

DIGITAL RADIO
ITAUPDATE



Salon de la Radio

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DAB ITALIA





WowThree good news from Italy!

RADIO IS HEALTHY !!!



Three good news:

- Private national operators **increase** own services and coverage of population
- From **1 June 2019** the Italian law requires all radio receivers to have digital capability
- **Public service Rai** committed to DAB+ expanding their network



The most important Italian operators believe that DAB+ is their goal !



- **DAB Italia:** more than 80% of the population will be covered by DAB+ signal



- **Euro DAB Italia:** extension of DAB+ coverage to reach the 75% of population



- **Public Service Rai:** plan to reach 60% of population by the end of 2019
- **All operators plan to improve DAB+ reception across all motorways and main roads**



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Today's Coverage

Mobile Outdoor service 78% of population

Indoor service more than 55% of population

Coverage by the end of 2018

Mobile Outdoor service 80-82% of population

DAB Italia members:

Espresso Repubblica Group

Sole 24 Ore

Mediaset-Mondadori

RDS/ RadioMaria/ Radio Radicale



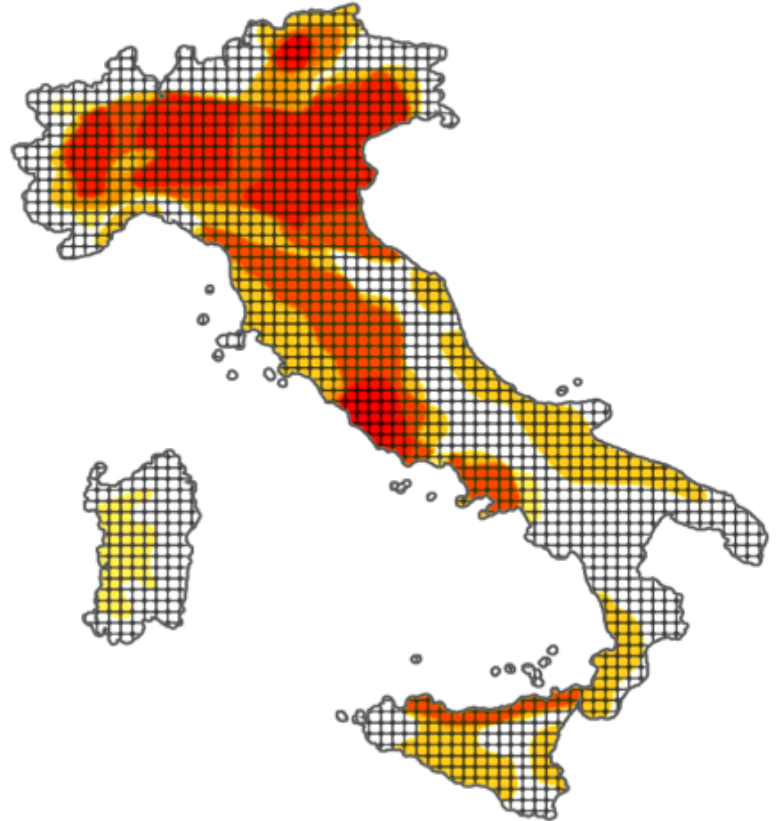
DigitalRadio in Italy: The other National services



- **DAB+ national services on air: 40**
(30 private services + 10 public services)
- **DAB+ only services : 22**
(17 private services + 5 public services)

