



Securing the future of radio

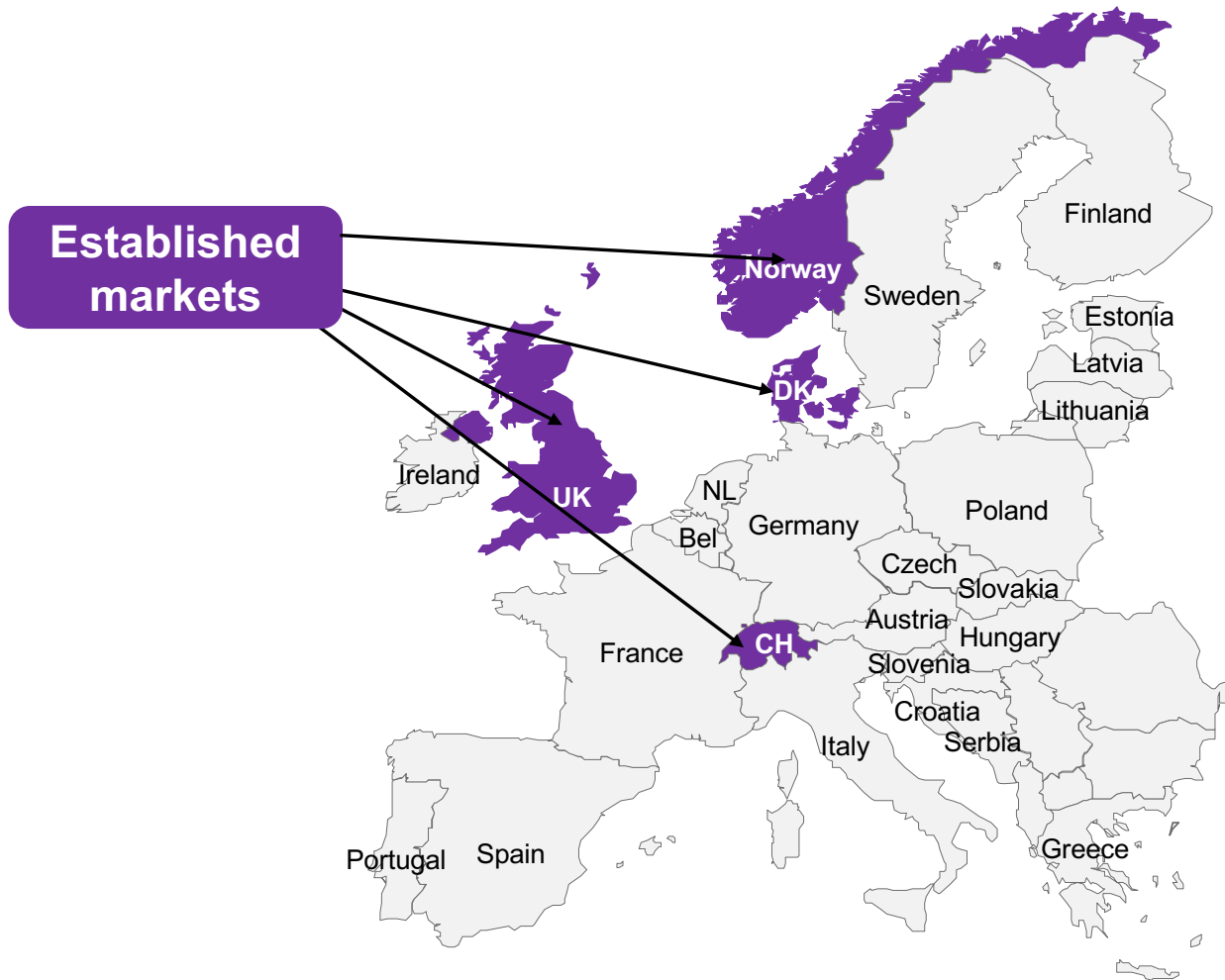
Patrick Hannon, President, WorldDAB

Paris, 7 November 2017

A digital radio wave is moving across Europe

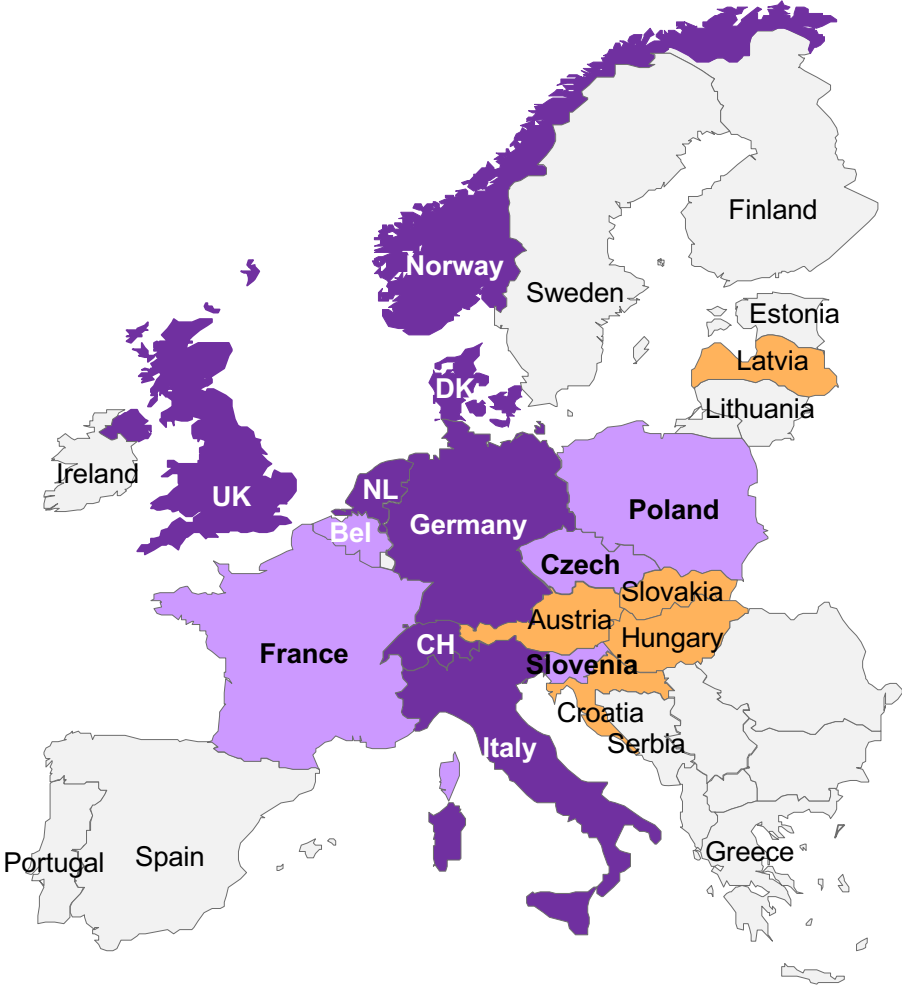


Eight years ago, four DAB markets



Today, DAB activity across most of Europe

