



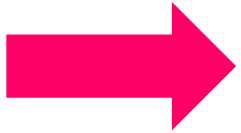
# DAB+ : Securing the future of radio

Jean-Marc Dubreuil, Programme Manager, WorldDAB

Paris, 26th January 2018

# Introduction

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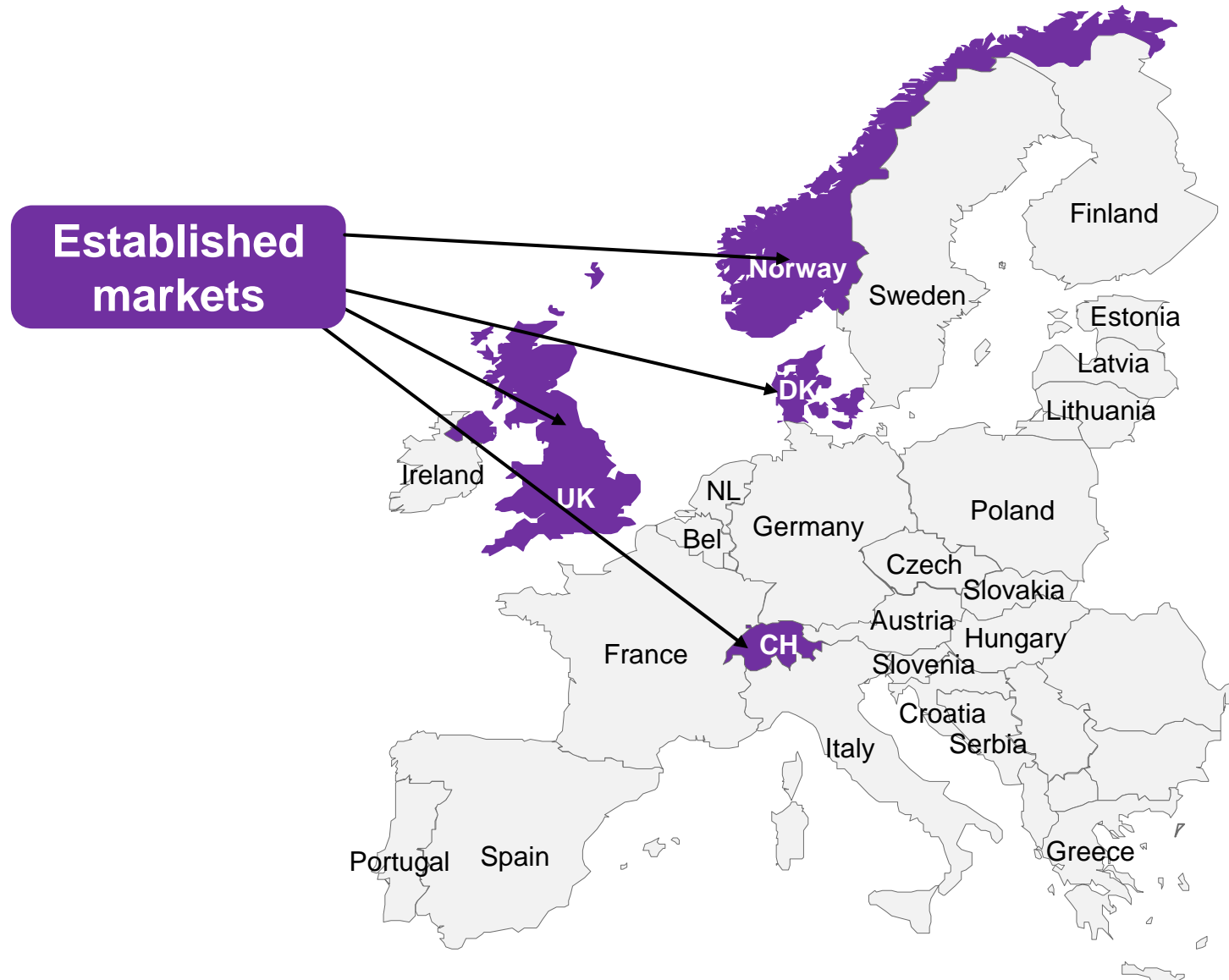
- Where does DAB+ stand today ?
- Why radio needs DAB+
- Looking forward to 2018

