



# DAB+ Digital Radio

## **Deployment planning**

Dr Les Sabel, WorldDAB Technical Committee

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1. Stages
2. Trials
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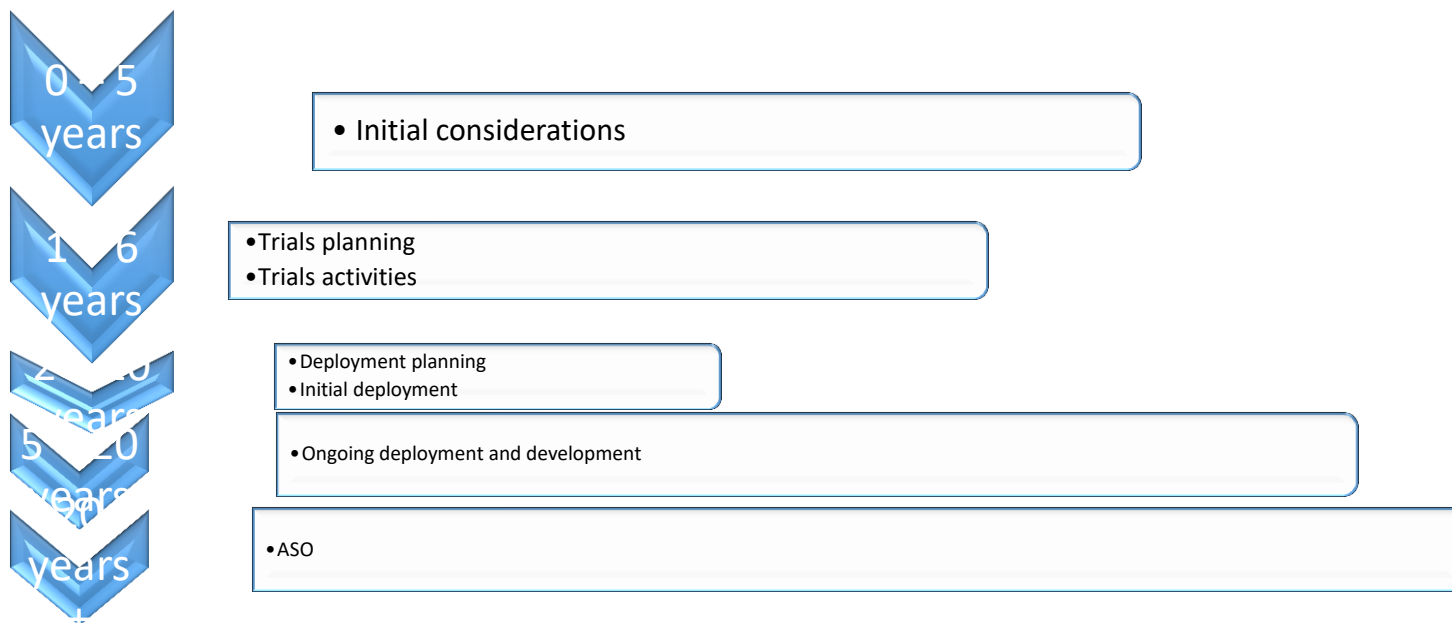
# Overview

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- The stakeholders overview
- The listeners
- The broadcasters
- The support industry – retails, automotive
- The Regulator
- The Government
- Collaboration and commercialisation
- Marketing and bringing the audience along
- Rollout timing, geography and cost

# Stages

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# Stages

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Initial considerations

Trials planning

Trials deployment and  
activities

Deployment planning

Initial deployment

Ongoing deployment and development

# Stakeholders

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- AM
  - Analogue, Prone to interference and variable coverage
  - No

