

The impact of receiver legislation in Italy

Italy Giorgio Guana
giorgio.guana@gmail.com



world **dab** | General Assembly
2020 digital



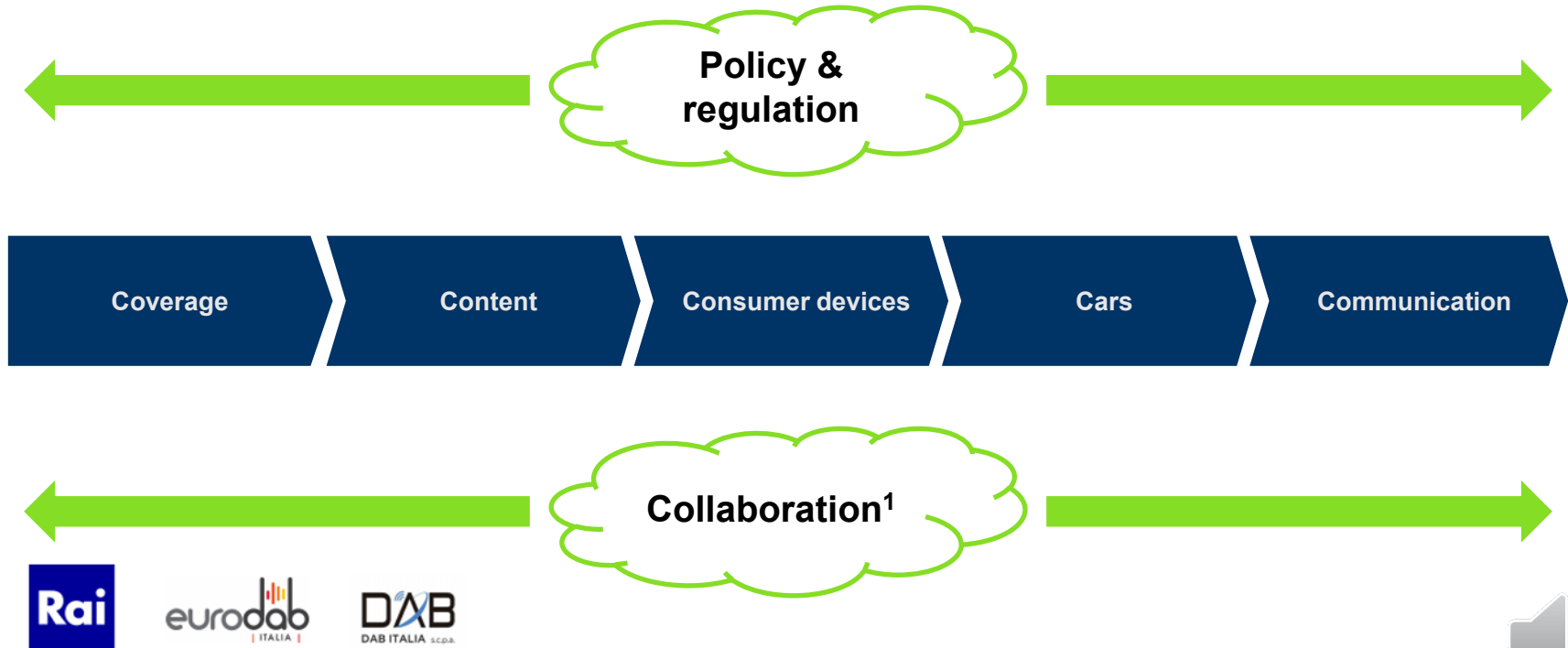
3rd November 2020



09:00 - 16:00 GMT



Italy's key to success is collaboration



(1) For public and private broadcasters, mantra is compete on content, collaborate on technology

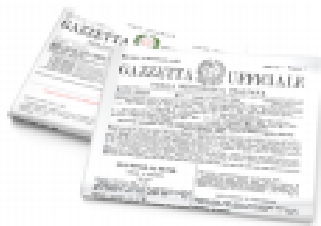


Italy is committed to the future of digital radio

- The 3 national operators are extending their networks
- 6.500 Km of main roads & highways covered (93% out of 7.000 Km)
- 57% of territory and 84% of the population covered
- 48 National DAB+ services on-air (22 simulcast and 26 DAB only)
- plus 20 local mux already on-air, providing more than 250 local programs
- more awaiting licenses



DAB is mandatory in all receivers



**** LAW 27 December 2017, n. 205, article 1, paragraph 1044**

"State budget for the 2018 financial year and the multi-year budget for the three-year period 2018-2020."

