



Global update and the case for DAB+

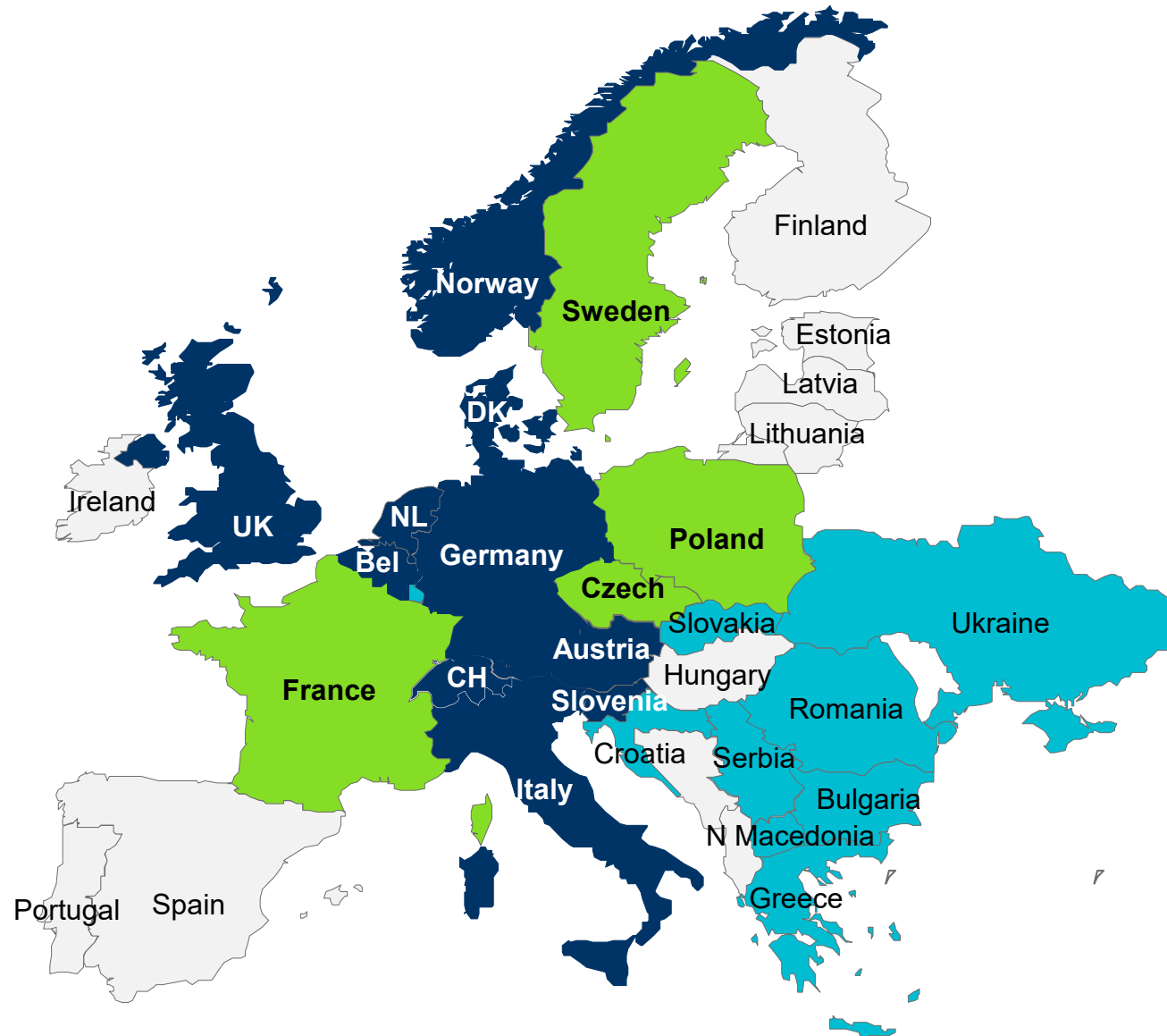
Patrick Hannon, President, WorldDAB

ABU, April 2021

2020: a good year for DAB+

DAB+ is established as core future platform for radio in Europe

- Established
- On the move
- Trials



National launches

- Germany: 2011
- NL: 2013
- Italy: 2014
- Slovenia: 2016
- Belgium: 2018
- Austria: 2019