# Its time to plan next steps....

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Public  
broadcasters

Private  
broadcasters

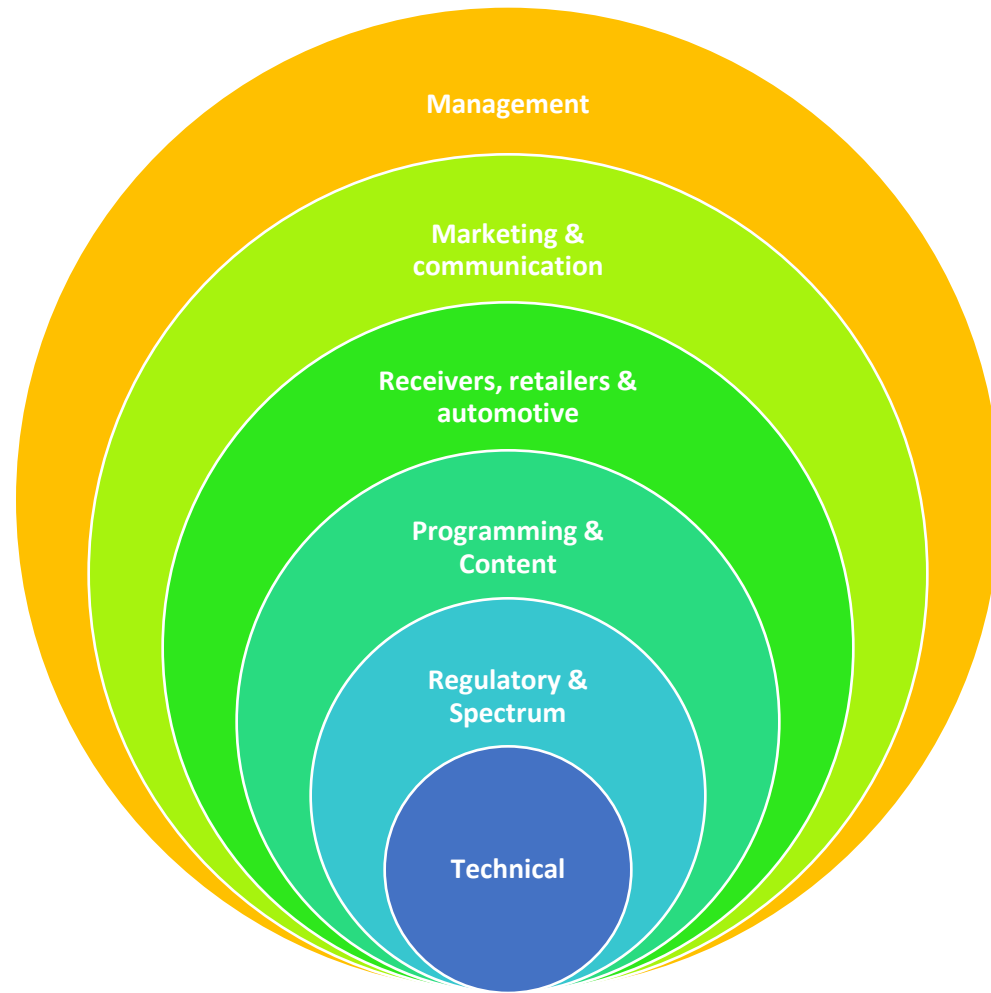
Regulators

Government

Transmission  
providers

# Expand the digital community

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# Technical Working Group

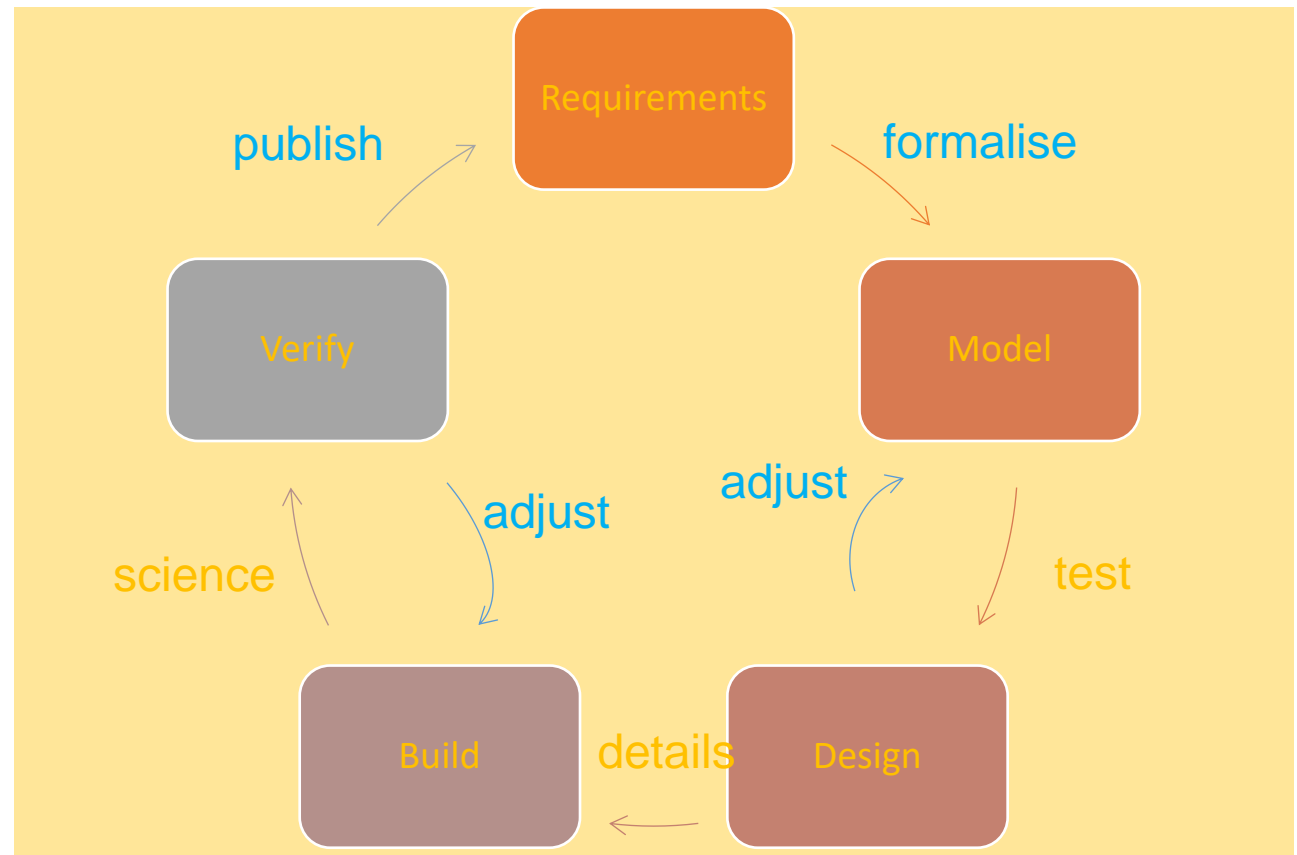
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- Adopt the most adopted standard around the world spectrum - DAB+ in BIII
  - Most energy efficient digital platform
  - Most receivers and vehicles
  
- Put a high level recommendation to regulator requesting spectrum allocation

