



# **DAB digital radio – a platform for Europe**

Patrick Hannon, President, WorldDAB

*June 2017*

4.6 million new cars sold with  
DAB in 2016

Up 39% on 2015

# In advanced markets, most new cars have DAB / DAB+ as standard

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% of new cars with DAB+ digital radio



Norway

**98%**



UK

**87%**



Switzerland

**66%**

# Other markets - at earlier stage of development

% of new cars with DAB+ digital radio



Netherlands

**26%** ↑



Italy

**23%** ↑



Germany

**21%** ↑



France

**16%** ↑



Denmark

**10%** ↑

All markets increasing

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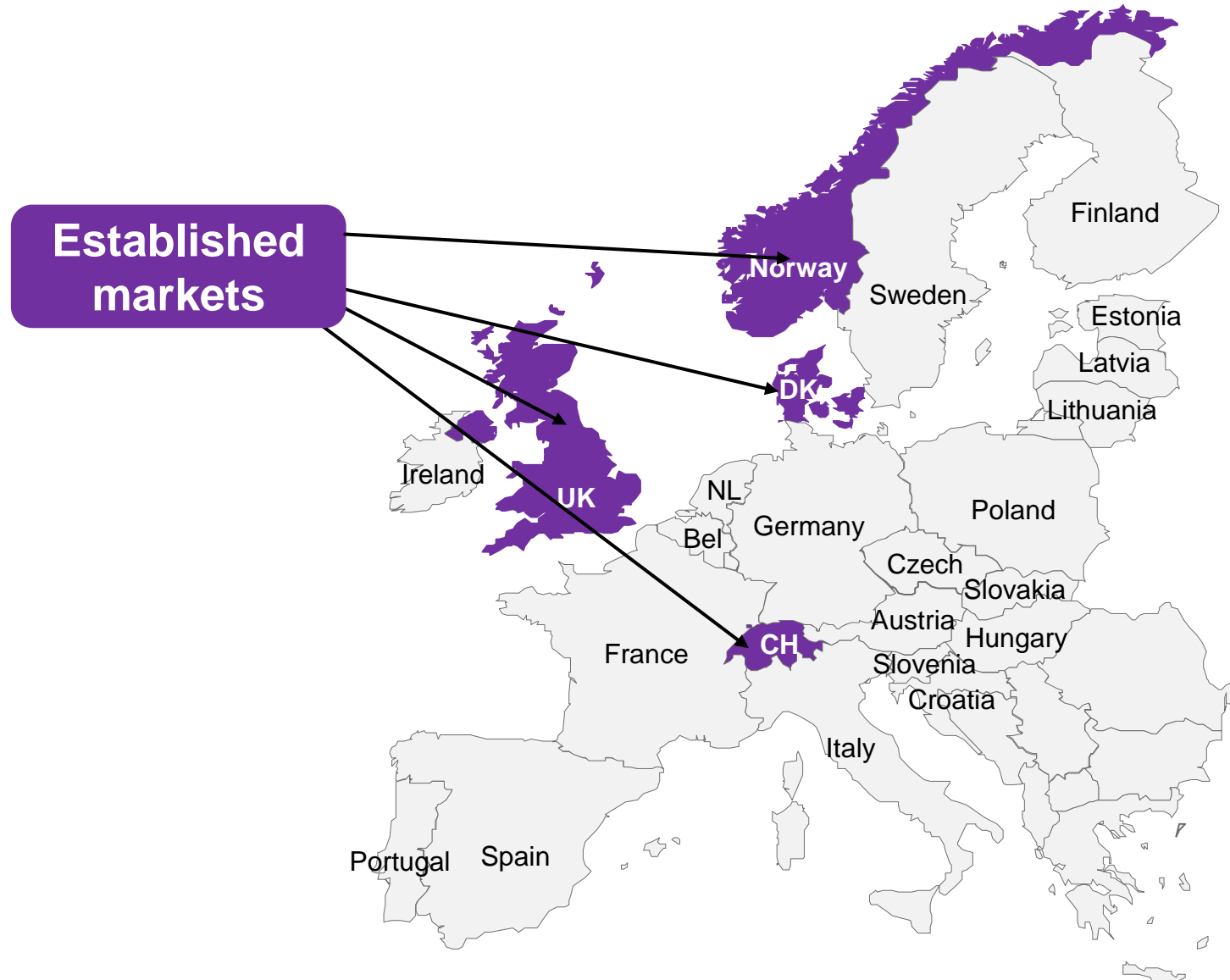
# Why is automotive DAB growing?

