



Securing the future of radio

Patrick Hannon, President, WorldDAB

WorldDAB Summit, 2022

Radio plays a key role in lives of citizens



- 1 85% of Europeans listen to radio each week
- 2 90% of car buyers say radio should be standard in every vehicle
- 3 Radio: the medium most trusted by European citizens – for 12 years in succession

The world of radio is changing



- New (digital) services are being developed
- Consumer preferences are shifting
- Competition is being transformed

Essential to protect the core benefits of broadcast radio



- Free to air
- Universal
- Reliable in emergencies

**DAB+ is key to
securing this future**

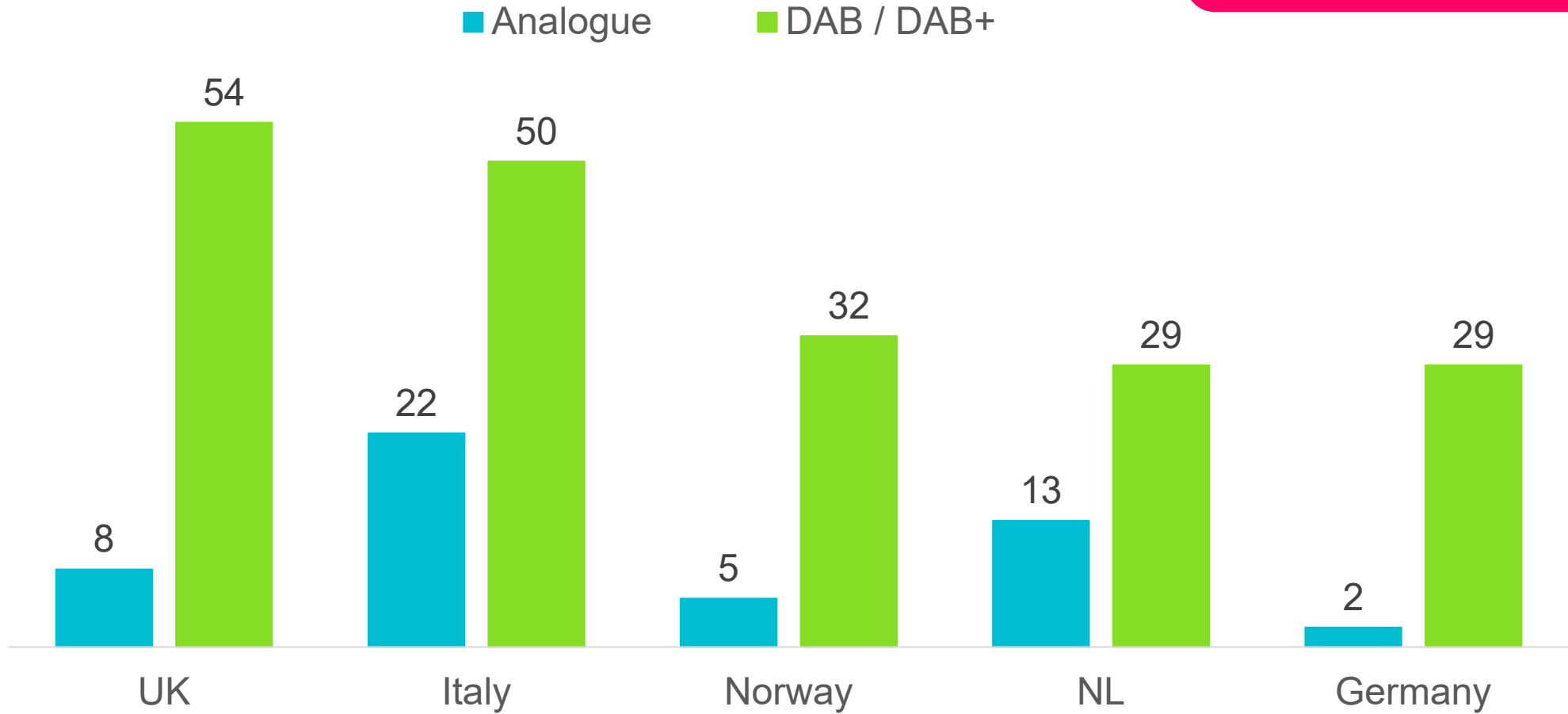
Why DAB+?