Strong progress in major markets



UK:
DAB listening overtakes FM¹



Germany:
Launch 2nd national multiplex: Oct 2020



Italy:
All receivers must have DAB+ from 2020



Australia:
Record levels of digital listening²

France is launching national DAB+ in 2021



- Ten cities / regions already on air
- National network launching 2021

EU: all new car radios must be able to receive digital terrestrial radio



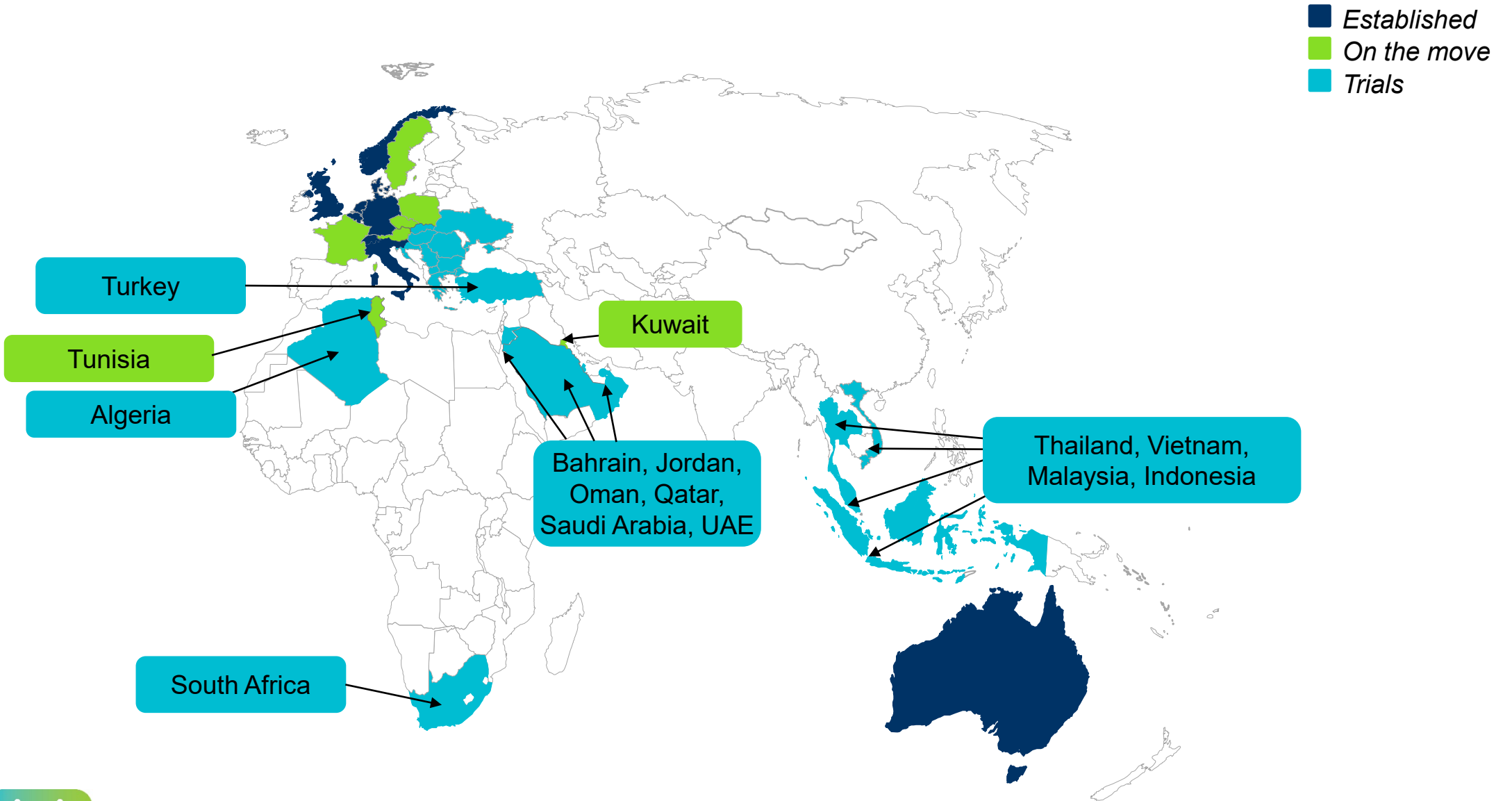
- Directive effective from 21 December 2020
- In practice, DAB+ is the standard of choice