- Established markets
- Regular services
- Trials



Norway: first country to switch-off FM

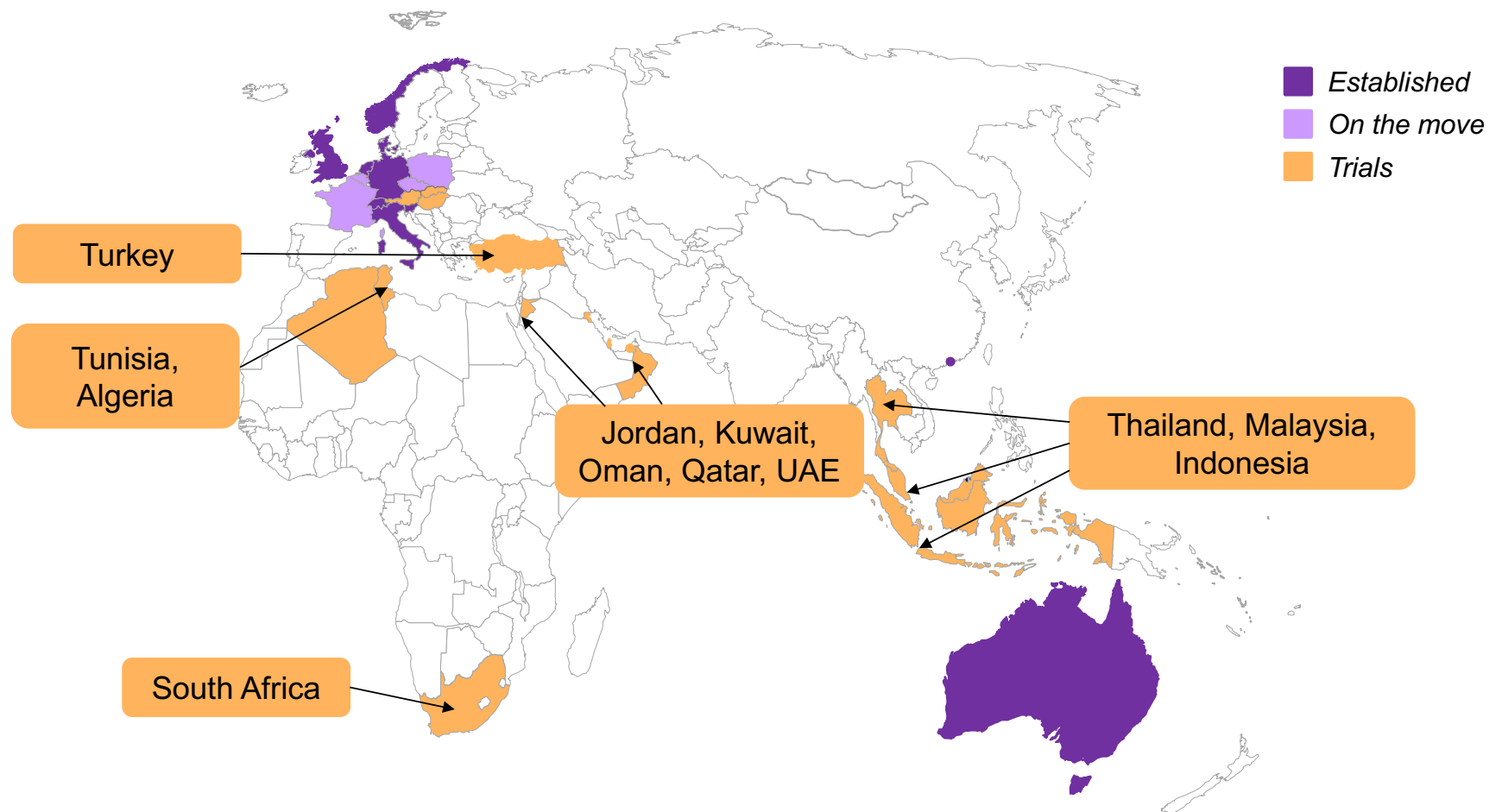


Switzerland is next



2020

Not just a European story



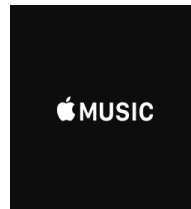
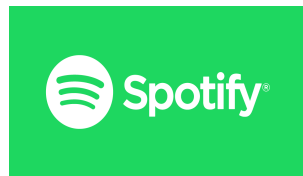
Why does radio need DAB?