Confirmed by law 14 June 2019, n 55 - article 28 paragraph 5

.... ***"the future of radio would be digital"*** and that the **"DAB system is the only one able to guarantee broadcasters the required quality standards for the digital era"**:

- **Simple (no app)**
- **Free (no data subscription)**
- **On-air**
- **In real-time (interactive)**
- **.... regardless of the millions of listeners at the same time...**



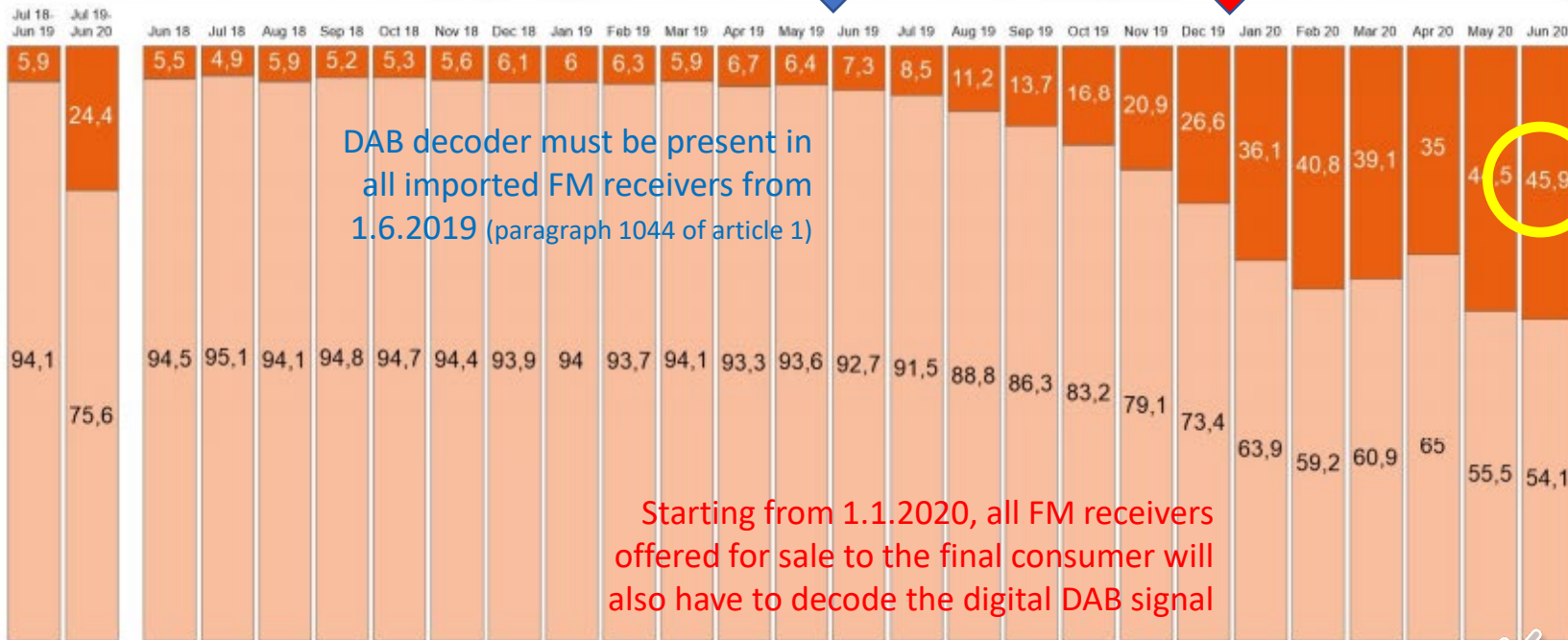
Sales of DAB+ radios tripled in the 1st half 2020