#1 Listener & broadcaster benefits

For listeners, DAB+ offers greater choice

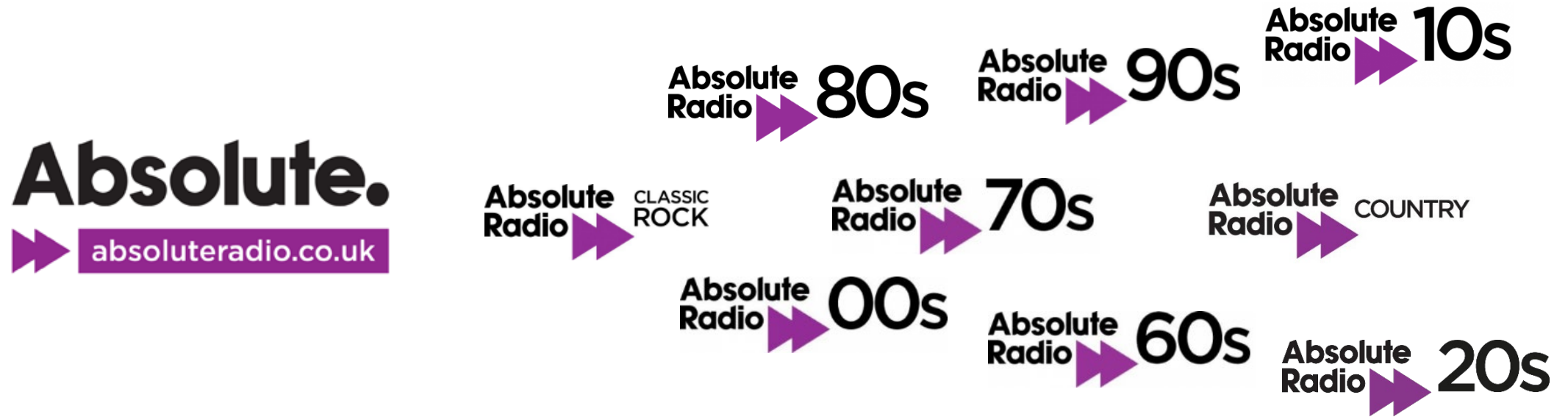
National radio services

On average, seven times as many services



For broadcasters, DAB+ offers opportunities to innovate

Brand extensions



**Audience has tripled:
1.7 million (Q1 12) to 5.1 million (Q2 22)**

Opportunities to extend reach

LBC expansion – from London to UK



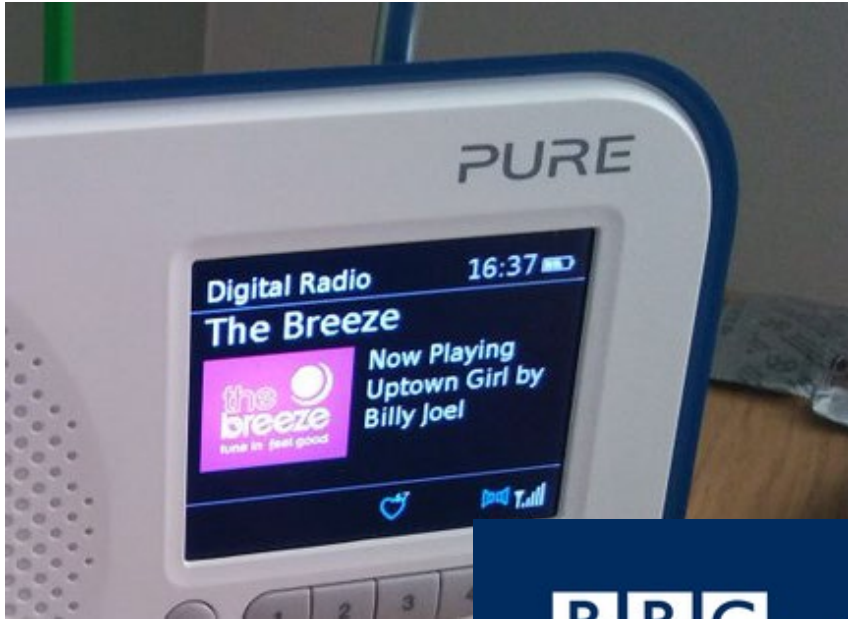
Analogue

- LBC – for 40 years, a London radio station (news / talk)
- Audience 2014: 1.1 million

Analogue plus digital

- February 2014 launched on national DAB+
- Audience today: 3.3 million (3x)

DAB offers “now playing” info, station logos and voice control



- Information about song and artist
- Station logos
 - different sizes
 - important in cars
- DAB stations can be chosen via voice commands using phonemes