# A digital radio wave is moving across Europe




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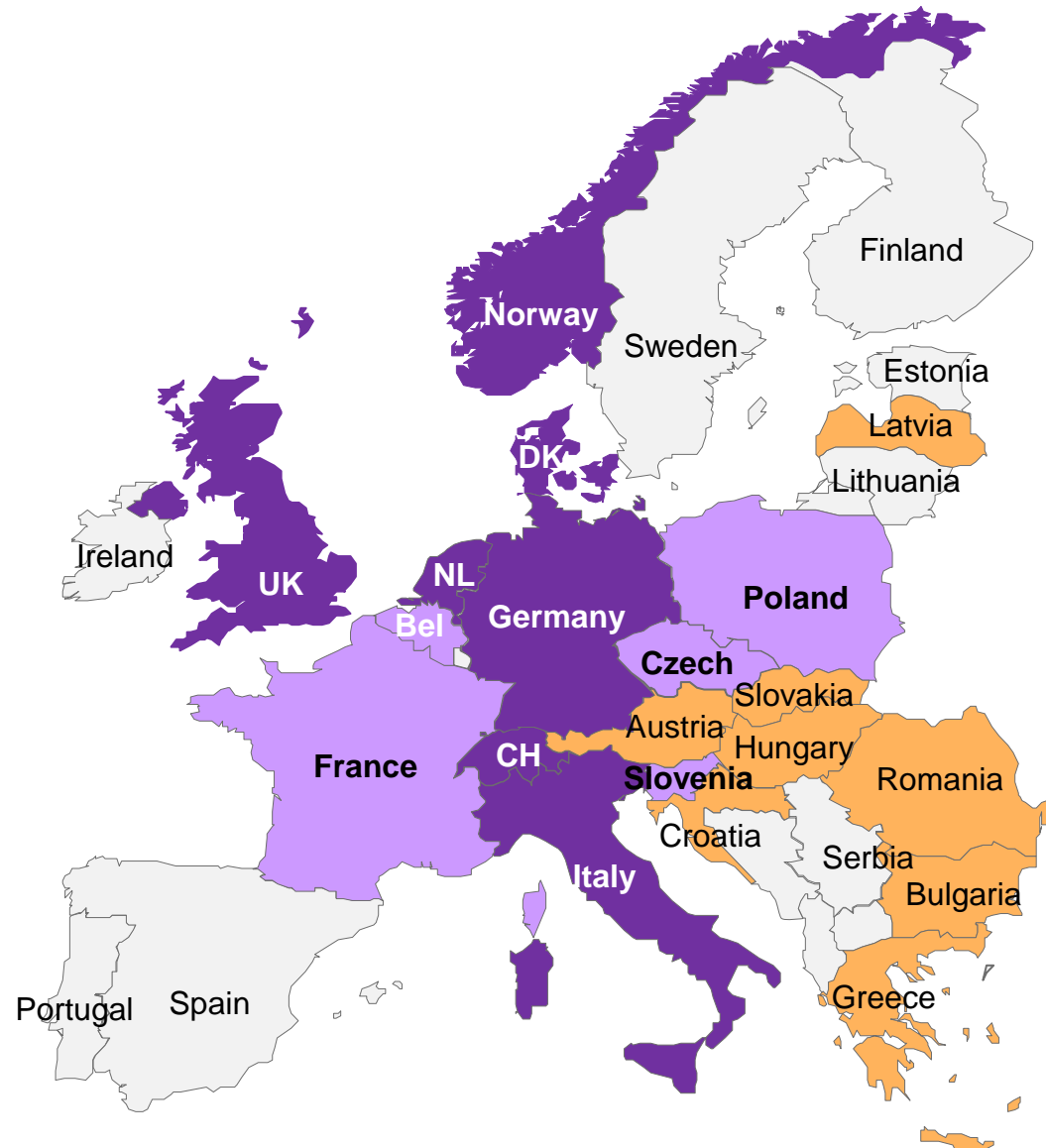


