS AUTOMOBILES



HOLDEN



HONDA



HYUNDAI



INFINITI.

ISUZU



JAGUAR

Jeep



LEXUS



MASERATI



MAZDA



Mercedes-Benz



MITSUBISHI



PEUGEOT



RENAULT



SEAT

ŠKODA



TOYOTA

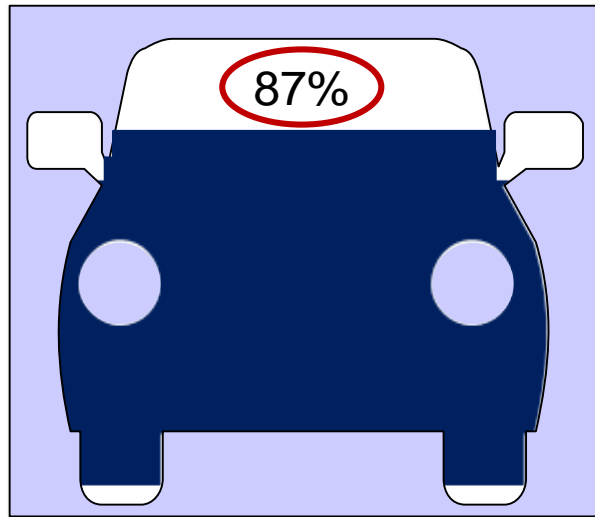


UD TRUCKS

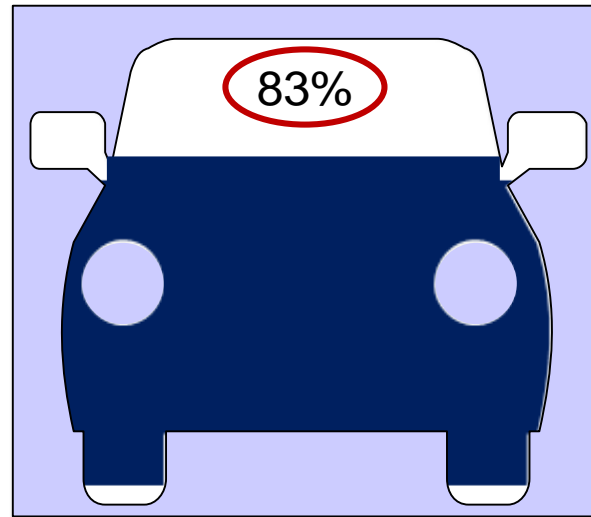


# In advanced markets, DAB is widely available in cars

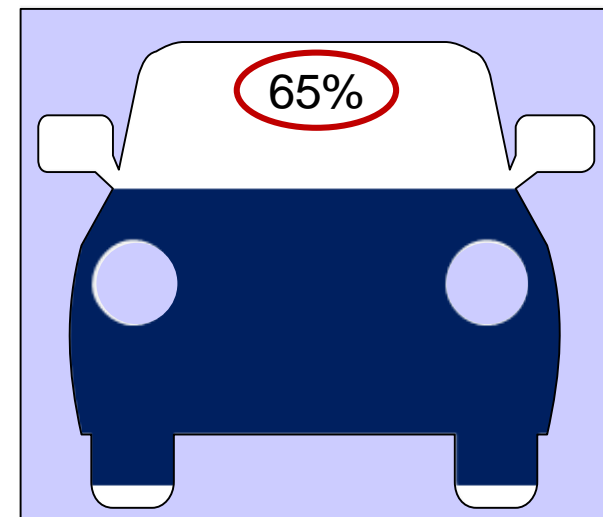
% of new cars with DAB+ as standard



UK



Norway



Switzerland



BG66 VNA

Fire exit



NRJ Norge

MINST 40 MINUTTER  
NONSTOP HITS

NRJ-formiddagen

Thomas Paste

NRJ Norge

P4 Lyden Av Norge

P5 Hits

P6 Rock

P7 Klem

20:25 PM

MON, FEB 22

79°F



Google



Email



Play Store



DAB+





# 2070 DAB services on air around the world

# How can WorldDAB help you?



**90+**  
Members

Covering 27 countries

Connecting  
**1,000+**  
Industry Experts

**DIGITAL**

Our members include experts from broadcasters, regulators and network providers through to manufacturers of receivers, chips, professional equipment and automobiles



**MINISTRIES OF TELECOMS**

**REGULATORS**

**BROADCAST ASSOCIATIONS**

**BROADCASTERS**

**NETWORK OPERATORS**

**END-TO-END MANUFACTURERS**

**DIGITAL**

**DEVICE MANUFACTURERS**

**AUTOMOTIVE MANUFACTURERS**

**RESEARCH & DEVELOPMENT**

**CHIP MANUFACTURERS**

**SOLUTION PROVIDERS**

**MONITORING EQUIPMENT MANUFACTURERS**

# **WorldDAB now increasing support to the Asia Pacific region**

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## **2017 will see a stronger WorldDAB presence in the region**

- WorldDAB Asia Pacific Committee – Chaired by Joan Warner
- Support and mentoring
- Technical trials
- Advice and assistance (tailored advice, seminars, workshops)
- Connect with equipment suppliers, automotive sector, smartphone and receiver manufacturers

## **DAB+ pavilion – come and meet the DAB+ experts**

# DAB+ pavilion at ABU DBS 2017

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# Thank you

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