

# **Strong progress in troubled times**

Patrick Hannon, President, WorldDAB

General Assembly, 2020

# **2020: a good year for DAB+**

# Major markets continue to expand



Germany:  
**2<sup>nd</sup> national mux  
(Oct 2020)**



UK:  
**DAB listening  
overtakes FM<sup>1</sup>**



Italy:  
**All receivers must  
have DAB+ (Jan 2020)**

# Significant developments across Europe – and Australia



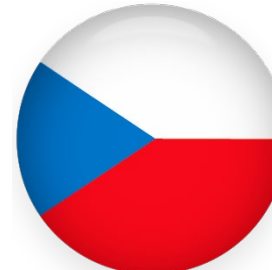
Belgium:  
**Flemish and French –  
major launch continues**



Netherlands:  
**3<sup>rd</sup> DAB+ layer in 2021**



Sweden:  
**Bauer: 2<sup>nd</sup> commercial  
broadcaster on DAB+**



Czech Republic:  
**Coverage now 95%**



Austria:  
**Coverage 83%**



Australia:  
**Services on air in eight cities**

# France goes national in 2021



- 10 cities by end 2020
- National launch 2021

# First countries switching off FM



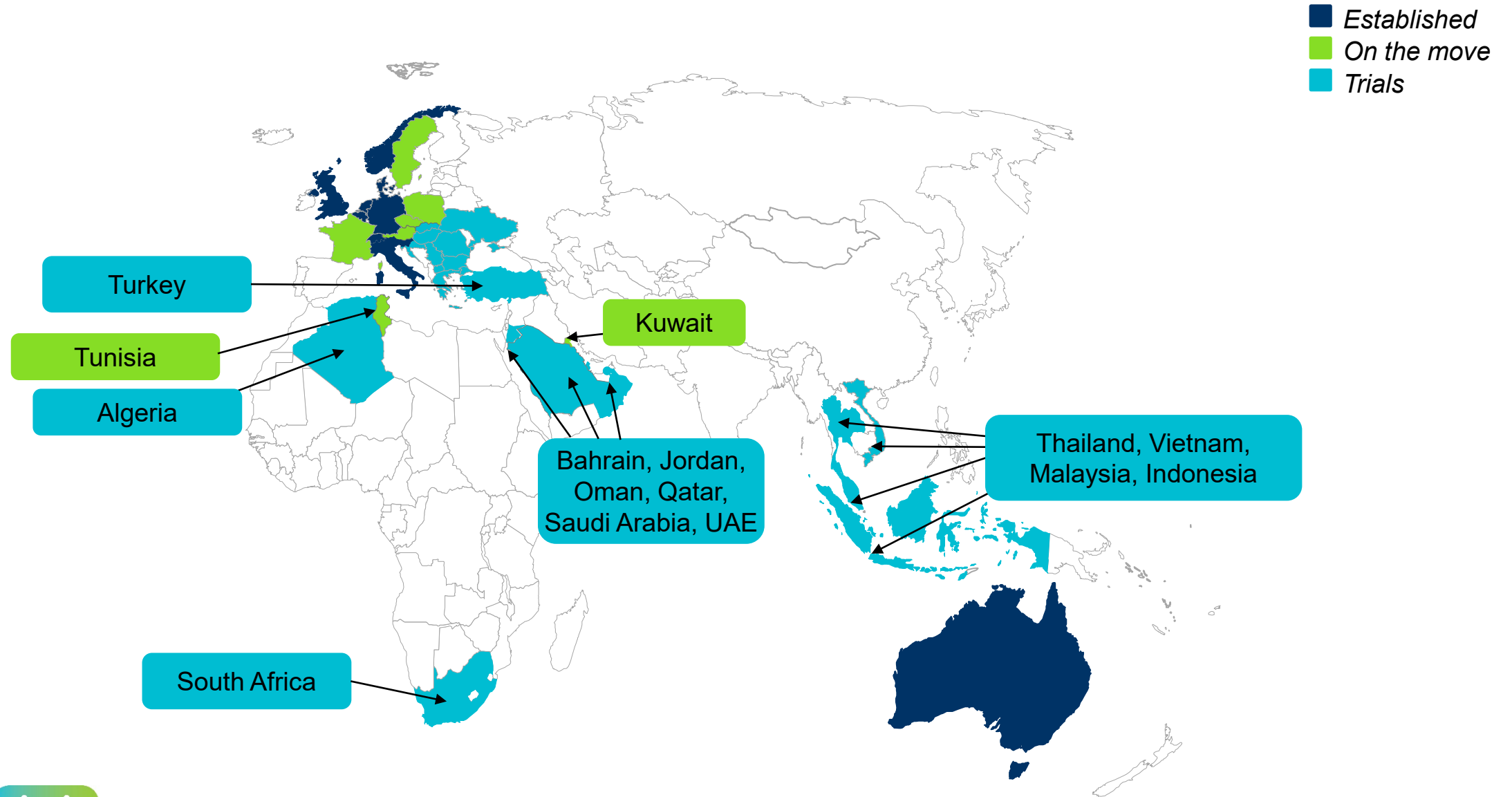
**Norway: 2017**

- Record listening July 2020



**Switzerland: 2022-23 plan**

# Around the world, interest in DAB+ is growing



**Now is the time to raise the bar**



# Three priorities

1

The case for DAB+

2

Cars &  
consumer receivers

3

New  
territories

# **#1 We need clear messages about DAB+**

**for listeners, broadcasters and policy makers**

**For listeners, DAB+ offers greater choice...**

**152 stations**  
**on DAB / DAB+ in North London**

*... and clearer sound - particularly where FM is overcrowded*

## For broadcasters, DAB+ preserves core strengths of traditional radio



- Free to air
- No 3<sup>rd</sup> party gatekeeper
- Reliable in times of emergency