# Eight years ago, four DAB markets

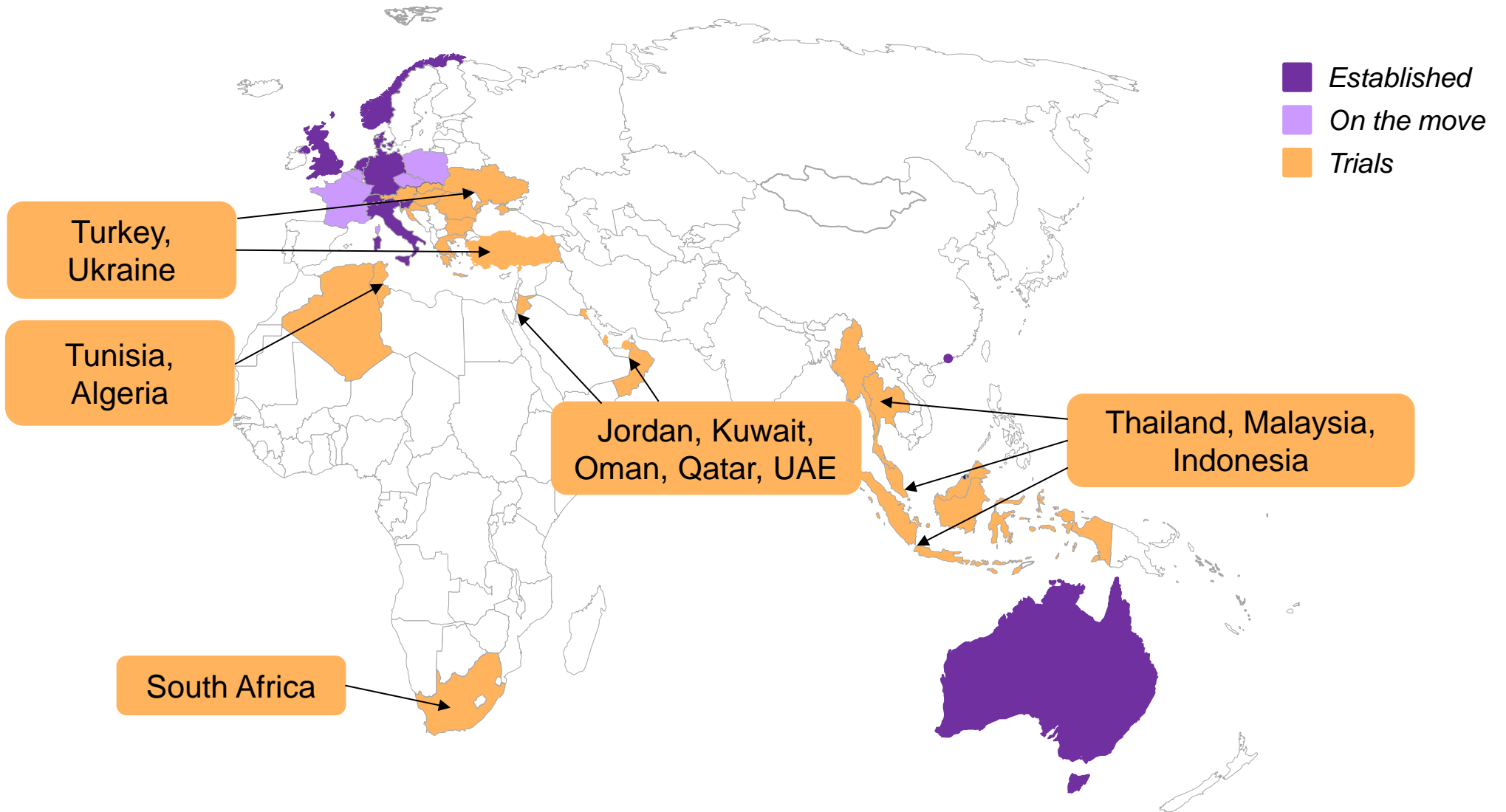


# Today, DAB activity across most of Europe

-  *Established markets*
-  *Regular services*
-  *Trials*



# Not just a European story



# 2017 – a busy year for digital radio

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- “Digital Switch Over” (DSO) now a reality in **Norway**; **Switzerland** in 2020
- Almost 50% of radio listening is digital in the **UK**
- 2<sup>nd</sup> National multiplex announced in **Germany**
- DAB+ « Arcs and Nodes » strategy in **France**
- **Thailand, Malaysia, Indonesia and Laos** have chosen DAB+
- Most countries with DAB+ services are extending coverage
- **A record 60 million receivers** (cumulative) have been sold, with a staggering +43% growth for line fit (automotive)

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# Radio needs DAB+



# New ways of listening

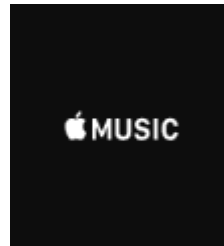
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# Competition is intense

