



How to compare DAB+ broadcast radio and Streaming services like Pandora and Spotify

Kath Brown

Commercial Radio Australia

World DMB Workshop – Singapore

20 June 2013

Key points

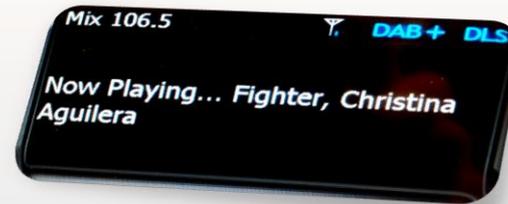
- Set up
- Features
- Coverage performance
- Cost
- Role

Set up – chose your mode



DAB+ set up

Choose station from a list, simple text, safe presets, weather images



Pandora Set up

Telstra 11:14 AM

PANDORA®

Email	kath.brown@comm...
Password	●●●●●
Postal Code	2010
Birth year	<input type="text"/>
Gender	Male

Previous Next Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	< x

BT Connection Settings

- TEL (HFP)
Connected
- Audio (A2DP)
Connected
- Smartphone Link (SPP)
CONNECT READY
- Pandora (SPP)
CONNECT READY

Ready to

PANDORA

Reading...

REAR

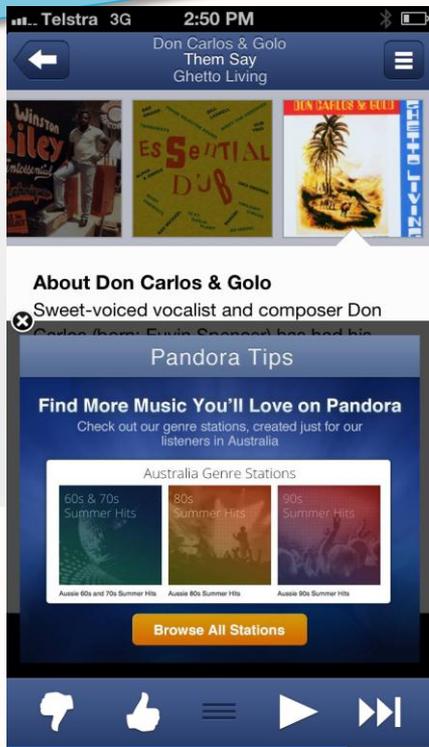
Set up continues...



Set up continues...



Features – steamed content



Features – streamed content



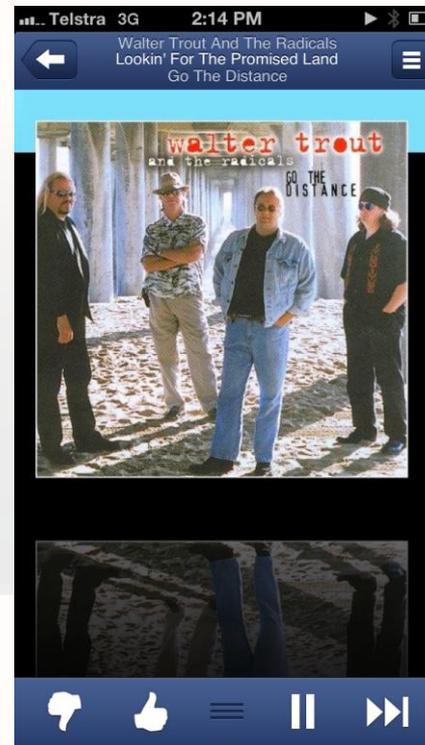
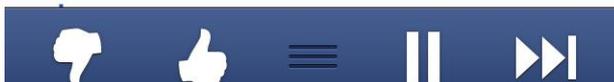
About Winston Riley

A renowned singer and formidably prolific producer, Winston Riley is one of Jamaica's greatest success stories, a pillar of the island's music industry to this day. Born in 1946 in Kingston, Jamaica, Riley founded the Techniques in 1964 with a group of friends, all of whom congregated at a youth club established by Edward Seaga.

[show more](#)

Features of this track

- a reggae feel
- a subtle use of vocal counterpoint
- a subtle use of vocal harmony
- a busy horn section



DAB+ features



Costs

Streaming and data costs

- Streaming for two hours every day at 64kbps
57.6MB per day (25 per hour)
- 1.6G per month – just to listen to the radio
- You know what your plan is, mine is 3GB for
all my email, data searches, maps etc...
- Then there is the broadcaster cost – say \$.50
per simultaneous stream per month – 300
000 average breakfast show =\$150,000