# A digital radio wave is moving across Europe

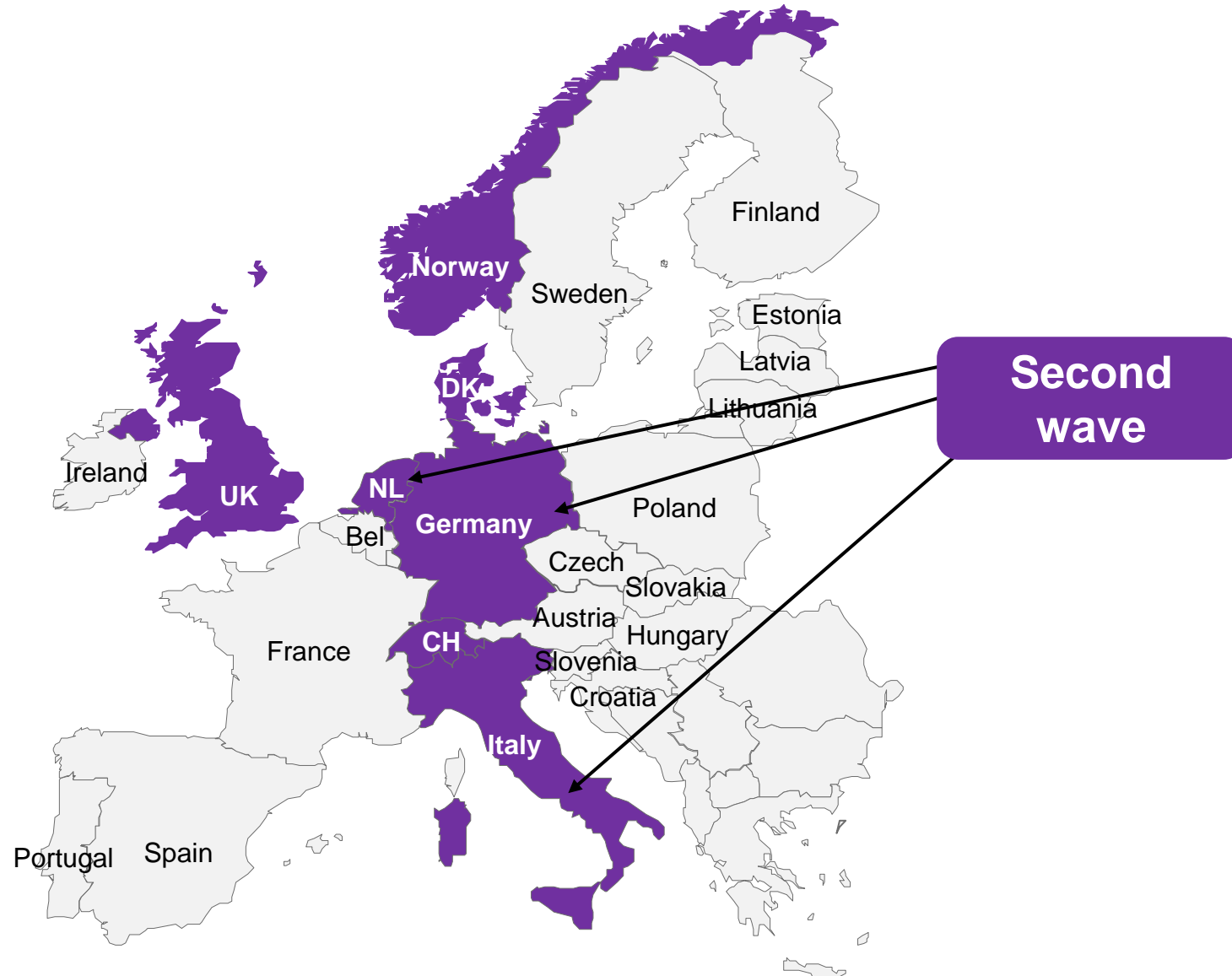
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# Eight years ago, four DAB markets: UK, Norway, Denmark and Switzerland