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## Services and aggregators



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

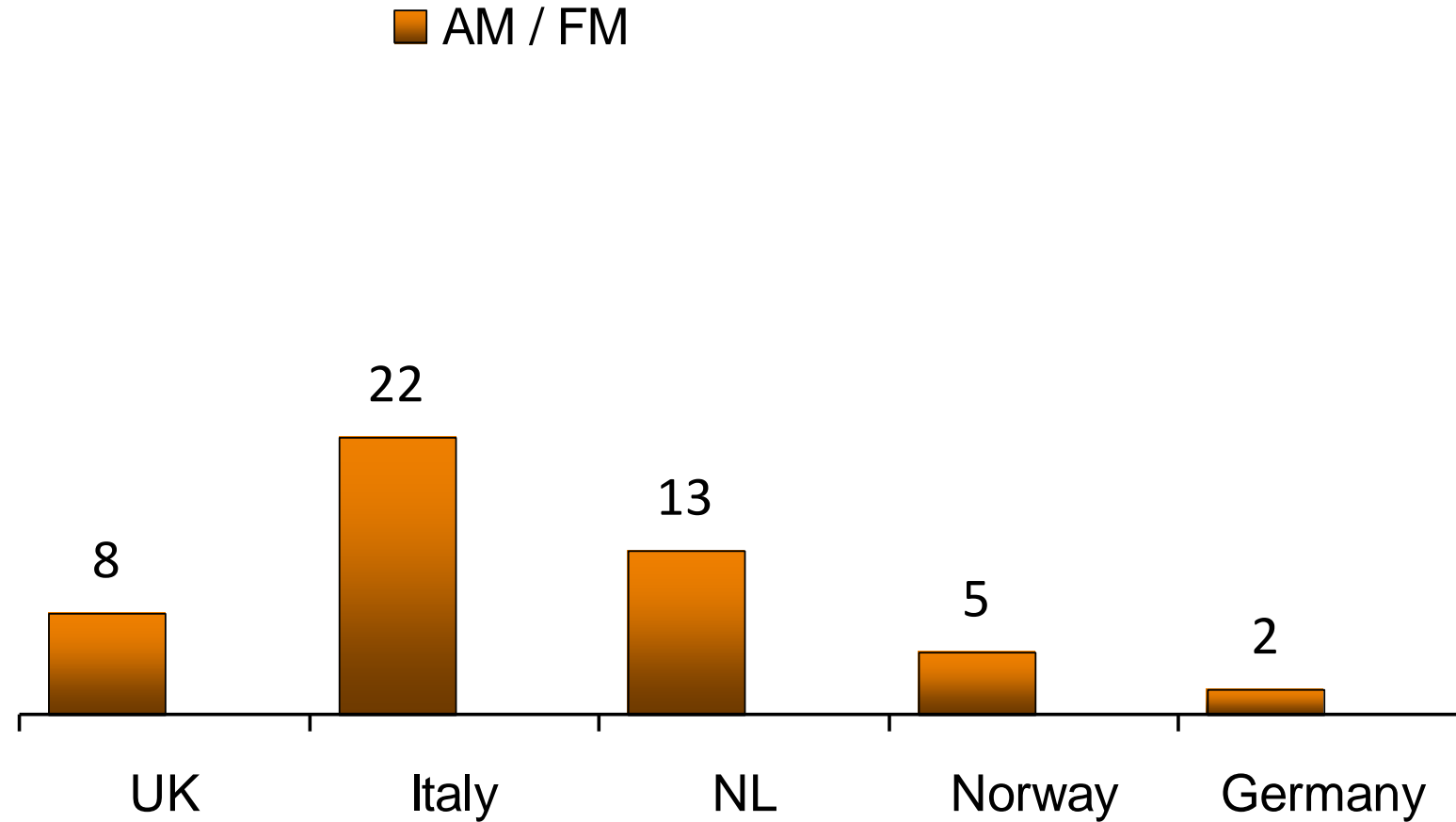
# New connectivity in cars



# Limited capacity on FM

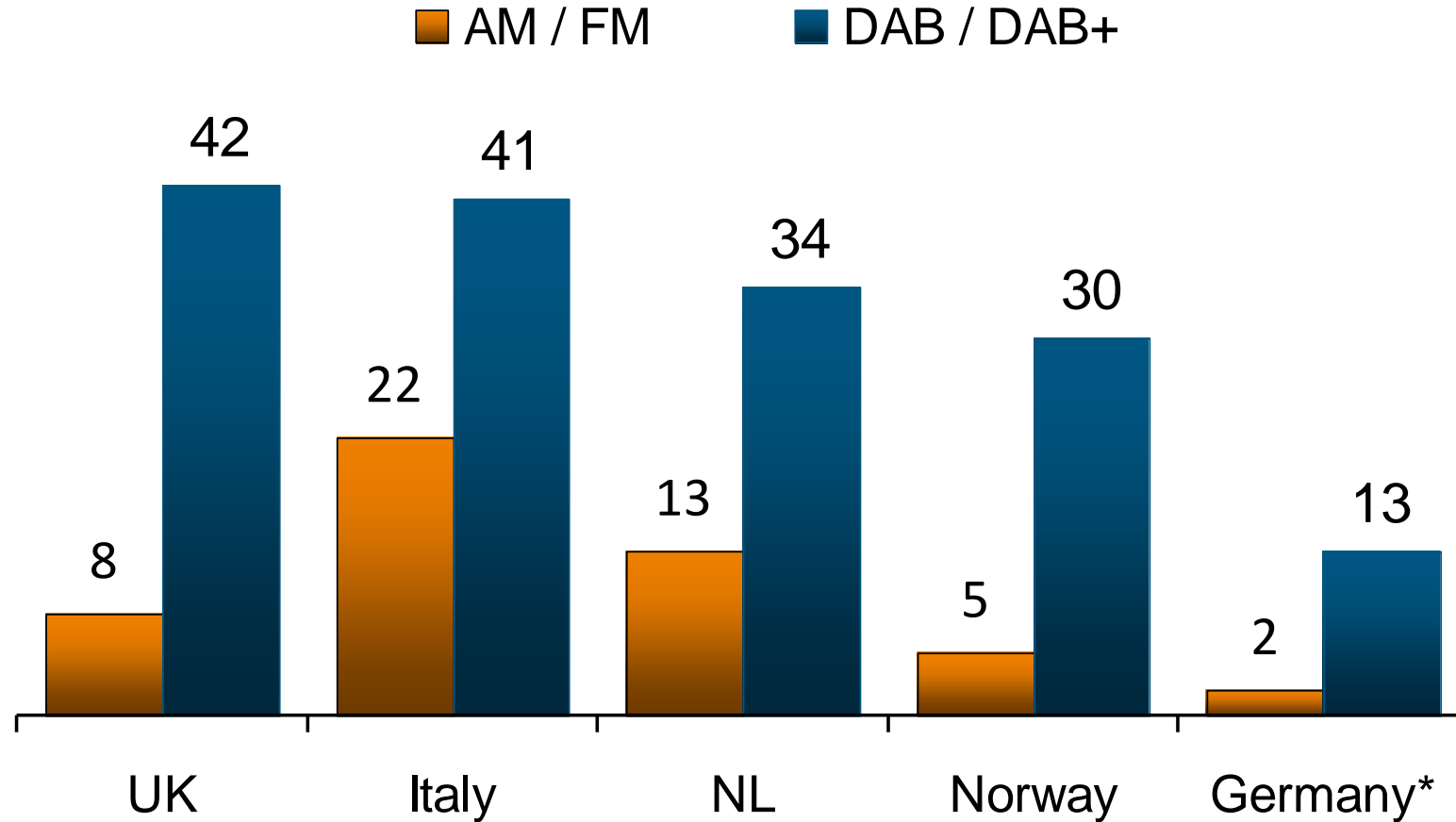
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## National radio services



# What does DAB+ offer : up to six times as many services

## National radio services



# What does DAB+ offer : marketing to listeners

- Consistent messages to the listeners, ran simultaneously cross media
  - UK - *love radio, go digital* was introduced in 2012 as the single minded message behind digital radio communications. Mid-2014 : specific car messages added. Website: <http://getdigitalradio.com/>
  - Australia : promote and educate listeners about the key benefits of DAB+ digital radio and to encourage them to purchase a device in-store or online. Website : <http://www.digitalradioplus.com.au/>
  - Germany : “DAB+. More radio”. Create awareness, strengthen the sales of receivers, DAB+ means digital broadcast radio.. Website : <http://digitalradio.de>



- Create emotionally compelling reasons for considering digital radio and communicate the key benefits:
  - additional content
  - ease of use
  - crackle-free digital sound
  - free to air
  - easiness to upgrade the car radio to enjoy DAB