Digital Radio Fusion

Panelmarket Italy
Feature Share

Jun20
Sales Ths. Units



Radio Total	966,1	586,9	64,8	85,8	71,0	68,4	88,0	86,0	151,4	89,3	66,2	64,8	62,4	75,4	57,4	76,6	55,5	55,2	64,3	56,7	93,9	50,1	36,9	15,7	12,0	26,2	22,9
Digital Radio Abs.	57,2	143,0	3,5	4,2	4,2	3,6	4,6	4,8	9,2	5,4	4,2	3,8	4,2	4,8	4,2	6,5	6,2	7,5	10,8	11,9	24,9	18,1	15,1	6,1	4,2	15,7	15,9
Non-Digital Radio Abs.	908,9	443,9	61,3	81,6	66,8	64,9	83,4	81,2	142,2	84,0	62,0	60,9	58,2	70,6	53,2	70,1	49,3	47,6	53,5	44,8	69,0	32,0	21,9	9,6	7,8	10,6	7,0

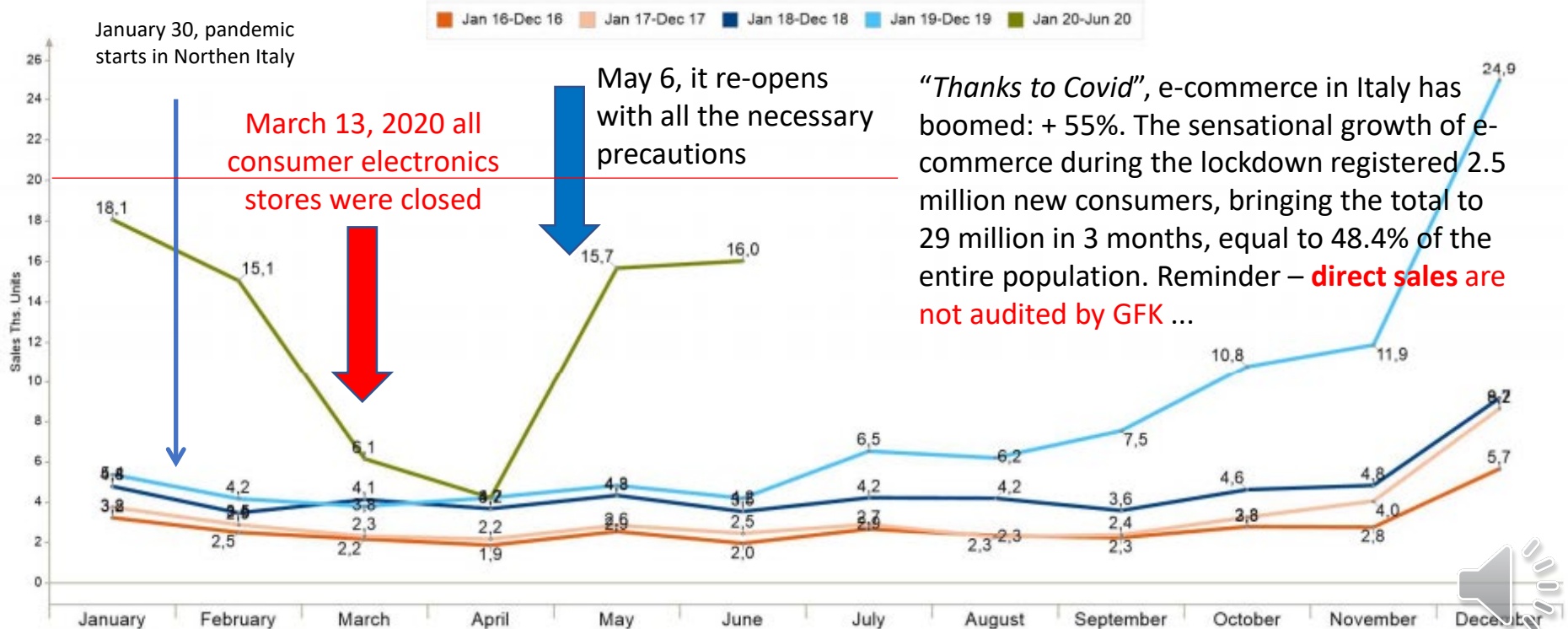
DAB+ receivers have more than tripled ...