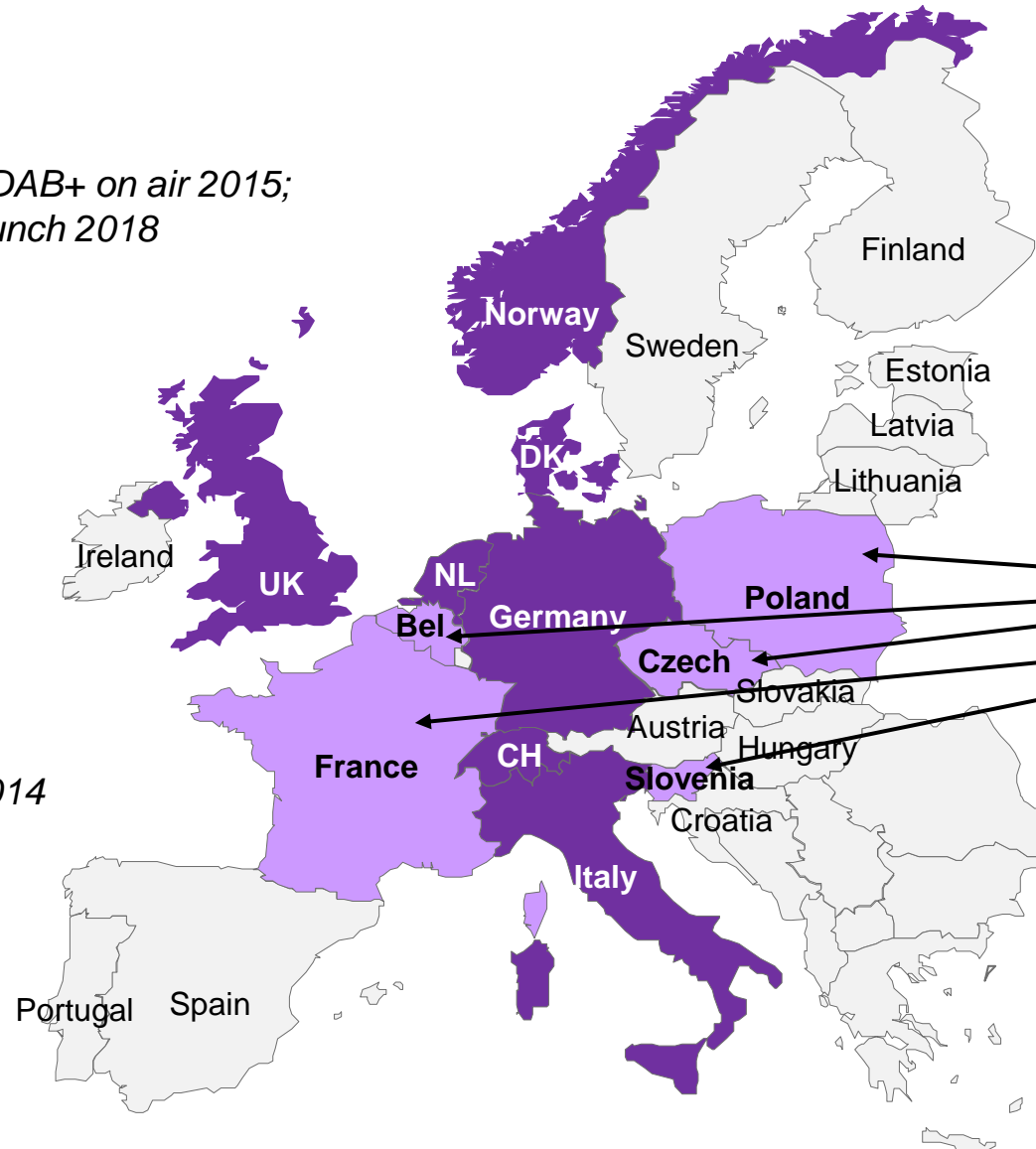
# Followed by Germany (2011), Netherlands (2013), Italy (2014)