# What does DAB+ offer : benefits to listeners



# DAB+ delivers benefits for society

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Free to air / no gatekeeper

Reliability in  
emergencies

Media  
plurality

Enhanced traffic  
information

Spectrum  
efficiency

Lower costs and  
emissions



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# Looking forward to 2018

## Good news – many broadcasters already love digital radio

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

# Others are more concerned

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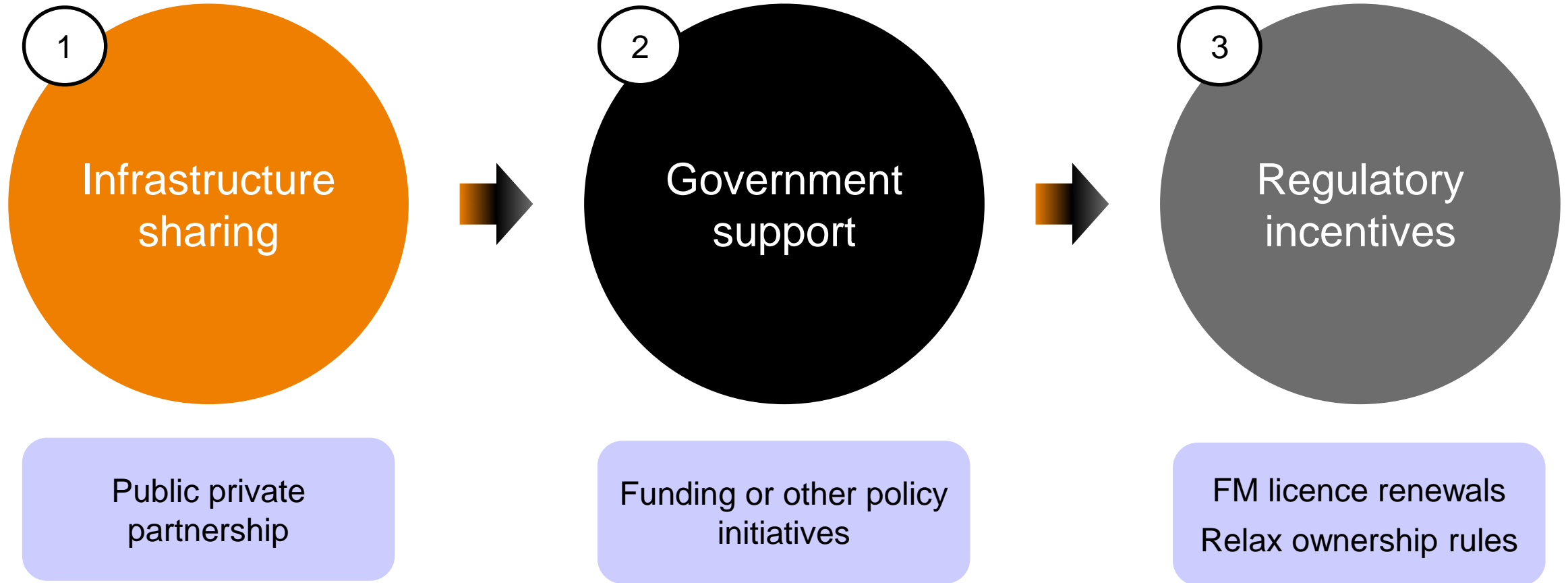
1. How do I control my costs?

2. Will I lose listeners?

3. What about receivers?

# Successful strategies of established markets

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# Concerns

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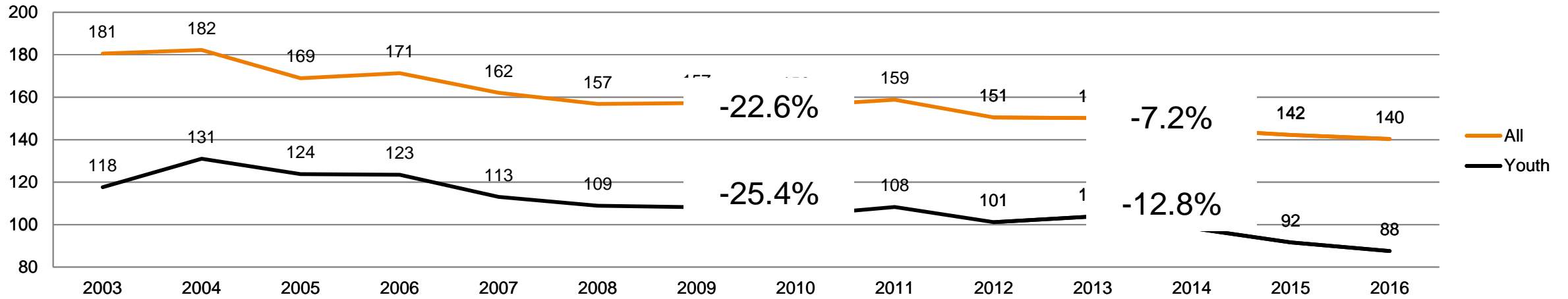
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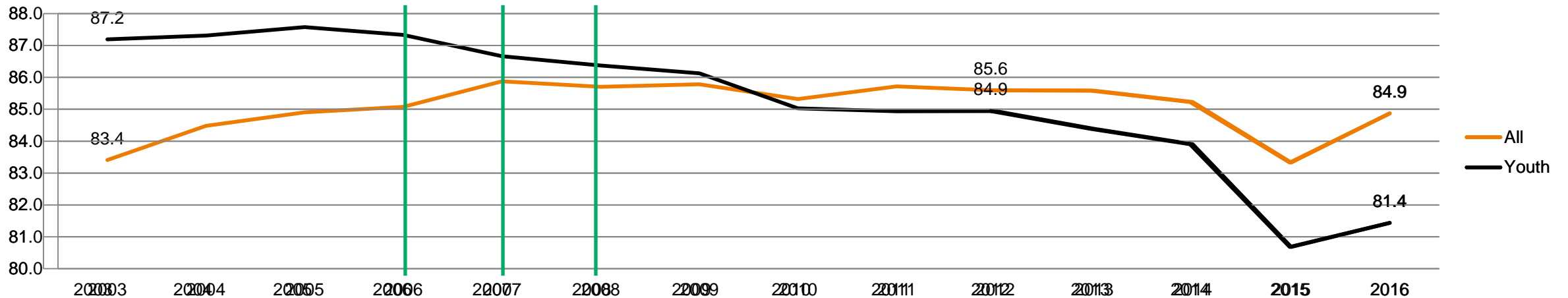
3. What about receivers?