Tech giants are everywhere



Competition is intense

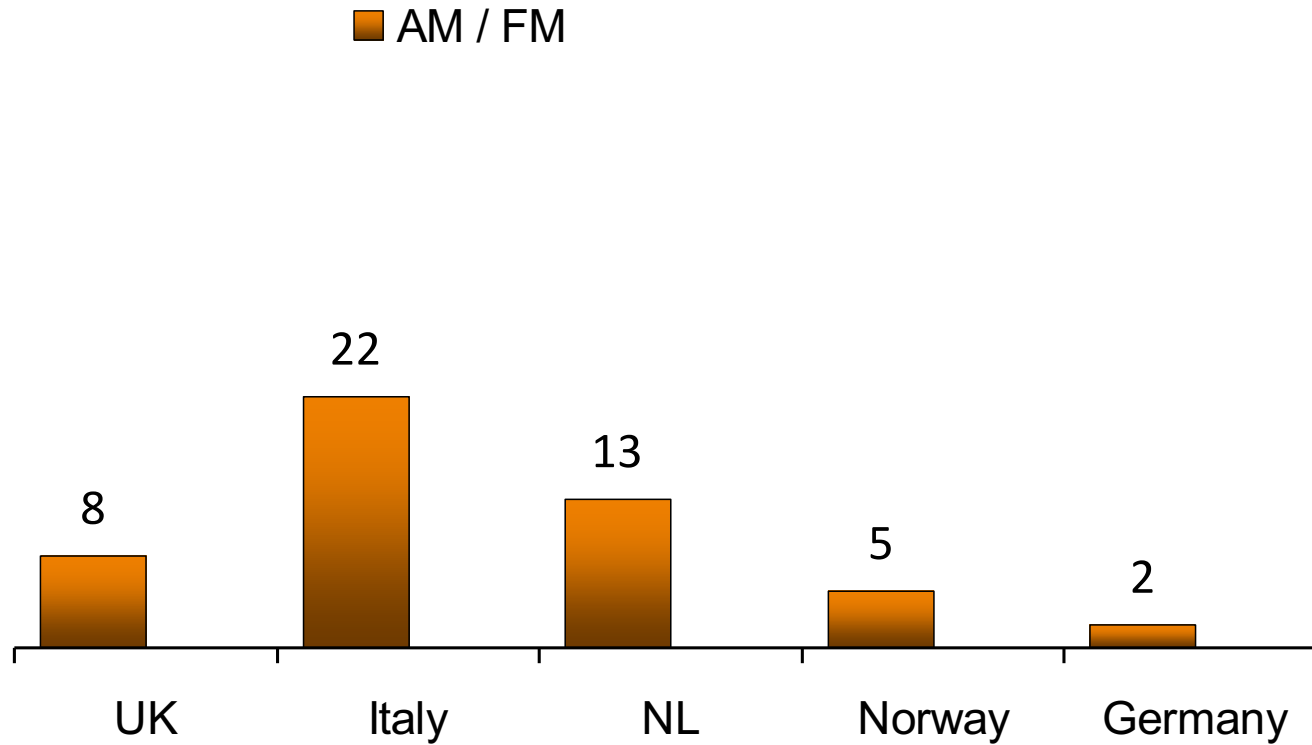
Services and aggregators



- To secure its future, radio needs to
 - innovate
 - retain its independence

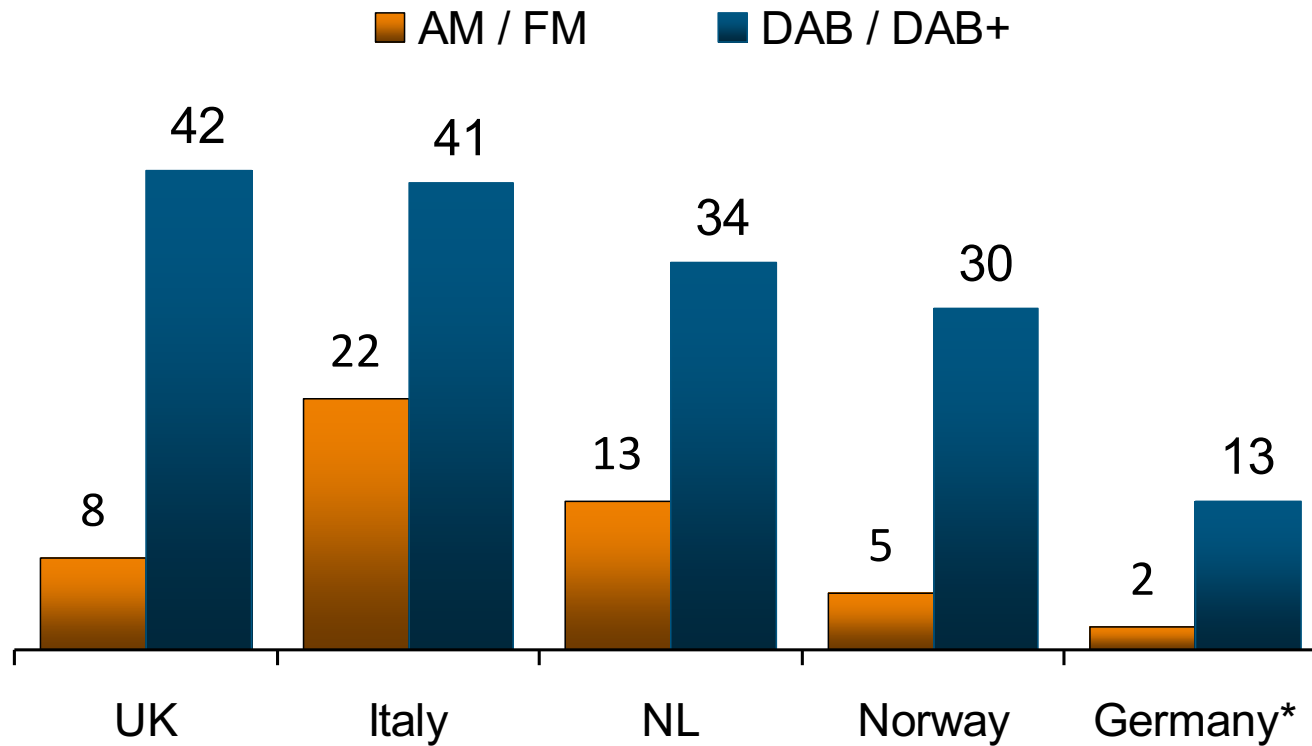
Limited capacity on FM

National radio services



DAB offers up to six times as many services

National radio services



Listeners value this choice

17 million people