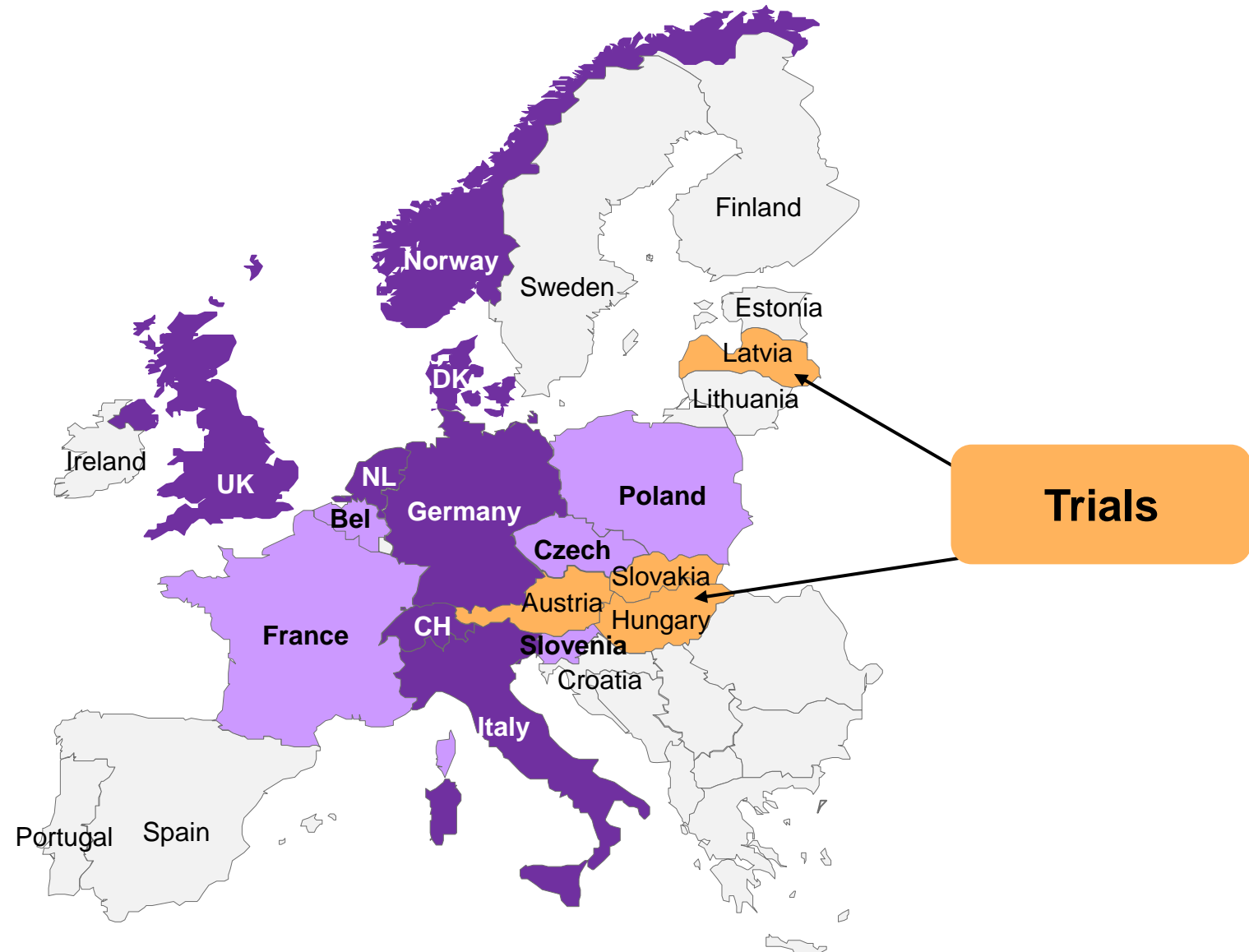
# France, Belgium, Poland, Slovenia and Czech Republic now on the move

- *Belgium: DAB+ on air 2015; federal launch 2018*
- *France: Paris, Nice, Marseille launched 2014*