# Is radio in good health? (Source: EBU)

Daily listening time in minutes

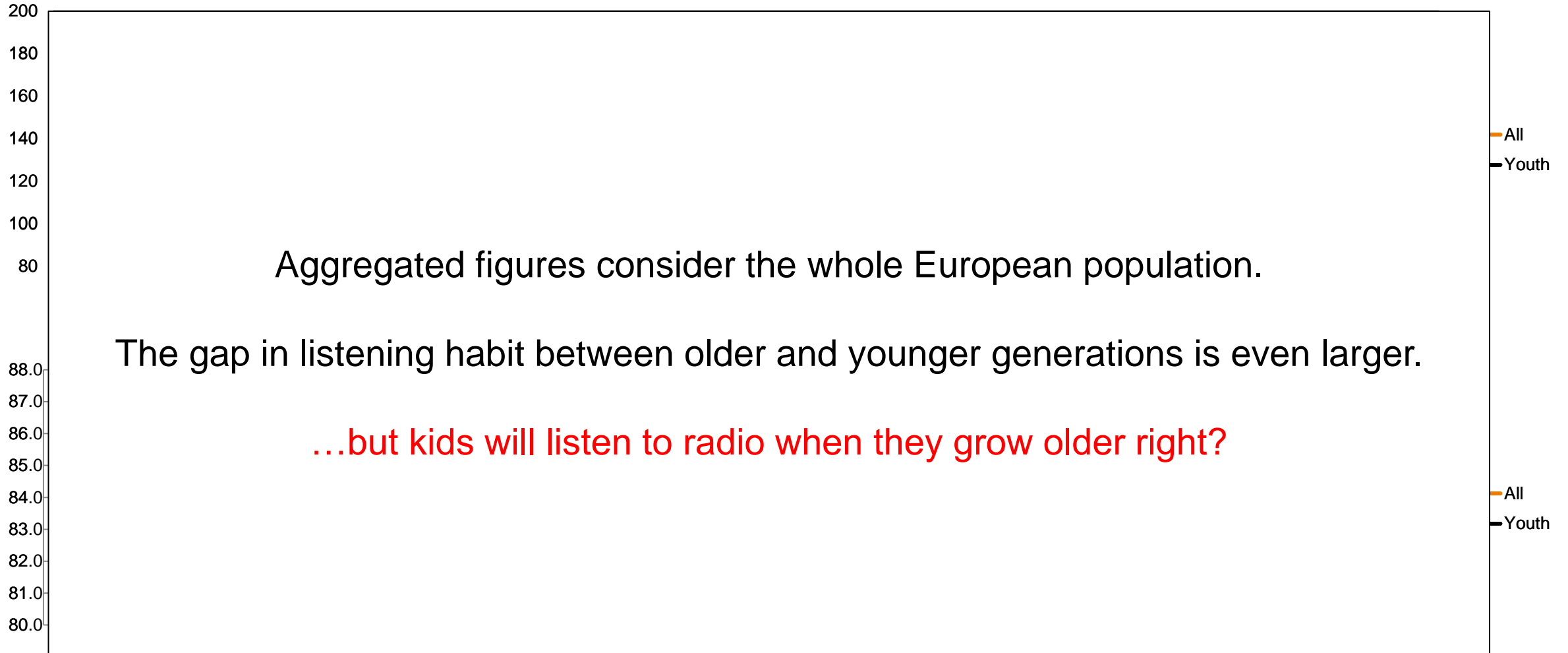


Daily reach in %



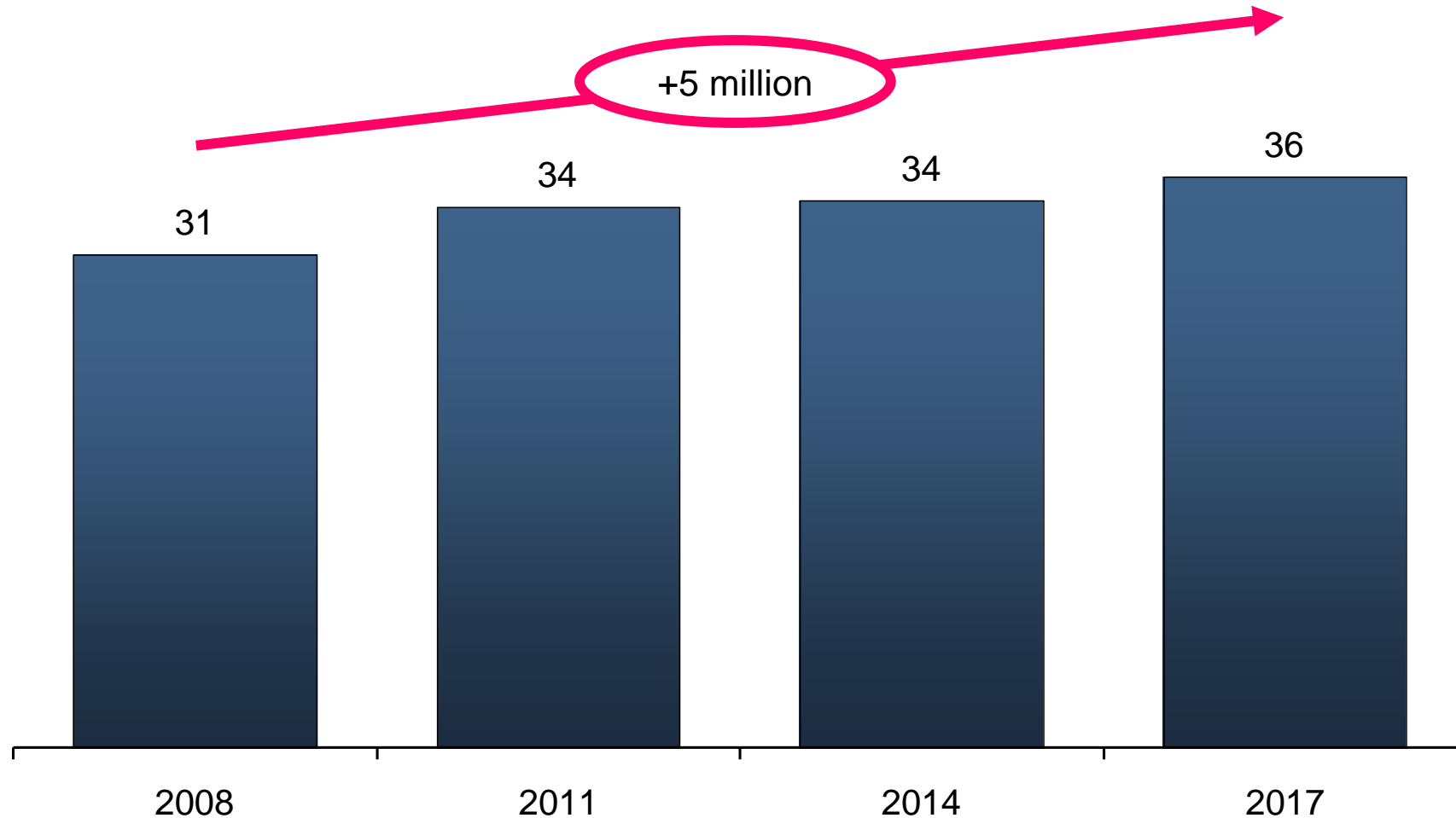
# Is radio in good health? (Source: EBU)