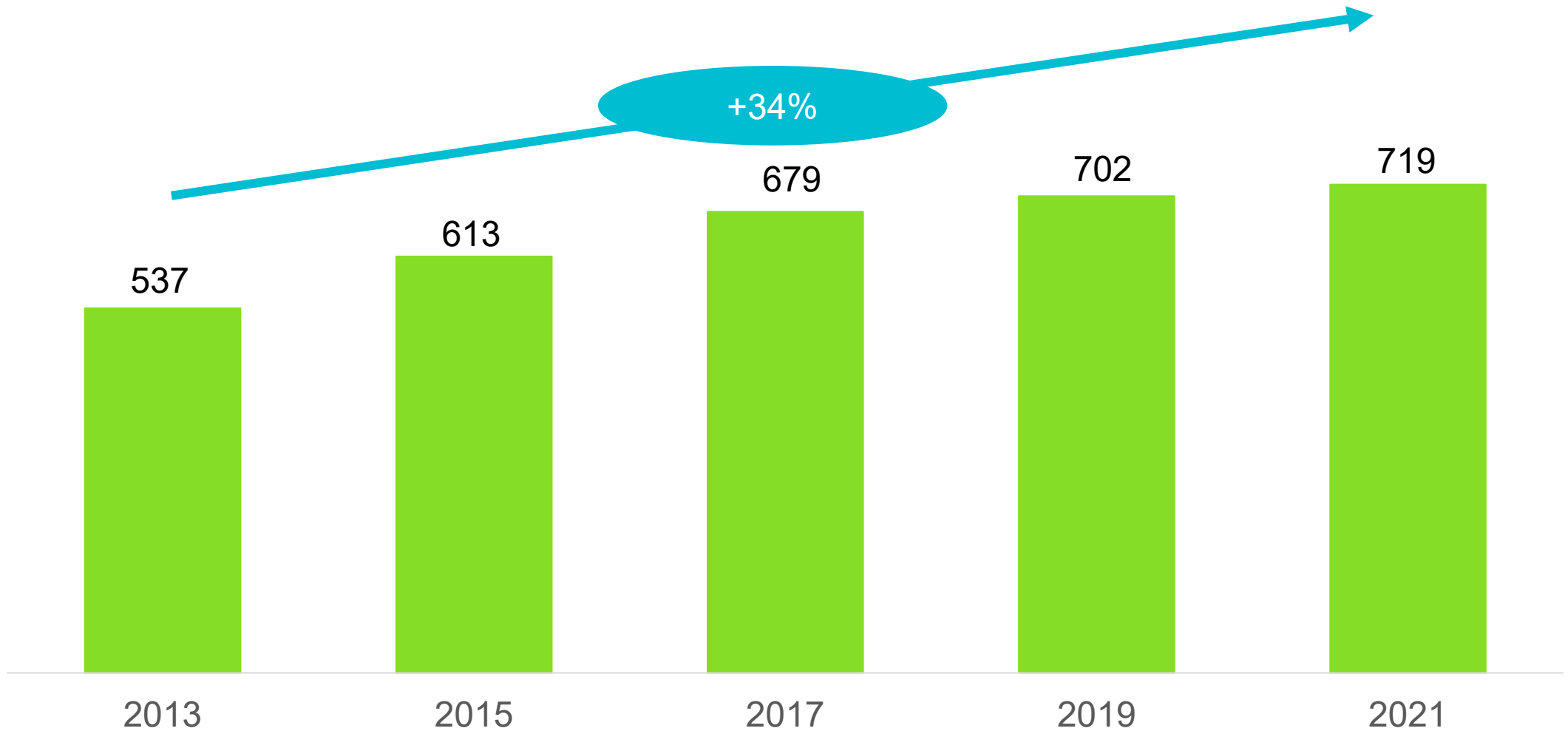
Listeners value choice

22 million people

in UK, listen to services not available to them on
analogue radio