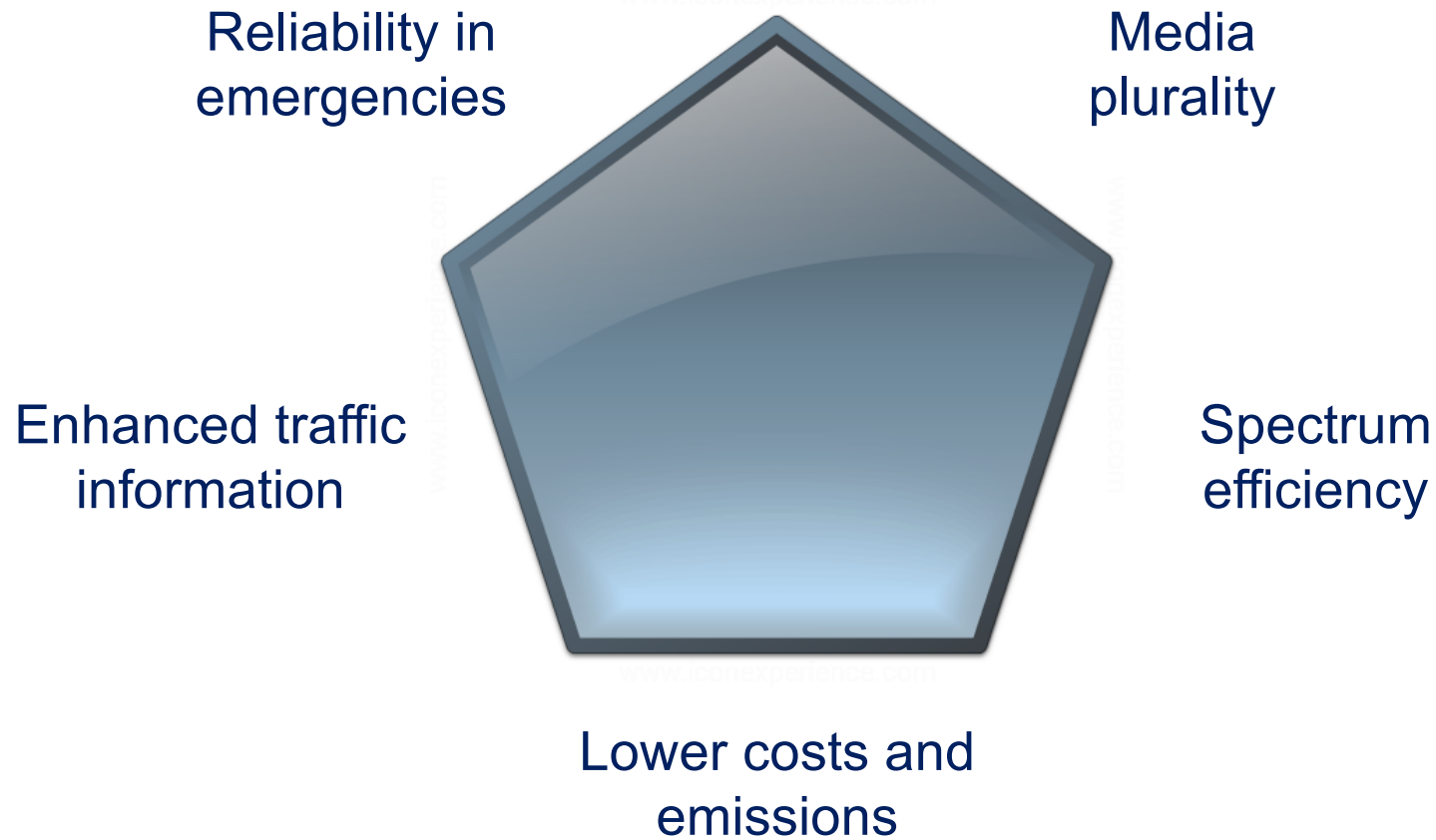
in UK, listen to services not available to them on
analogue radio*

DAB offers clearer sound - particularly where FM is overcrowded



DAB delivers benefits for society

Free to air / no gatekeeper



How do we grow support for DAB?

Good news – many broadcasters already love DAB radio



- Opportunity to
 - extend brands
 - launch new services
 - grow audiences and revenues