DAB receivers are now mass market



- 90 million receivers sold*
- Prices from US\$20

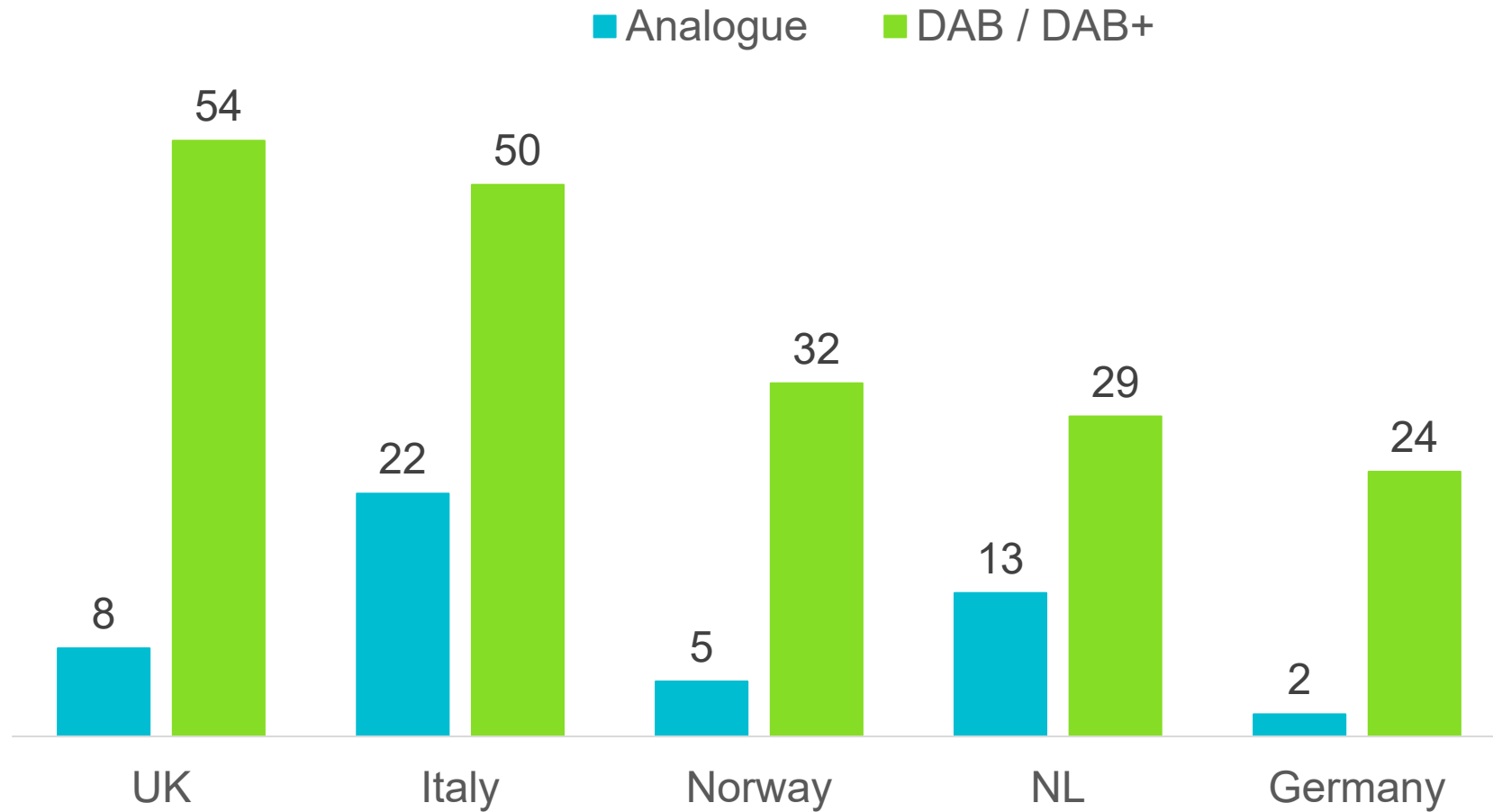
DAB+ is emerging as a global standard for radio



What is driving these changes?