Car industry supports DAB+

More than 10 brands support in Australia and up to 19 brands in Europe



Toyota

- Toyota Camry Atara SL and HL



Ford

- Kuga
- +++++



Audi

- Audi A6, A7 and A8

More support for DAB+ from major brands



Land Rover - Jaguar



BMW
5, 6 and 7 Series



Hino
• Hino 300, 500 and 700 Series

...and more major brands announce support all the time



Lexus

- Lexus GS

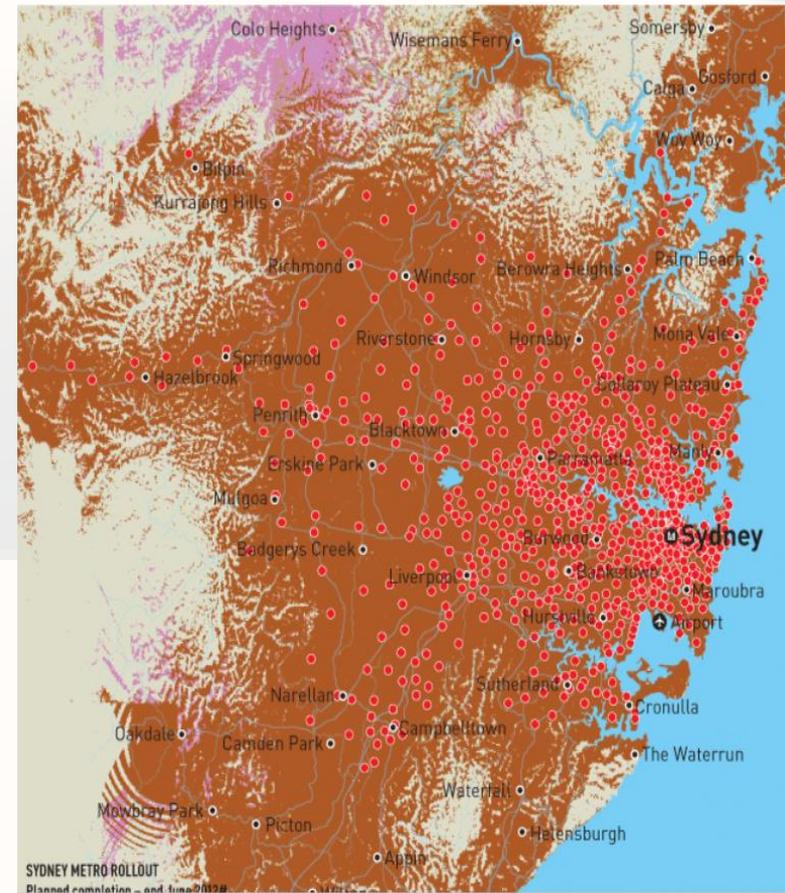
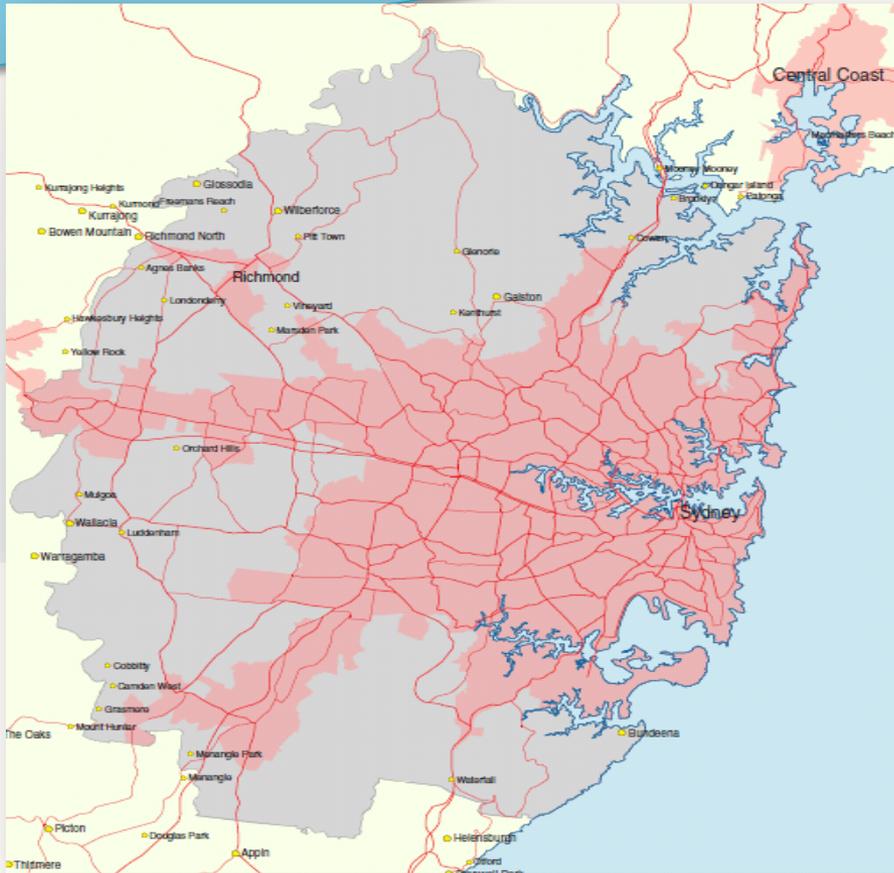


Isuzu



Mercedes

Coverage performance



Telco coverage off main roads & towns is patchy

Brown

- On street coverage

Grey

- On street coverage with external antenna

Pink

- Future coverage



Role in an Emergency

Radio has a critical role to play in saving lives