# DAB+ offers opportunities to build brands



Grow audiences – and increase revenues

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



- Start with DAB+ broadcast
- Optimise the experience
- Use DAB+ as gateway to hybrid radio future

## For policy makers, DAB+ is the green solution



- DAB+ consumes significantly less energy than FM

**#2 We need DAB+ in all receivers  
(cars & consumer)**



## To date, our primary focus has been automotive



- **EECC**: new car radios in EU must be able to receive digital terrestrial radio
- WorldDAB is monitoring implementation of national laws
- Ensure DAB+ experience is optimised
  - positioning DAB+ at heart of hybrid radio

# Consumer radios: too many are analogue-only

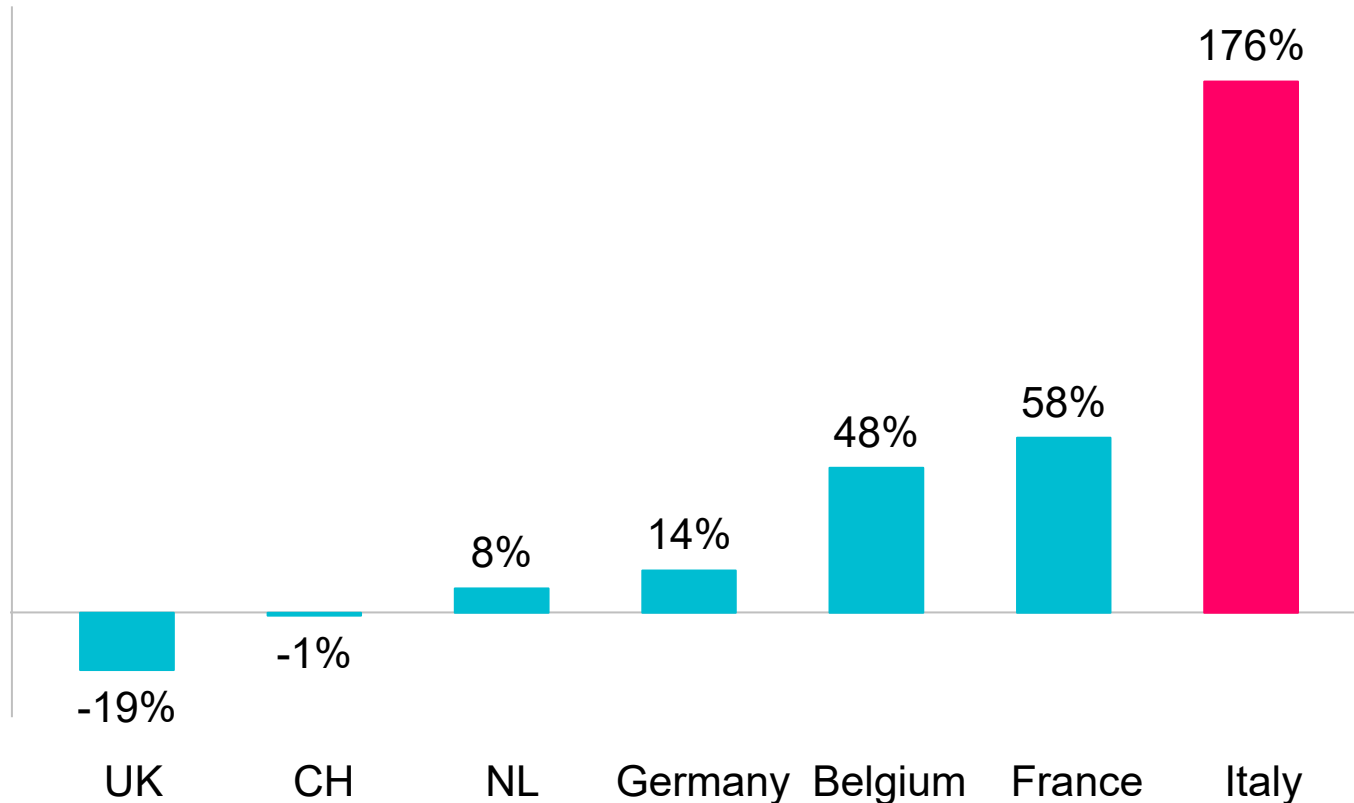
64% of consumer radios sold in Europe:  
analogue-only



- Poor experience for listeners
- Adoption of DAB+ slowed unnecessarily
- Negative environmental impact

# A solution exists

Growth of consumer DAB sales (Q1-Q3 2019 / 2020)



- Italian law mandating DAB+ in all receivers took effect in Jan 2020
- Since then, DAB+ sales in Italy have almost tripled
- Clear priority is to push for similar laws in other markets

# **#3 We need to drive DAB+ in new markets**

# Priority territories

## Europe / Eurasia

- Markets yet to launch, e.g.
  - Spain / Portugal
  - Greece
  - Romania / Bulgaria

**EBU**

## Asia Pacific

- Potential first movers, e.g.
  - Thailand
  - Malaysia
  - Indonesia
  - Vietnam

**ABU** Asia-Pacific  
Broadcasting Union

## Africa & Middle East

- Markets likely to be leaders in their regions, e.g.
  - Tunisia
  - South Africa

**ASBU** Arab States Broadcasting Union  
الاتحاد العربي للبث الإذاعي والتلفزيوني

**NAB** (S Africa)  
National Association of Broadcasters

# Summary

- 1 DAB+ is the core future platform for radio in Europe
- 2 We need to fight to have DAB+ in all receivers
- 3 Next step is take DAB+ to new regions around the world

# Thank you