DAB+ offers greater choice – on average, six times as many services

National radio services



Opportunity to innovate: brand extensions

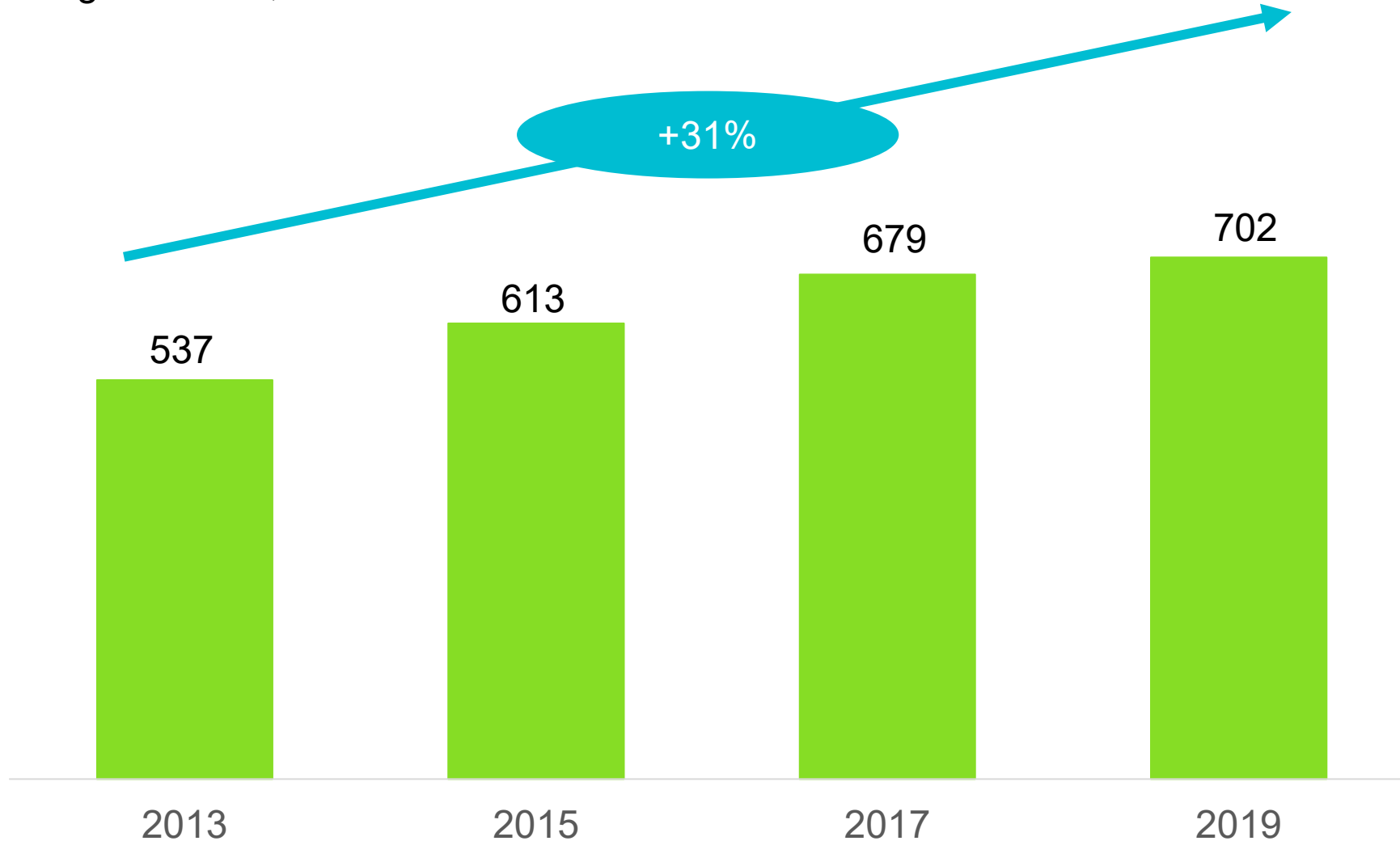


Audience has tripled in seven years

DAB drives commercial revenues – UK up over 30% in six years

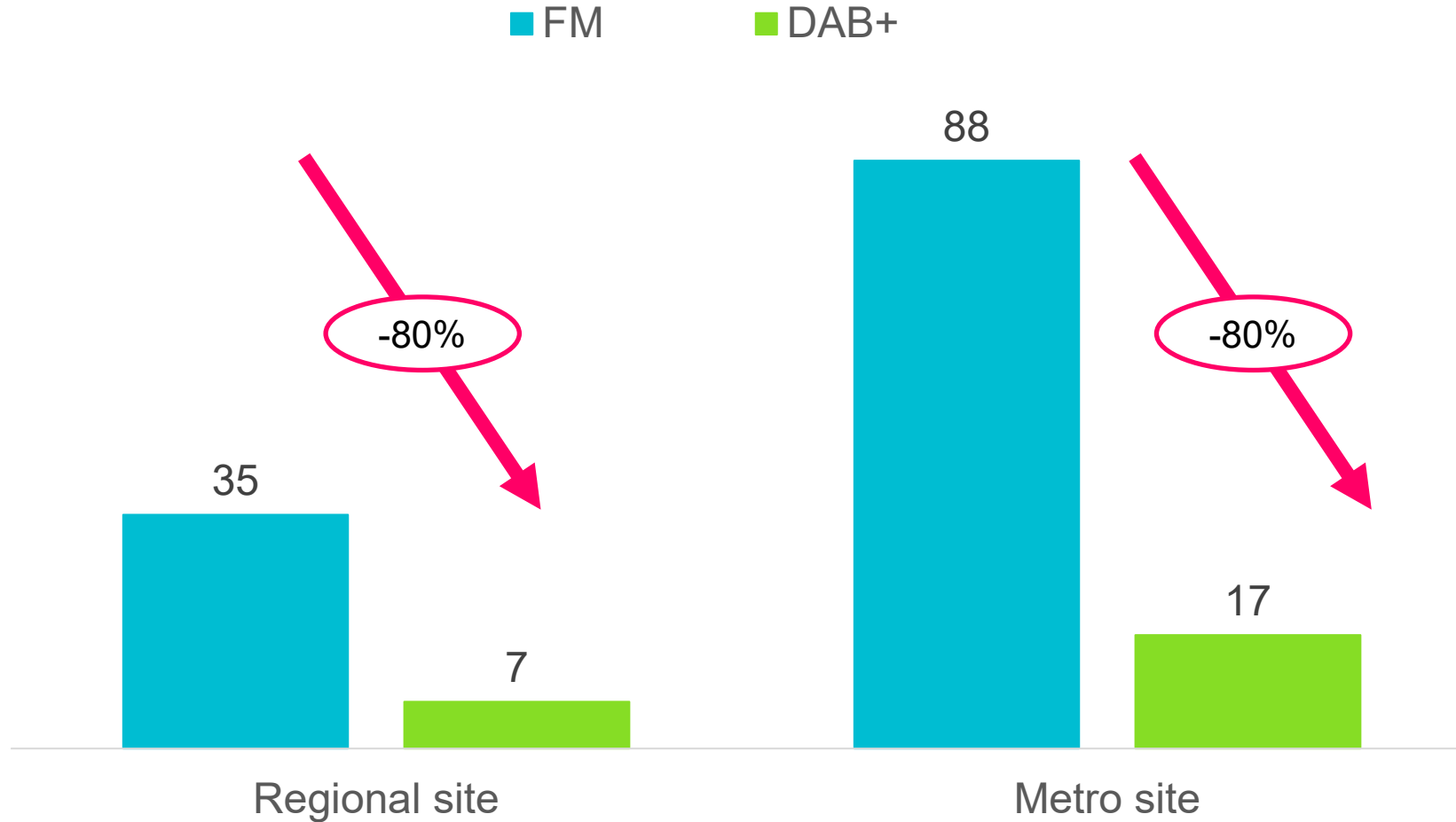


UK radio advertising revenues, £ million



DAB+ offers lower distribution costs

Annual cost to broadcasters of transmission per service¹, US\$k



Source: Total operating costs sourced from broadcasters and network operators

Note (1) Operating costs for DAB+ assumes 18 services on multiplex; opex includes site and tower leases, power, telco, maintenance, monitoring and support costs