Others are more concerned

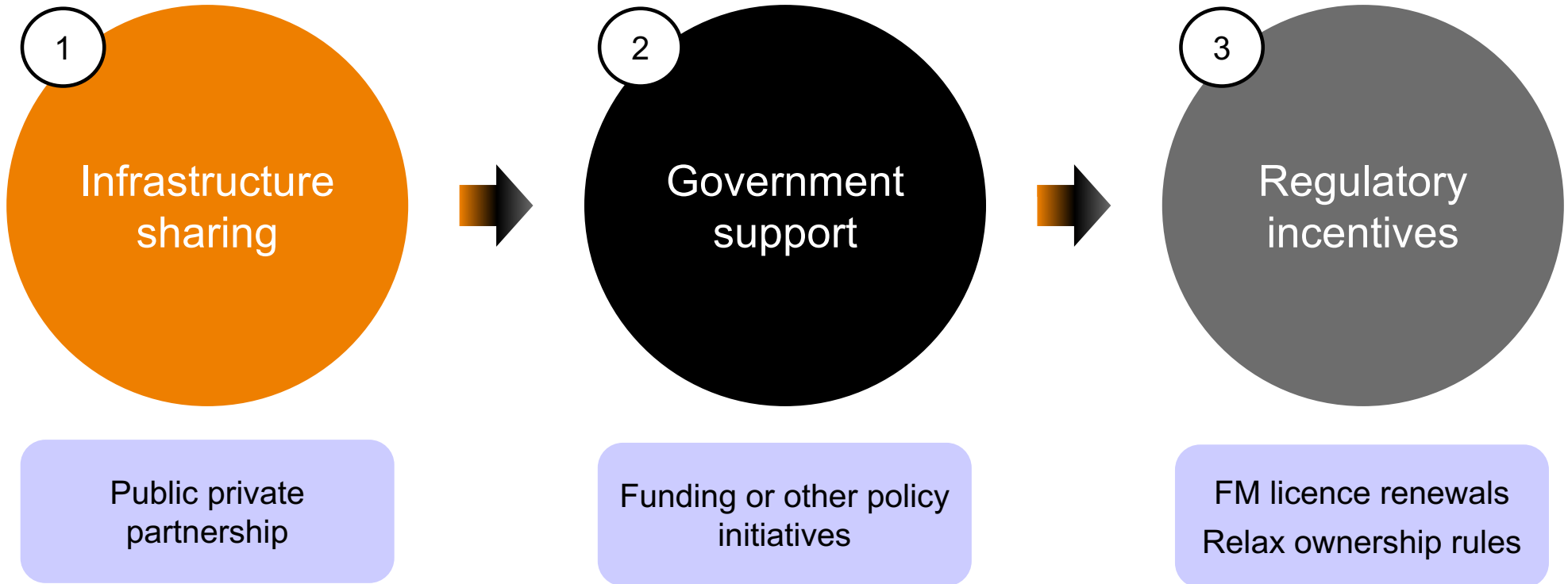


1. How do I control my costs?

2. Will I lose listeners?

3. What about receivers?

Successful strategies of established markets



Concerns



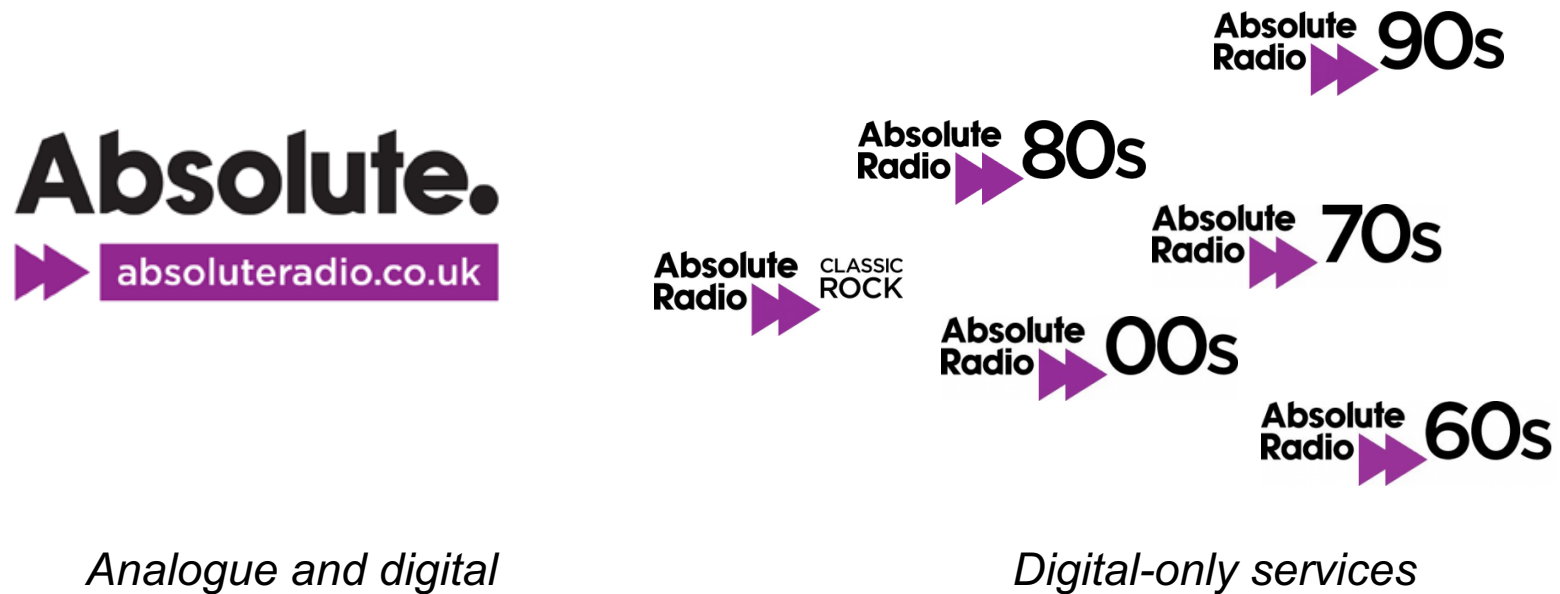
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Listeners: key to success is innovation

