



Welcome to the WorldDAB Workshop

Joan Warner

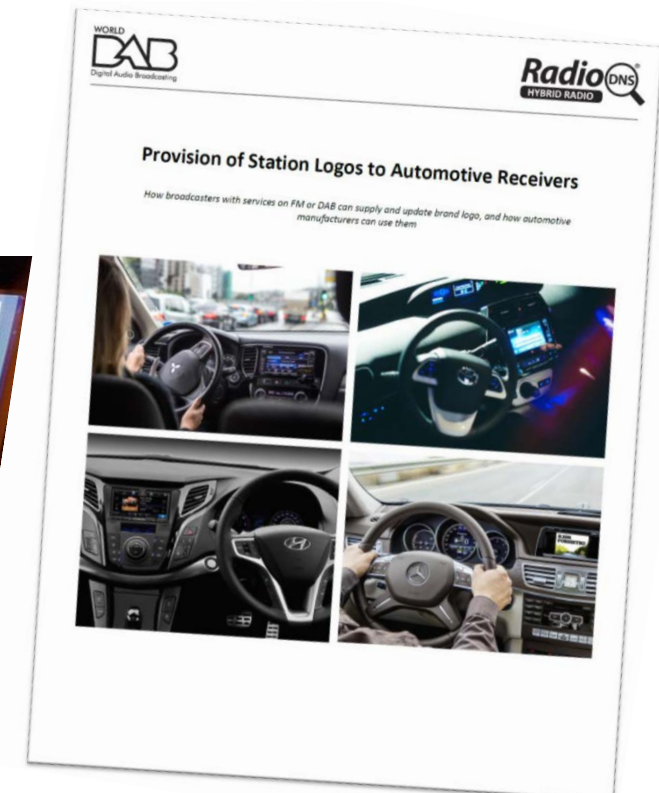
Asia Pacific Chair, WorldDAB &
CEO Commercial Radio Australia

ABU Digital Broadcasting Symposium
Kuala Lumpur
5 March 2018

Workshop Program

DAB+ a vital part of radio in a multiplatform world

- International Update
- Hybrid Radio
- DAB+ Business Case Studies:
 - Southern Cross Austereo
 - SBS Australia
 - NRK Norway
- Afternoon Breakout Sessions:
 - Regulation & Policy
 - Planning for rollout and hybrid infrastructure
 - Implementing hybrid – work flows

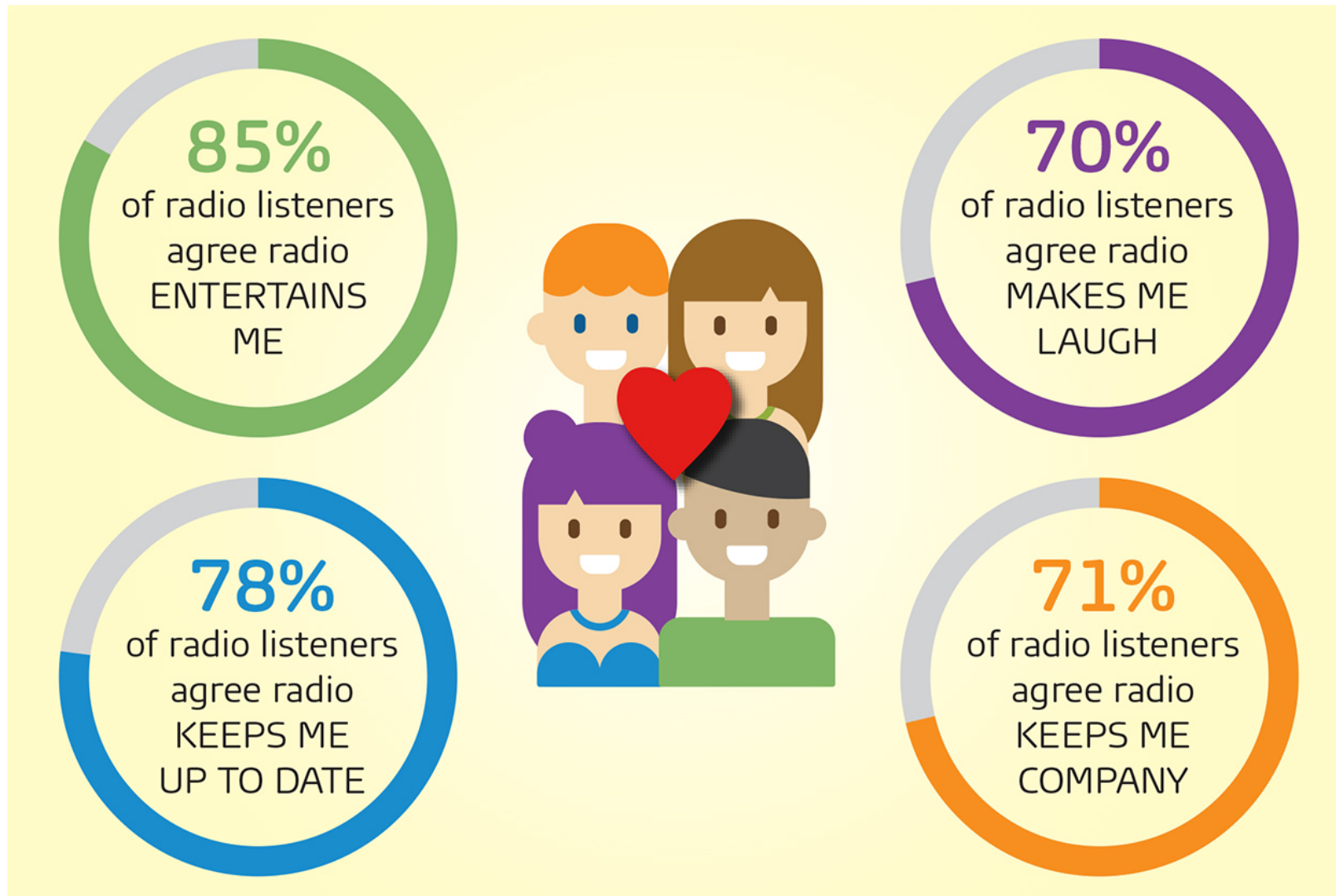


Radio reaches the widest audience in the world!



UN estimates 44,000 radio stations broadcast to 5 billion people or 70% of the world's population

GfK Study - Drivers of Radio Listening



GfK Radio Insights: Listening Drivers (Australia, 2018)

Media consumption changing at a rapid rate

- Greater connectivity
- Voice-controlled devices
- Increasing multiplatform consumption
- Radio must transition from analogue to digital broadcasting



Google Home: \$129



Amazon Echo Spot (2.5" screen): \$129



Apple HomePod: \$499



Radio Apps

DAB+ adoption on the rise

- Great progress in DAB+
- UK nearing 50% digital listening
- Thailand, Malaysia, Indonesia, Myanmar and Laos have stated they will go with DAB+
- Australia rolling out Canberra, Darwin and Hobart; planning for 13 additional regional markets



ASEAN Digital Radio Broadcasting Workshop, Brunei

- ASEAN digital radio meeting 15-16 November 2017
- WorldDAB provided an update on progress around the world for policymakers, regulators and broadcasters
- DAB+ promoted as most mature technology with advanced roll out across Europe, Australia and extensive list of countries trialling.
- Vehicles and receiver devices are accessible and affordable
- Benefits of cooperation and economies of scale were stressed