DAB is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study shows DAB is 33% more efficient than FM¹

DAB+ is reliable in times of emergency



“Alarm announcements”

- Part of DAB+ minimum specification
- Radio automatically switches to emergency audio service

DAB+ is key to securing radio's long-term position in the car

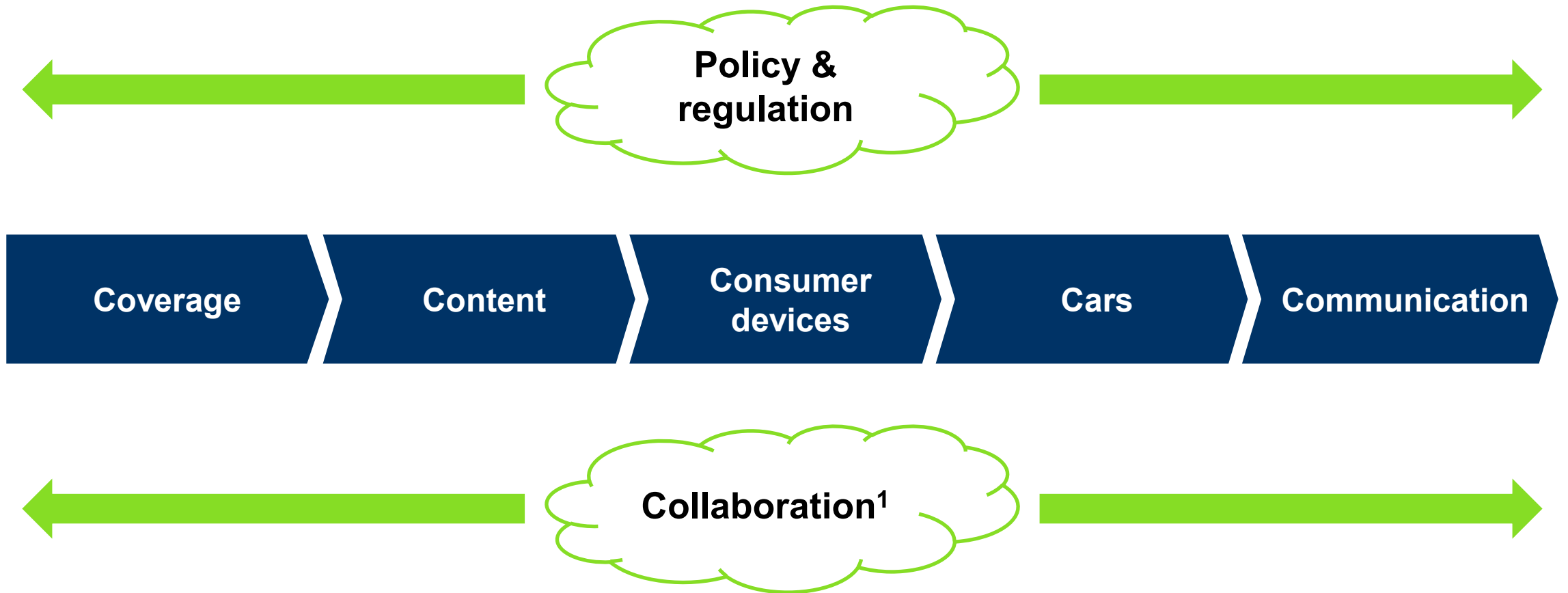


- WorldDAB members include:
 - Audi, BMW, Daimler, General Motors, Honda, Hyundai, Jaguar Land Rover, Stellantis¹, Toyota, Volvo
- WorldDAB Automotive Working Group focused on optimising the in-car DAB+ experience
- DAB+ is gateway to hybrid radio future

How do we achieve success?

Clear strategic framework

The Five Cs



Conclusions



- 1 DAB+ extending international footprint – over 90 million receivers sold
- 2 Multiple benefits to listeners, broadcasters and society
- 3 Now is the time for action – collaboration is key to success

Thank you