Daily listening time in minutes



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

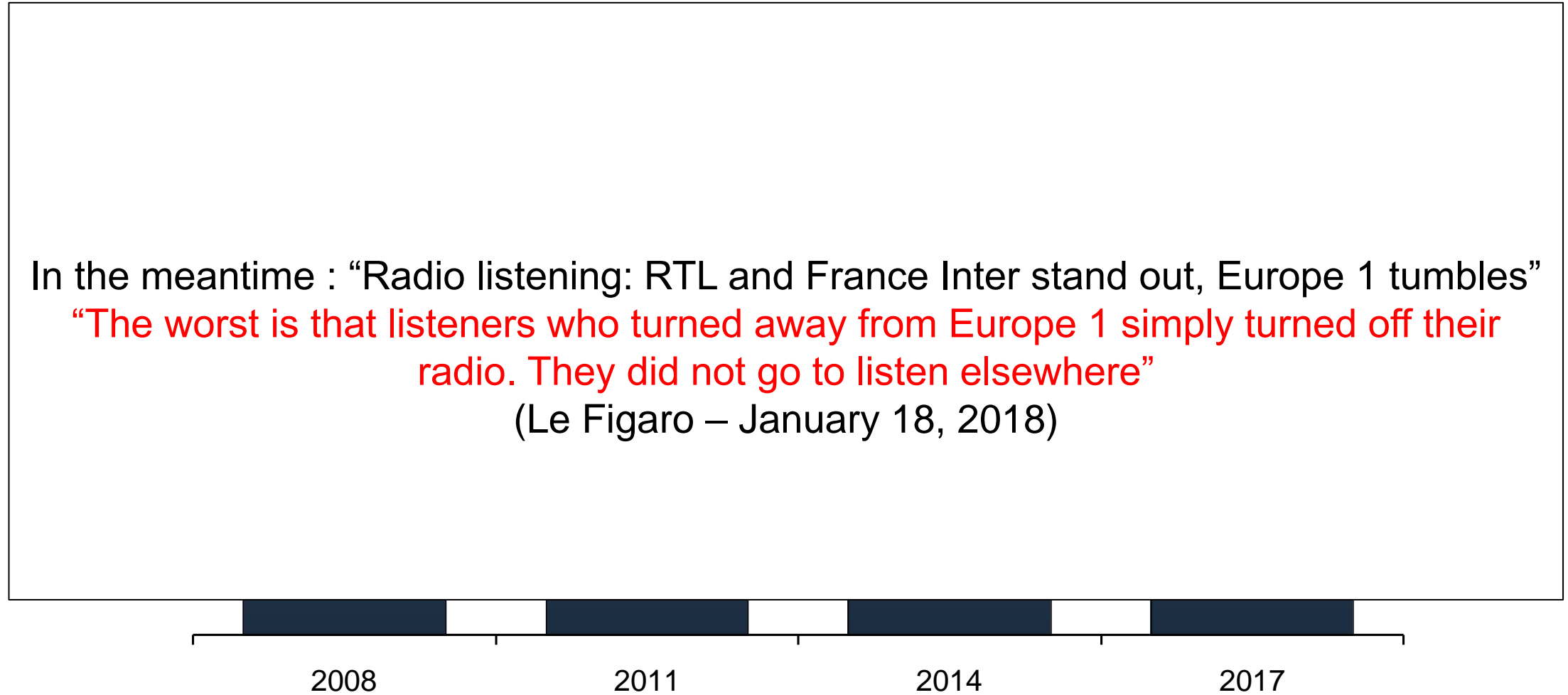
Weekly reach of UK commercial radio, millions