# The Design Cycle

Engineering collaboration helps minimise the system design and deployment effort for great reception

- The first loop is the hardest
- A test transmission will provide the best learning experience
- Use the initial system results to help design future systems



# Planning and Licensing

Regulator to chair Planning and Licensing Subcommittee to design spectrum and licensing regime

Radio broadcasters best qualified to plan the networks

Multiplex spectrum licenses issued to current broadcasters.



# Spectrum and regulatory group

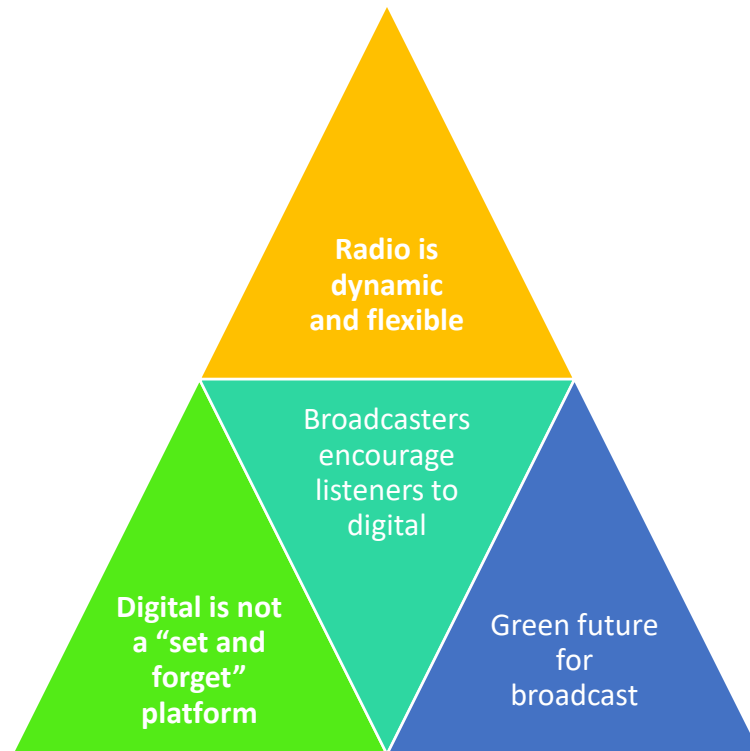
1. DAB+ Rollout is a Staged National Project