Incremental reach drives commercial revenues

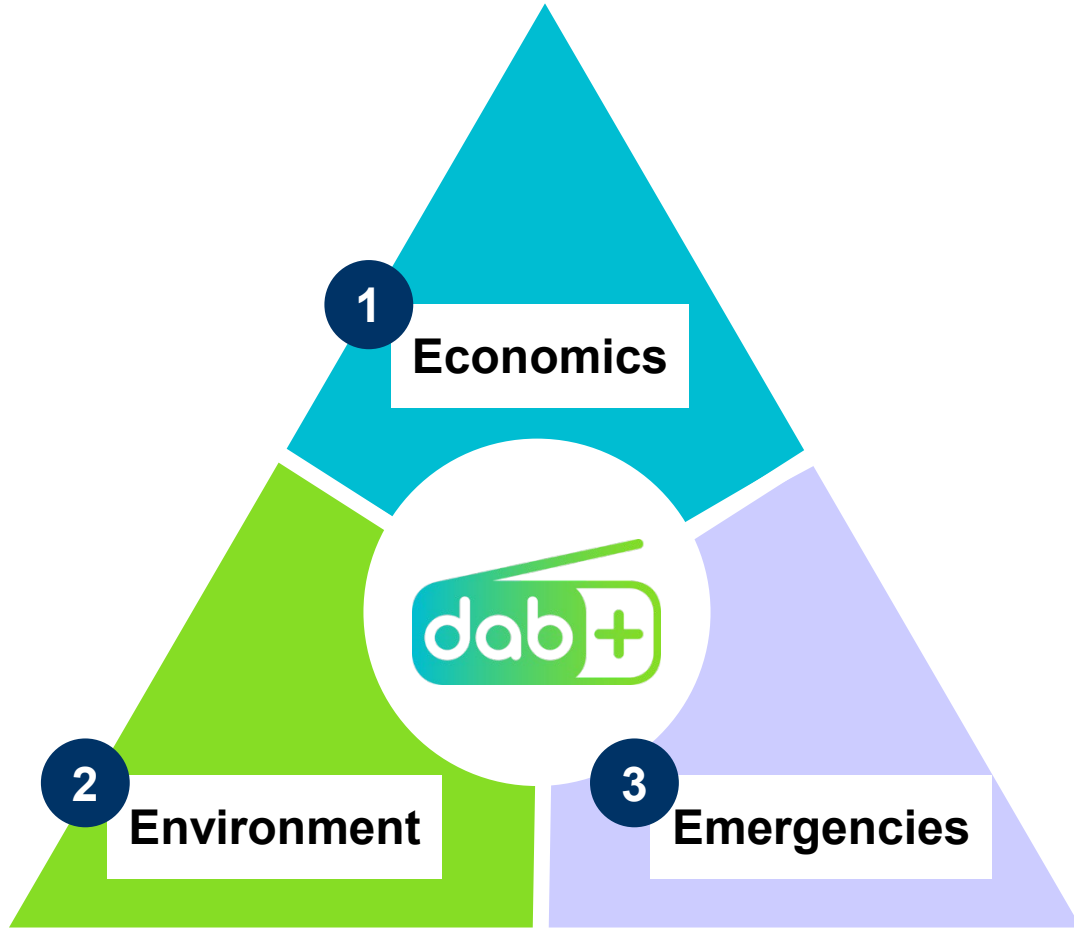
UK radio advertising revenues, £ million



Why DAB+?