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

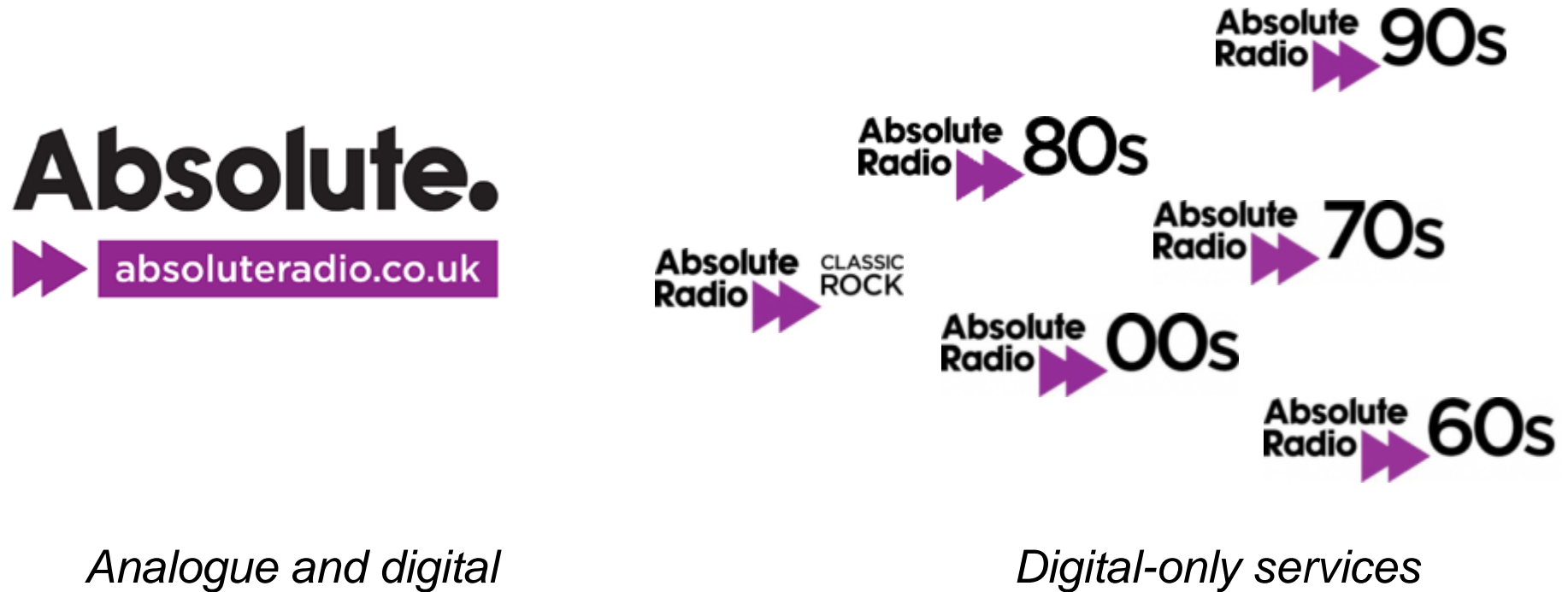
Weekly reach of UK commercial radio, millions



# Listeners: key to success is innovation

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## Brand extension strategy



Audience up 136% in seven years

# Concerns

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1. How do I control my costs?

2. Will I lose listeners?

3. What about receivers?

# Receivers are now mass market

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- 60 million receivers sold\*
- Prices from €20

# DAB now standard in cars in advanced markets

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% of new cars with DAB / DAB+ digital radio



Norway

**98%**



UK

**88%**

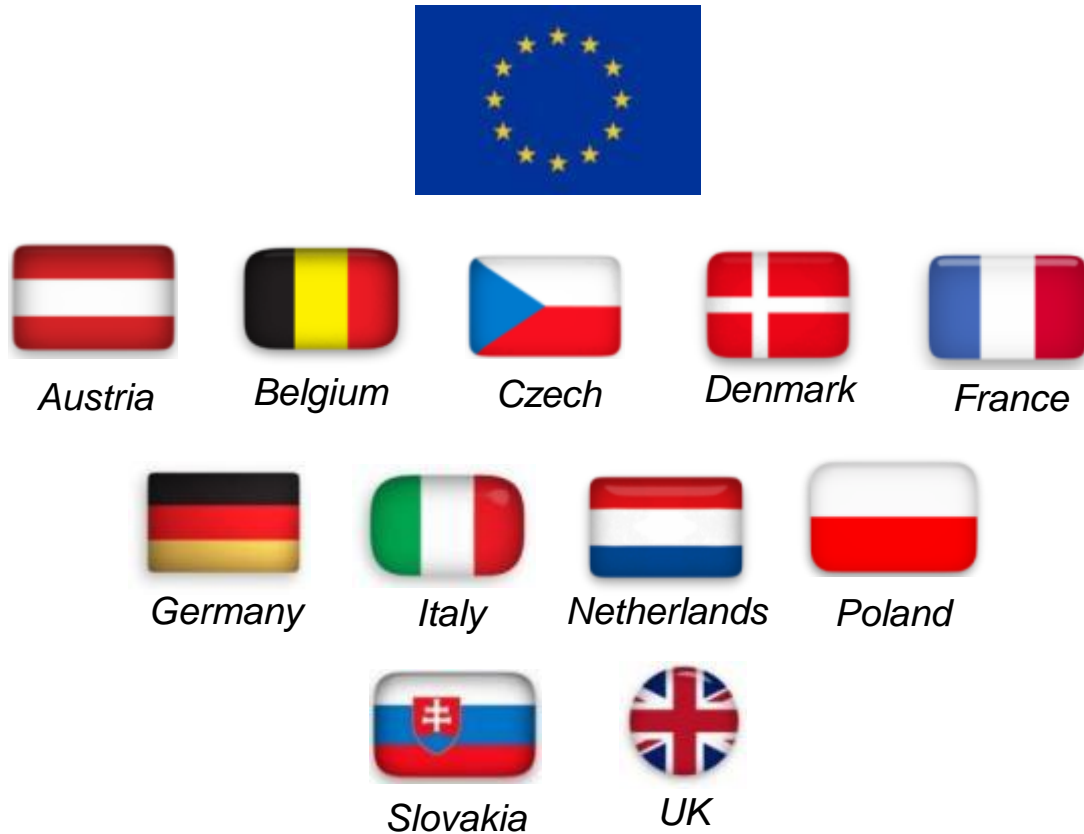


Switzerland

**66%**

# We are still selling analogue-only receivers

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- 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

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## 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 broadcasts<sup>1</sup>”

Next phase:  
talks between Parliament,  
Commission and Member States

# Conclusions and next steps

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- 1 DAB+ is making significant progress, thanks to industry collaboration – opportunity to share best practices
- 2 We have a window of opportunity with the EU for a receiver regulation
- 3 DAB+ is required to secure the future of radio

Questions?  
We are on booth C23 !



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Thank you  
*Merci*