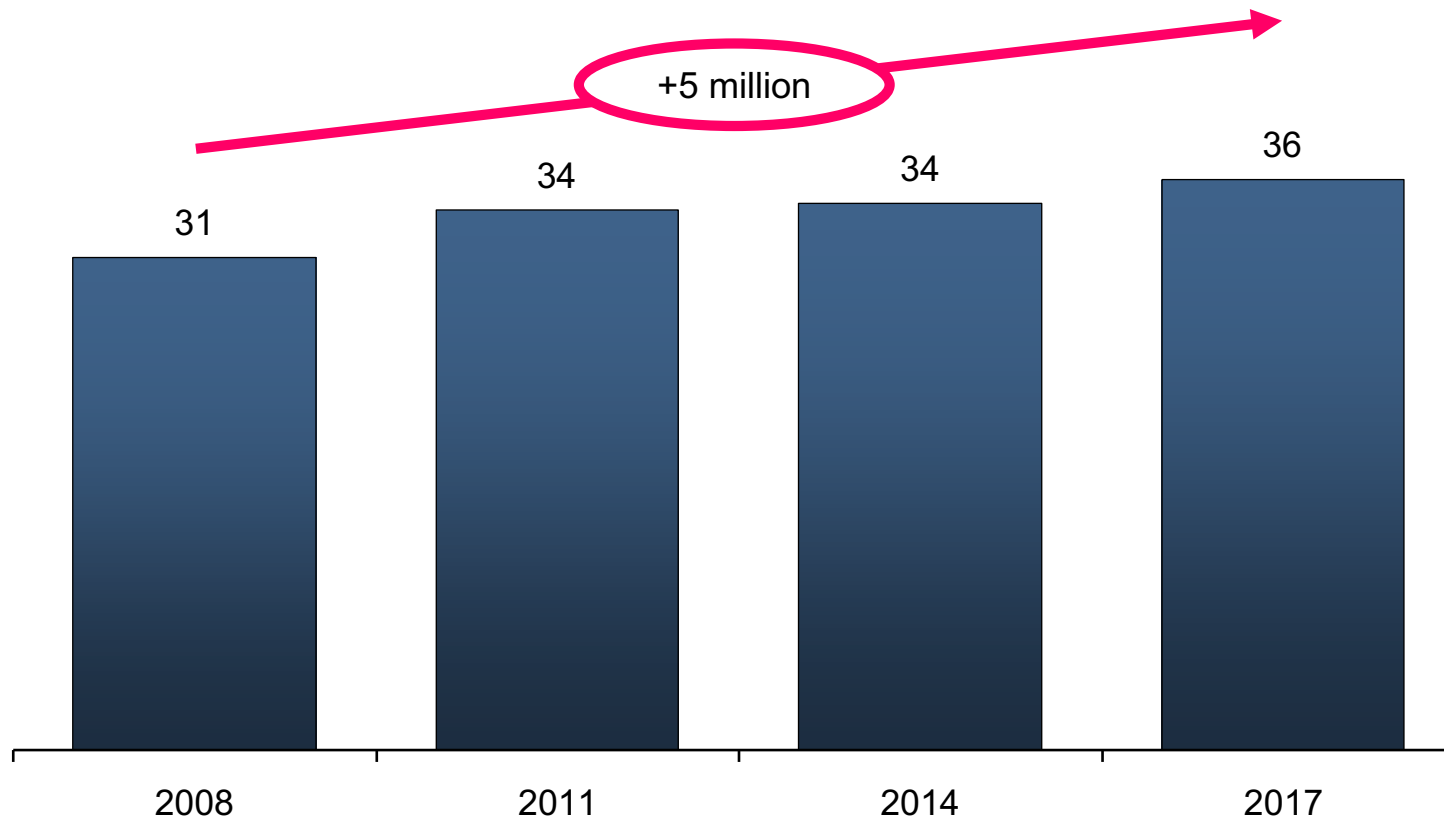
Brand extension strategy



Audience up 136% in seven years