2. Establish Timetable for DAB+ Rollout

3. Policy to provide certainty and a future for Broadcasters

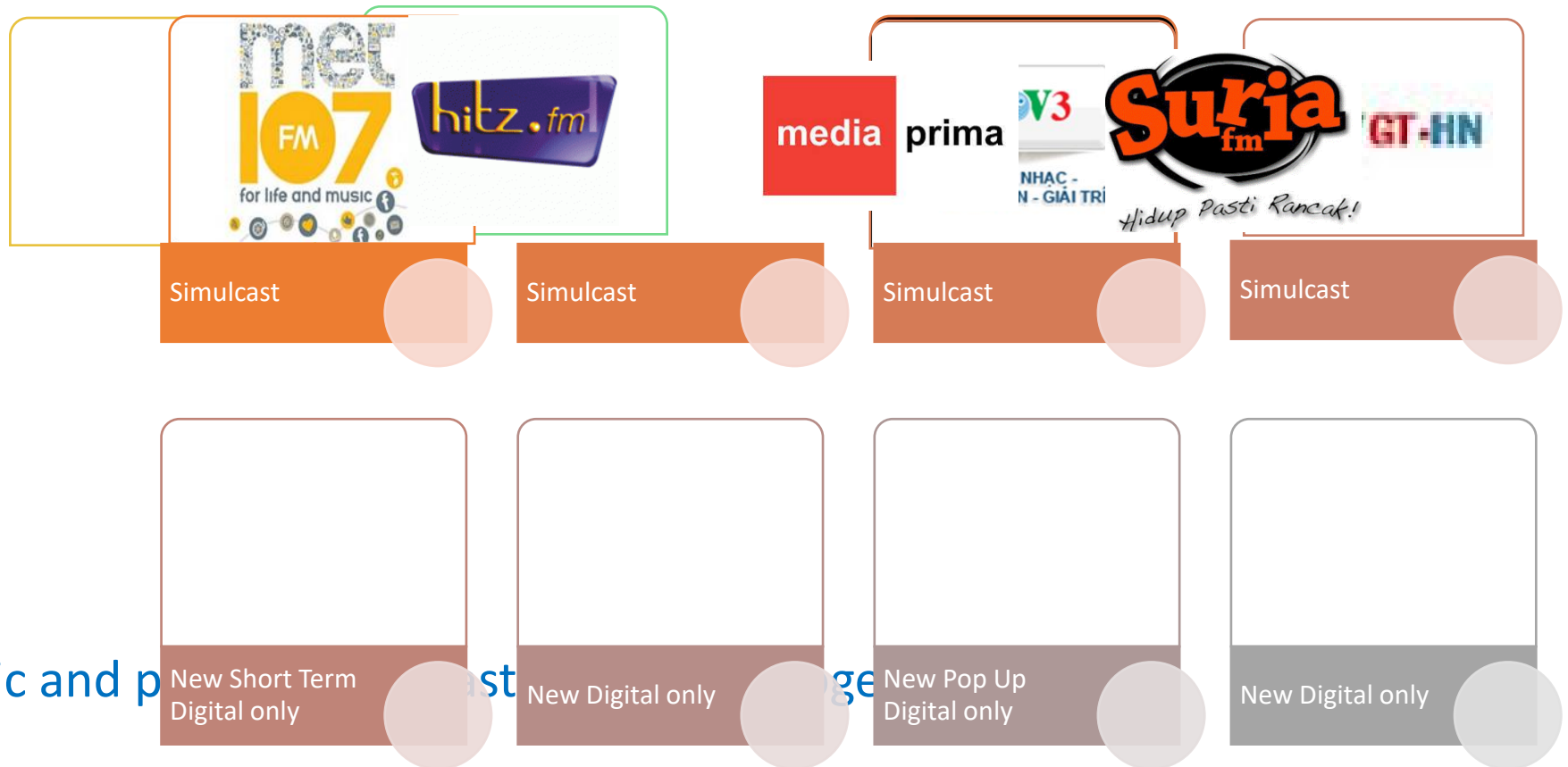
# Regulatory regime to ensure:

