



WORLD



Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

Digital Broadcast Technology

Jorn Jensen

WDMB President

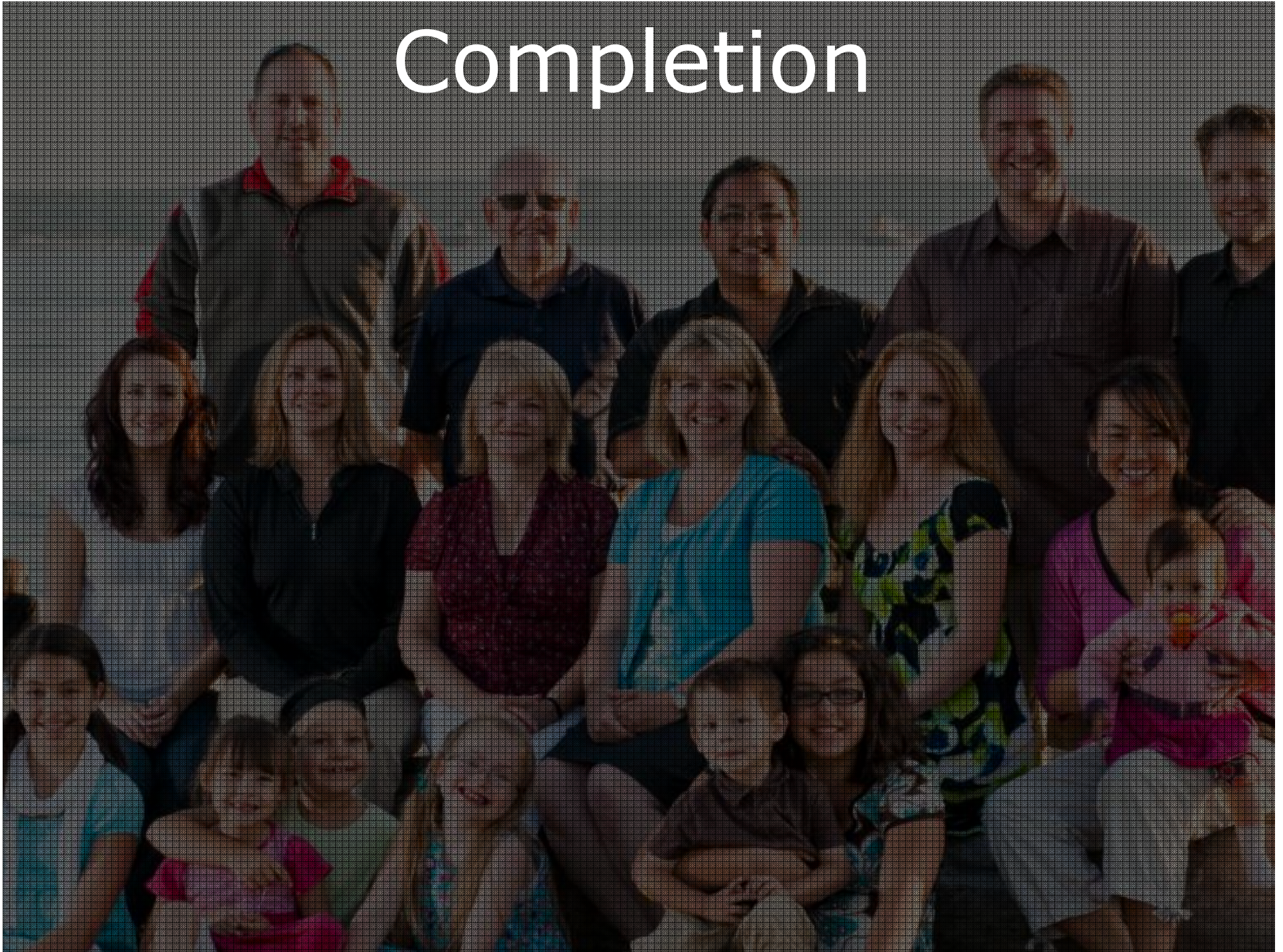
Creation



Growth



Completion



Creation



Broadcast

Robust


Reasonable data rate

Family of standards
– DAB/DAB+/DMB

Growth - Analogue to Digital



Growth - Migration



Reduced cost for
broadcasts

Cannot achieve
growth without
migration

Completion





UK

10 million receivers sold

20.5 million people now tuning in to
digital radio each week

Digital Britain Report

Migration

An aerial photograph of a coastal town in Norway, showing a dense cluster of buildings with colorful roofs (red, green, blue) along the waterfront. The town is surrounded by water, and in the background, there are large, dark mountains under a grey, overcast sky. The image has a halftone or dithered texture.

Norway

FM – 3000 transmitters

Parliamentary report

FM gone by 2017

Migration



Netherlands

DMB – MTVNL

NOS – DAB+

A group of people, including children, are gathered around a device in a dimly lit room. The scene is dark, with a green light source visible on the right side. The people are looking intently at the device, which is being held by one of the children. The overall atmosphere is one of focused attention and learning.

South Korea

DMB 2005 – 2010

27 mill receivers

Digital radio standard 2011

A photograph of a person in a brown suit walking on a street in Vietnam. They are carrying a large, round, woven basket filled with long, thin bamboo sticks. The scene is dimly lit, suggesting dusk or dawn. The person is walking towards the left of the frame. In the background, other people and a moped are visible, though out of focus.

Vietnam

Suit

Moped

Cellphone

A photograph of a busy street in Vietnam, likely Hanoi, showing a dense flow of motorbikes and people. The street is lined with buildings, some with awnings and signs. The image has a dark, textured overlay.

Vietnam

DMB 4 Muxes

2011

Hanoi

Ho Chi Min city

Australia



DAB+
Horse racing app

Australia



QVB

Christmas sales

Harmonised push from all industry

150,000 receivers sold



Switzerland

Migration

DAB to DAB+

Big take up

Coverage better for DAB than FM



France

Ever tried opening an oyster?

A photograph of a row of public bicycles parked on a city street at night. The bicycles are red and silver, with baskets on the front. They are parked in a designated area on the sidewalk. In the background, there are buildings with lit windows and a few people walking. The overall scene is dimly lit, with the primary light source being the streetlights and building windows.

France

Tram ticket

Public bicycles

DMB-A and DAB+

Large cities

So what is Broadcasting ?



Broadcasting

Free to air – free to all





Thank you

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www.worlddab.org
jorn.jensen@nrk.no