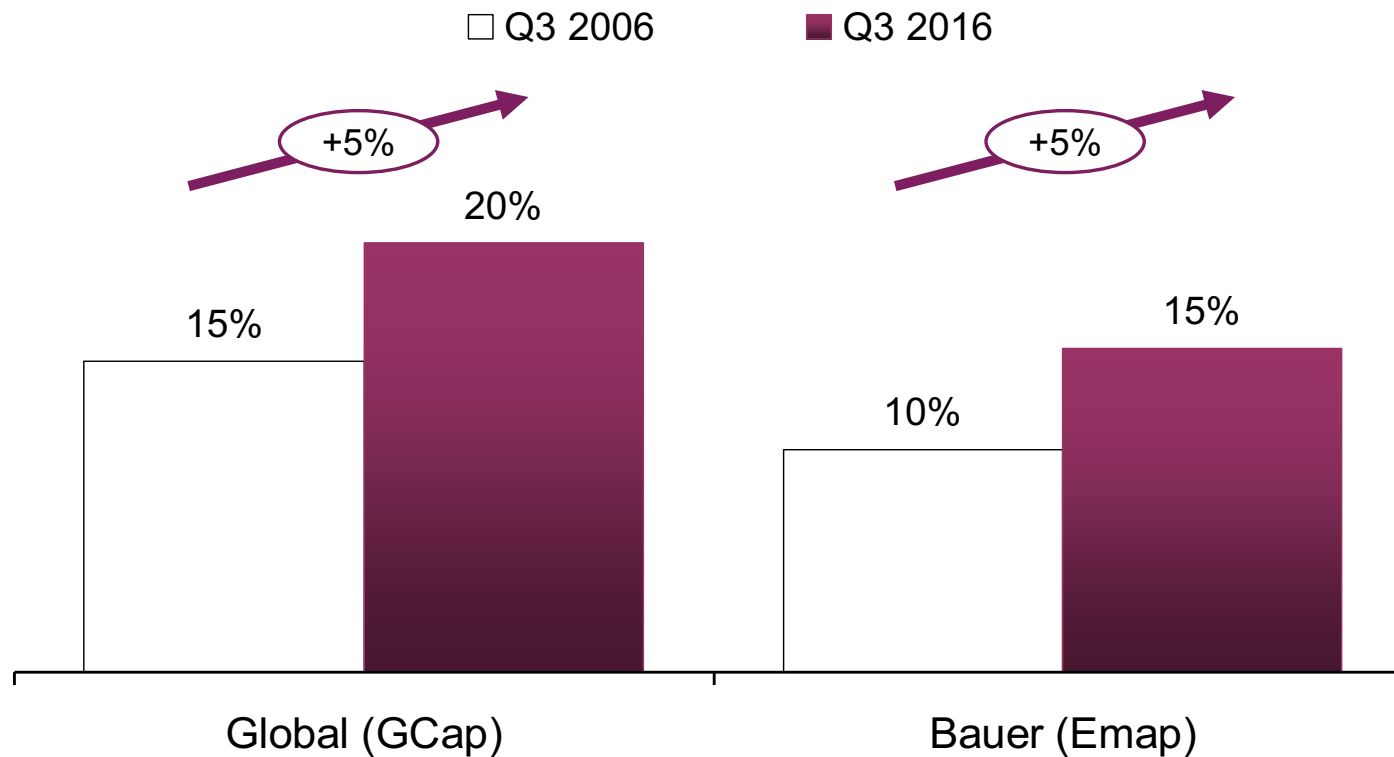
Reach of UK commercial radio has increased by 5 million in last ten years