#2 Economics, environment and emergencies

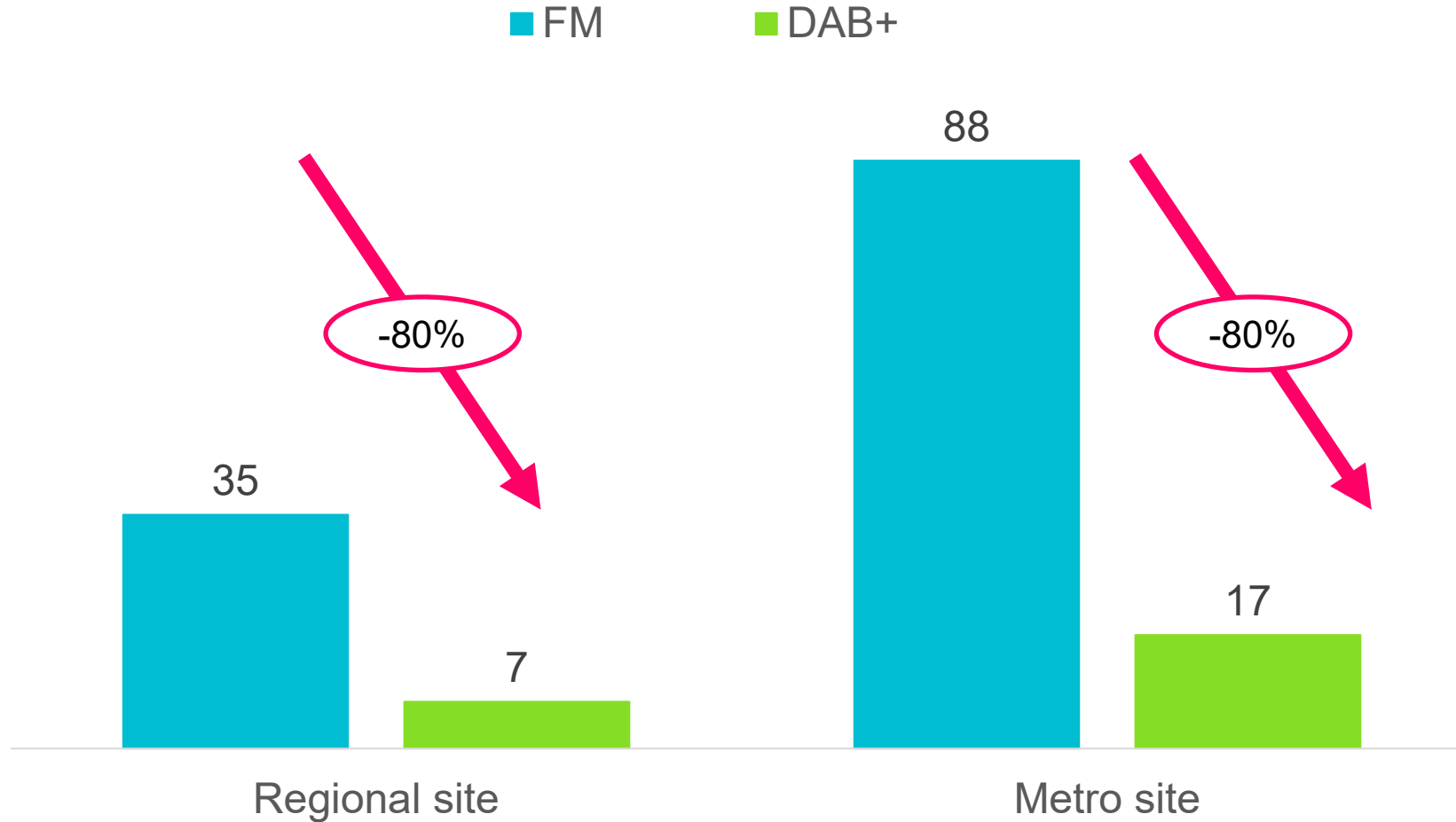
Three macro reasons for DAB+



- **Economics:** costs of distribution lower than FM
- **Environment:** energy requirements lower than any other platform
- **Emergencies:** resilience – especially out of home

Economics: cost per service far lower than FM

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

Economics: small scale DAB - additional savings



Small scale DAB

Proudly bringing small-scale
DAB to the Big Cities!

- Edinburgh - Awarded!
- Cardiff - Awarded!

**niocast
digital**

In Partnership with Dee Radio Group, Radio Cardiff & SAM Radio

The advertisement features a dark background with a city skyline silhouette at the bottom. The text is white and yellow. The 'niocast digital' logo is in a stylized, outlined font.

- Lowest cost functional approach to DAB
 - open source software
- First adopted in UK, Switzerland, Denmark
- Easier to access DAB
 - small stations in developed markets
 - new countries taking first steps

Environment: DAB+ is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study: DAB 33% more efficient than FM¹
- German study (BLM): similar results

Energy consumption: a key factor in switch-off decisions



Norway: 2017



Mehr Sender links und rechts.
Jetzt wechseln zu DAB+.
Für eine grössere Sendervielfalt.

dabplus.ch

Mehr Sender. Mehr Klang. Mehr Radio.

Switzerland: 2024

Partial switch-offs

Germany



South Tyrol
Italy



Long wave
France

Expect more of these
in next five years

Emergencies – DAB+ is resilient



- Broadcast radio - reliable in times of emergency
- Mobile services less robust

Germany proposing DAB+ as part of national warning infrastructure



- Following floods in 2021, German authorities and broadcasters discuss role for DAB+
- German radio industry publishes proposal (Sept 2022)
- Proposal submitted to WorldDAB Technical Committee (Oct 2022)
- Next step: build international alignment

Resilience of DAB+ recognised by European Union



- European Union mandate (EECC): new car radios must have digital terrestrial
- Reliability in emergencies an important factor in this decision

Impact of EECC has been significant



Italy
100%



UK
98%



Germany
94%



France*
91%



Poland
96%



Sweden
94%



Spain
94%

- Almost all new cars in Europe have DAB+ as standard
 - existing DAB+ markets
 - markets where DAB+ is not established
- Never been easier for new markets to launch

Summary

- 1 DAB+ firmly established in Europe – benefits for listeners & broadcasters
- 2 Economics, environment & emergencies – extra rationale for DAB+
- 3 DAB+ standard in new cars – now is the time to secure the future of radio

Thank you