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# Programming and content

## More Content & Dynamic Features



• Public and p

New Short Term Digital only

st

New Digital only

ge

New Pop Up Digital only

New Digital only

# Retailers – to range DAB+ devices

**PURE**

**YAMAHA**  
www.yamahamusic.com.au

**GRUNDIG**  
made for you

**REVO**

**SANGEAN**  
A World of Listening

**ROBERTS**

**iriver**

**LG**  
Life's Good

**TEAC**

**PHILIPS**  
sense and simplicity

**BUSH**

**SONY**  
make.believe

**BOSE**

**Harvey Norman** THE ELECTRICAL SPECIALIST

**What is Digital Radio?**

Digital Radio is a new, exciting technology that delivers more to listeners. It offers exceptional sound and digital improvements. Digital Radio is known as DAB+. There are no subscription fees, no waiting up or lagging in, just time in. Digital Radio will change the way we listen to the radio. It will also have many other benefits.

Brand	Model	Price
BUSH	Portable Radio	\$149
SANGEAN	DPS-69	\$239
PURE	Desktop DAB+	\$199
GRUNDIG	Desktop DAB+	\$269

# Marketing and PR

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Let listeners know that digital is here!



- Form a Marketing Committee to develop a marketing and promotions plan
- Develop key messages - better sound, more features, more content
- Use analogue, online and social media to tell listeners about digital radio



# Tell your listeners...

Demonstration Kiosks, Press, Taxi Backs, Discount Offers, Brand Ambassadors, all of industry outside broadcast



Buy a **Digital Radio** at these participating retailers and get...

**10% off!\*** It's radio as you know it, plus...

Just collect a flyer from our staff and present the coupon in-store!

Go ahead and text. This is an example text. Go ahead and replace it with

**dicksmith** **Harvey Norman**

**THE GOOD GUYS** **MYER** ismystore

**Target.**

\* Offer valid on DAB+ digital radio purchases on selected dates and specified stores only - please refer to coupon for full terms and conditions.

1 million people agree...

It's a **million times better**

Digital Radio is free. Listen to your favourite AM and FM commercial stations plus ABC, SBS and so much more! DAB+ Digital Radio is available in Sydney, Melbourne, Brisbane, Adelaide and Perth.

[digitalradioplus.com.au](http://digitalradioplus.com.au)

Ask your local retailer



# 10 Steps to success

1. Select spectrum efficient technology – DAB+
2. Start now
3. Broadcasters incentives - keep analogue spectrum & get new digital spectrum licences
4. Governments pay less for public broadcasters transmission & have potential digital dividend
5. Plan a national staged project
6. Save operation costs by careful coverage planning
7. Encourage new content and affordable receivers
8. Work to get vehicles & smartphones with DAB+
9. Marketing strategy to inform listeners
10. Use analogue and online to cross promote digital benefits

# Summary

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- Digital broadcast radio is gradually replacing analogue AM and FM radio
  - Cost effective
  - High quality
  - Flexible metadata features
- DAB+ leads the way forward for medium to high density areas
  - Most cost effective
  - Designed for purpose – wide area, mobile, robust, **free-to-air**
- IP based solutions
  - Are important - Black spot coverage, alternative content, flexible
  - Expensive for both broadcasters and listeners

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# Thank you

*For further information, please contact:*

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