Weekly reach of UK commercial radio, millions



Existing players are the winners

% share of UK listening, top two private groups



- Organic growth
- Acquisitions

Concerns



1. How do I control my costs?
2. Will I lose listeners?
3. What about receivers?

Receivers are now mass market



- 60 million receivers sold*
- Prices from €20

DAB now standard in cars in advanced markets

% of new cars with DAB / DAB+ digital radio



Norway

98%



UK

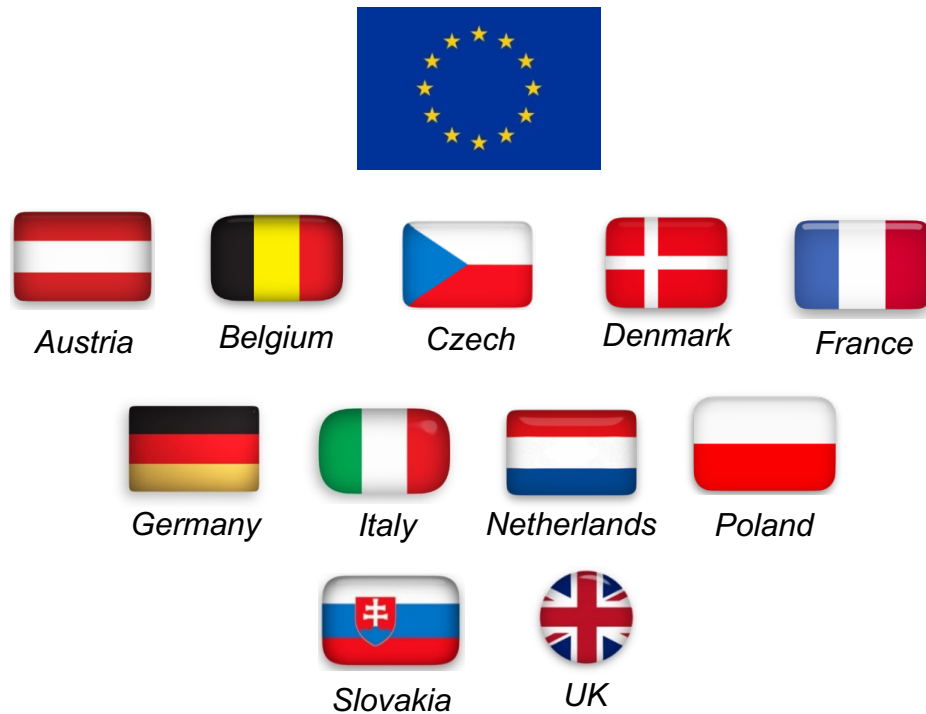
88%



Switzerland

66%

We are still selling analogue-only receivers



- Over 50% of radios sold in Europe are analogue-only
- Stakeholders from 11 countries have written to the Commission
- Asking for regulation: radio sets should have both digital and analogue capability

European Parliament now supports regulation

IMCO Committee Amendment (September 2017)

“Any radio set put on the market in the EU ... shall be capable of receiving digital and analogue terrestrial radio broadcasts¹”

Next phase:
talks between Parliament,
Commission and Member States

Conclusions and next steps

- 1 We are making significant progress
- 2 We have a limited window of opportunity to engage with the EU
- 3 We must act now to secure the future of radio

Thank you
Merci