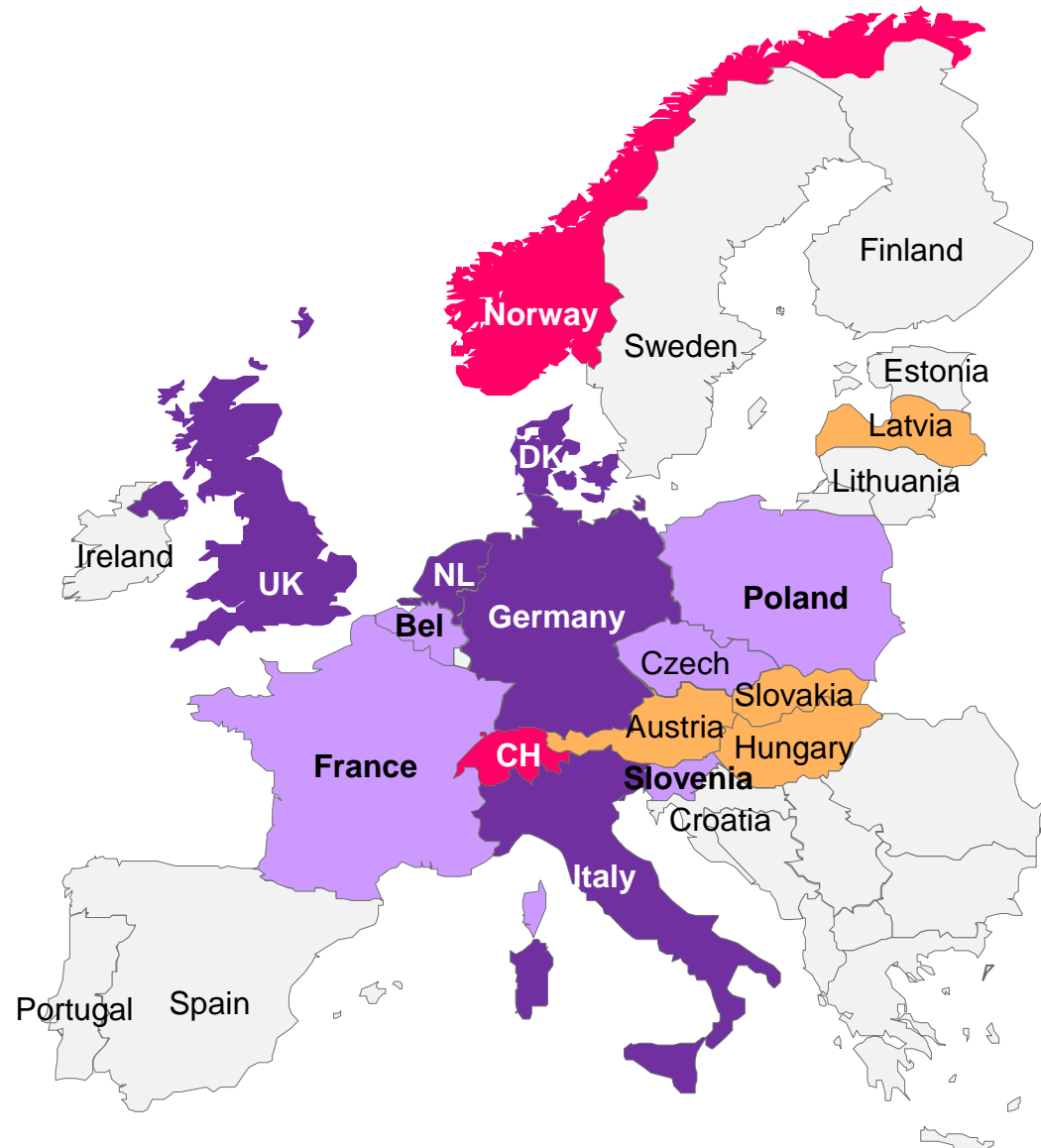


- *Poland: 56% population coverage*
- *Czech: 40% population coverage (June 2017)*
- *Slovenia launched September 2016*

