
WorldDAB International Update

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A landmark year for DAB+

36 countries with DAB services on-air

405 million people can receive DAB

Over **55 million** DAB receivers sold

Norway digital switchover

- Norway switched off first FM transmitters in January 2017
- All national FM services will shut off FM and move to DAB+ by the end of this year
- Digital switchover has resulted in a big increase in receiver sales
- Initial feedback is that radio listening has remained constant

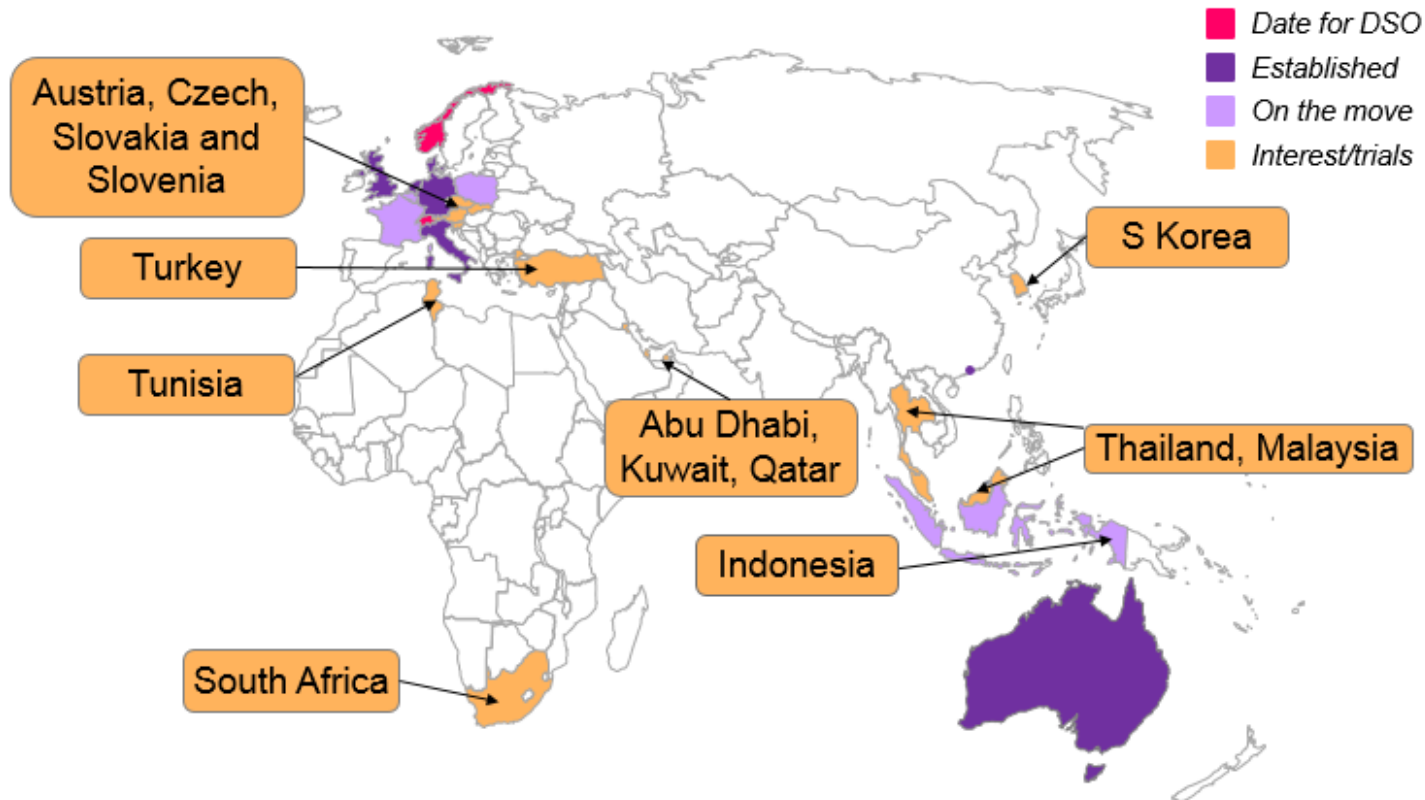


Progress in Europe

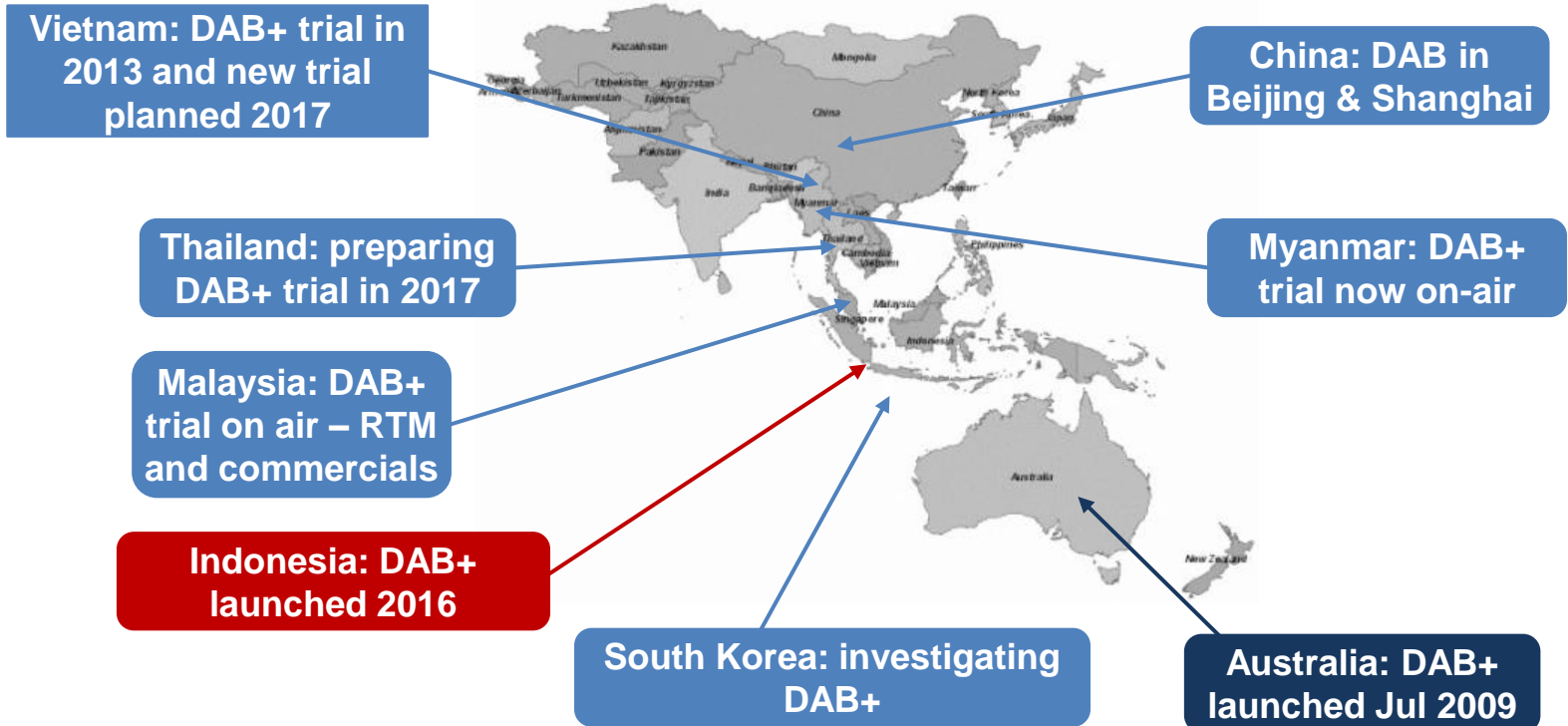
- Switzerland next to switch off FM and will start a large marketing campaign this year in preparation for 2020
- The UK is on track to meet its 50% radio listening target for digital, which will trigger discussions about a switchover date
- DAB is now available to over 90% of UK households
- Parts of Italy will switch off FM by the end of 2017
- Germany working on digital radio action plan



More countries showing interest



DAB+ in Asia Pacific



New market activity last 12 months

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

ABU DBS

- ABU Digital Broadcasting Symposium 6-9 March, Malaysia – biggest ever presence
- WorldDAB DAB+ Workshop 6 March - 140 participants from 20 countries
- Exhibition booth and first time a DAB+ pavilion
- Hybrid radio participation
- Asia Pacific newsletters & improved comms
- Receiver giveaways daily
- Broadcaster and regulator meetings