Radio Vaticana on air: 5 services DAB+

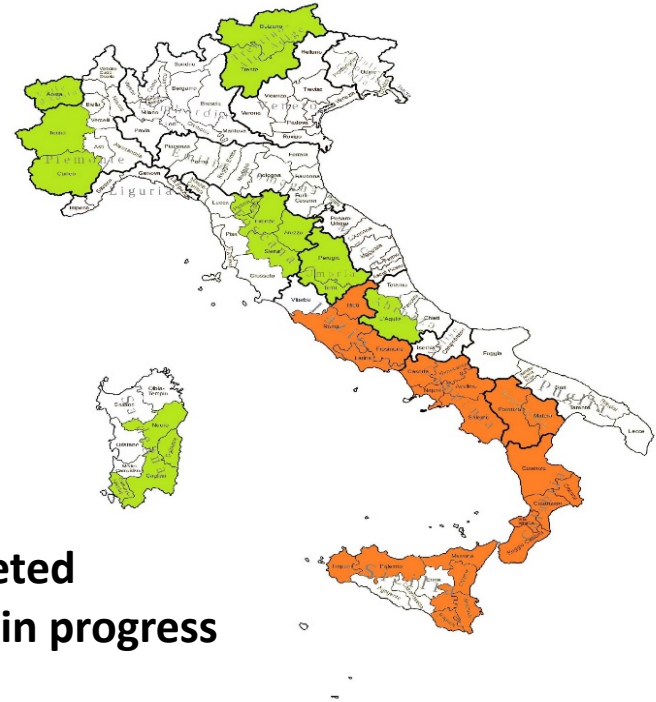
Tunnel service in Alto Adige



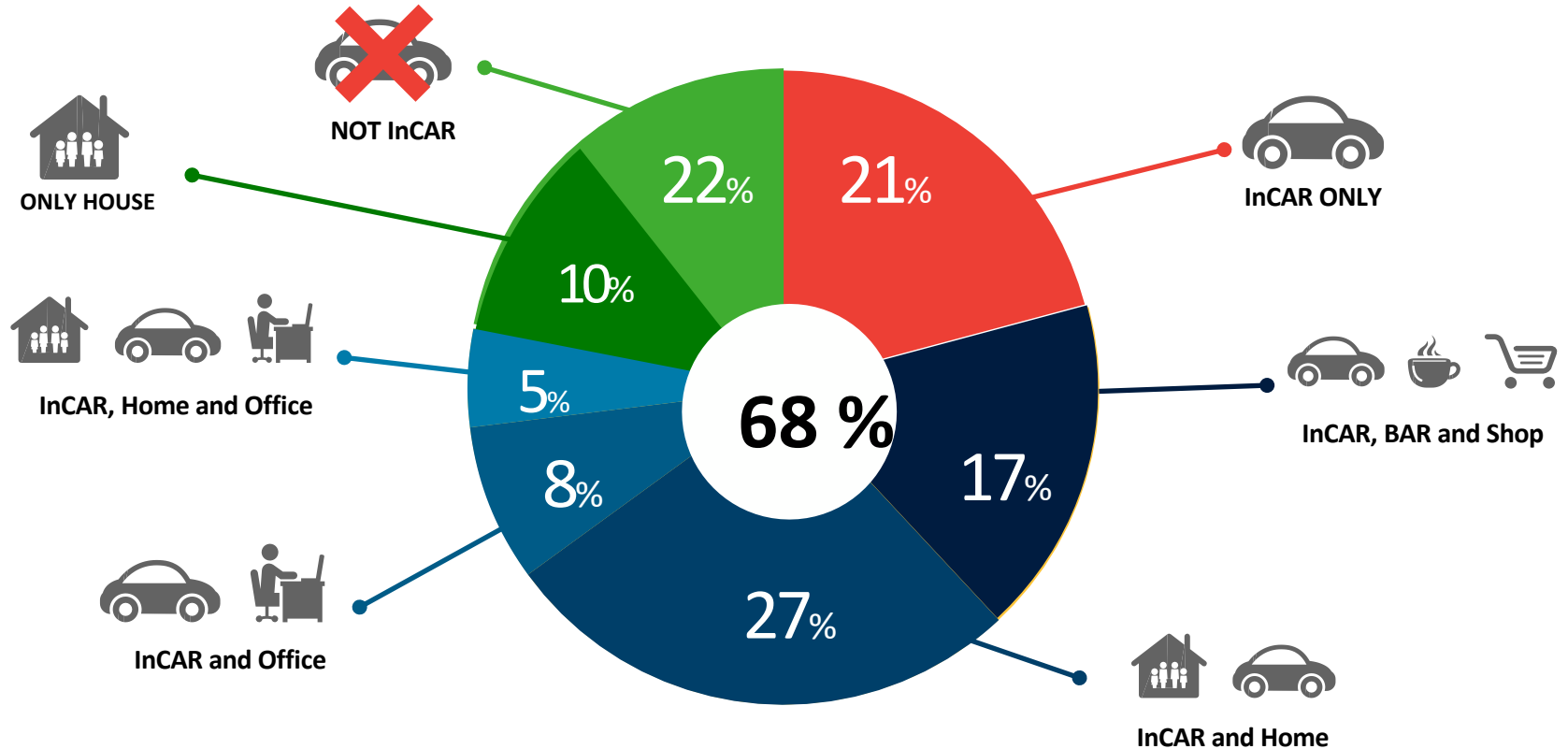
DigitalRadio in Italy: Local services

- DAB+ coverage 42,5 % of population
- DAB+ Programs on air: 200
(green areas)
- Expected programs: 156
(orange areas)

Road map for local DAB+ development:
1° step n.8 areas planned (green ones) completed
2° step n.8 areas planned (orange ones) work in progress



Italians love to listen to radio in the car



When listening to the radio (in the different time of the day), usually where is it ?
(source GFK/IPSOS)

Based on: listens at least one day a week (Monday – Friday)



SHORT WAVE

6 6.5 7 8 9 10 12 14 16 18

SILVERTONE

55 60 65 70 80 90 100 120 140 160

BROADCAST

A collection of vintage electronic equipment, including amplifiers and tuners, displayed in a room. The equipment is arranged in rows, with some units stacked on top of others. The units are primarily made of wood and metal, with some featuring woven speaker grilles. A semi-transparent black box with white text is overlaid on the center of the image.

**From June 1st, 2019
everything will
change!**



All radio receivers with DAB

- **June 1st 2019**, all radio devices sold B2B would be integrated with interface enabling digital radio services.
- **January 1st 2020** all devices sold to consumers and by the automotive industry have to be capable of receiving digital radio.



LAW 27 December 2017, n. 205, article 1, paragraph 1044

“State budget for the 2018 financial year and the multi-year budget for the three-year period 2018-2020.”

- All receivers can keep FM



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All together we are winning !



thanks for your attention!

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LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGRET DOLOR. AENEAN MASSA CUM SOCIIS NATOQUE PENATIBUS ET MAGNIS DIS PARTURIENT MONTES. NASCETUR RIDICULUS MUS. DONEC QUAM FELIS, ULTRICIES NEC, PELLENTESQUE EU. PRETIUM QUIIS, SEM NULLA CONSEQUAT MASSA QUIIS ENIM



DIGITALRADIO
IL SUONO PERFETTO