# Trials on air in Austria, Slovakia, Hungary and Latvia



# First countries are switching off FM

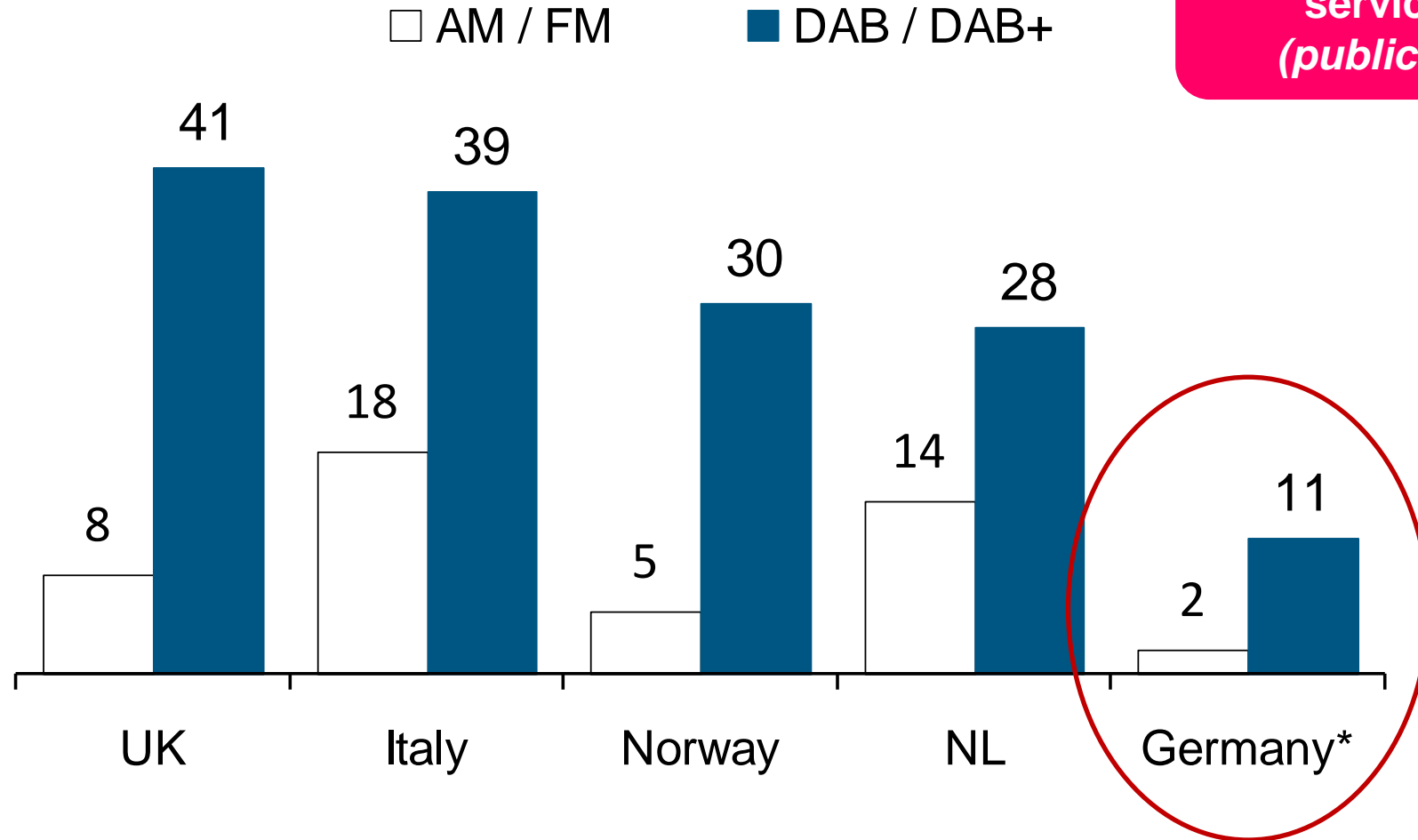


- Norway 2017
- Switzerland 2020-24
- South Tyrol 2017

“More Radio”

# A significant increase in services

## National radio services



Up to 6x as many national services on DAB (public and private)

\* Will double in next 12 months with launch of second national multiplex Source: WorldDAB

# Digital offers clearer sound

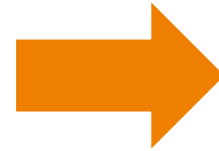
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# With DAB+, car radios will work for years to come – across Europe



Future  
Ready



When FM switches  
off, radios will work -  
across borders

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# What next?



# Further progress across Europe

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*Norway*



*Switzerland*



*Germany*



*Italy*



*France*



*Netherlands*



*Denmark*



*UK*



*Belgium*



*Czech*



*Poland*



*Slovakia*



*Austria*

# Increased collaboration between broadcasters and car makers

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- User experience research
- Partnership between broadcasters and automotive
- Share good practice

# Growing interest in receiver regulation

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- Germany: government is proposing legislation that receivers should have FM and digital capability



- France: already has a digital receiver law\*



- Italy: regulator AGCOM has called for government support



- Netherlands: Ministry of Economic Affairs has asked EU for regulation to require receivers to have FM and digital



- techUK – members supportive of regulation in favour of digital receivers

# Conclusions

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- 1 DAB+ is core future platform for radio – in growing number of markets
- 2 Significant benefits for listeners – in the car
- 3 FM switch-off is a reality: now is the time to fit DAB as standard in cars across Europe

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# Thank you

*For further information, contact:*

[www.worlddab.org](http://www.worlddab.org)