Malaysia

- RTM (public broadcaster) senior management met with WorldDAB during DBS
 - Draft paper with Government for Cabinet discussion recommends DAB+
 - MCMC (regulator) issuing a consultation paper soon.



Australia

- 3.6 million DAB+ listeners in the five metropolitan capital cities (27% of the pop)
- 1.57 million listeners tuning into DAB+ only stations
- 862,000 vehicles sold with DAB+ supported by 33 vehicle brands
- PwC forecasts 4m new vehicles fitted with DAB+ will be sold by end of 2021
- Permanent DAB+ services to commence in Canberra, Darwin, Gold Coast and Hobart by 2018
- Broadcasters reviewing wide area digital channel plans – feedback to regulator April.



Sources: GfK Digital Radio Report 4, 2016, Glass's Automotive Business Intelligence Q4, 2016, GfK Point of Sale DAB+ Fusion Reporting, Dec 2016

Indonesia

- National broadcaster RRI has three permanent transmissions - Jakarta, Batam, Entikong
- Plans a digital radio workshop in November
 - Titled ‘Revitalising world public service broadcasting in digital era’
- Working with chipmaker FCI to develop local smartphone with DAB+ for Indonesia



WorldDAB support in AP

- 2017 will see a stronger WorldDAB presence in the Asia Pacific region
- ABU DBS, RadioAsia, Broadcast Asia, ABU General Assembly
- Support to broadcasters
 - Support and mentoring
 - Trials
 - Technical assistance (tailored advice, seminars, workshops)
 - Connect with auto, smartphone and receiver manufacturers
- WorldDAB is here to help.