Digital Radio Fusion
Digital Radio

Panelmarket Italy
Development

Jun20
Sales Ths. Units



DAB+ receivers are part of the Italian life



8,5%

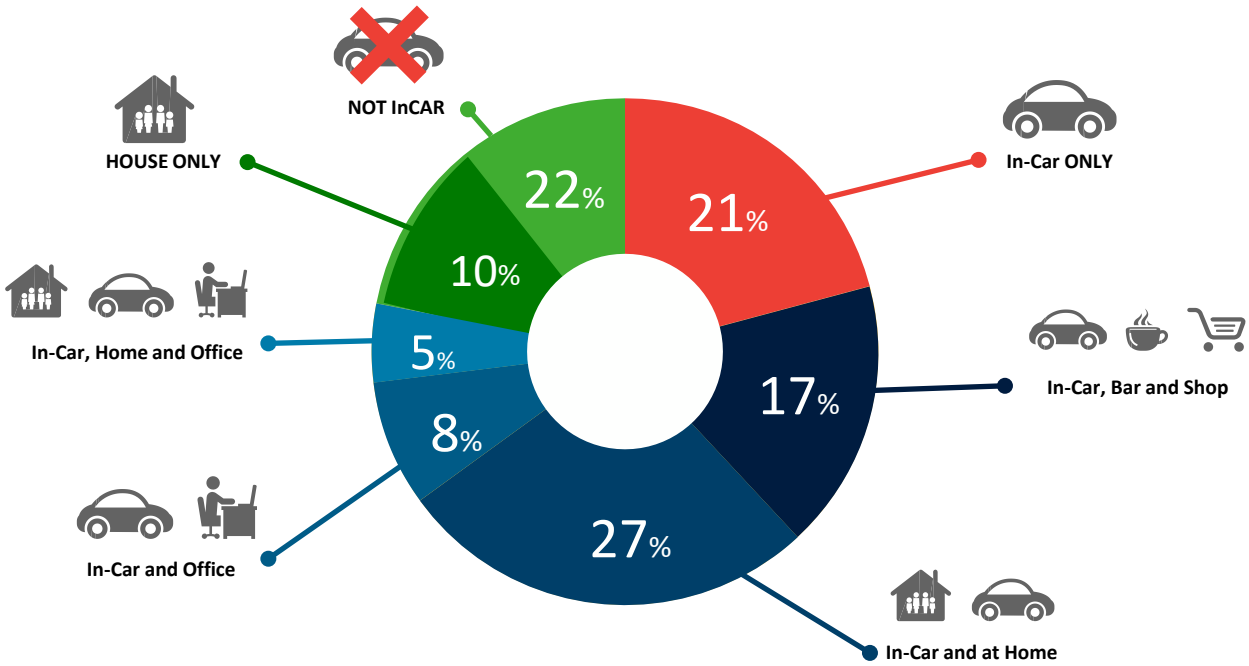
Italians own a DAB+
receiver

5,3 mln devices

(2/ 2019)



68% of Italians love to listen to the radio in their car



Question: When listening to the radio (in the different time of the day), usually where is it ?

GFK/IPSOS research - based: listen at least one day a week (Monday – Friday)



NO plan for DSO, but economical interesting

- RAS is not going to invest any more in FM as it's too expensive
- DAB+ distribution network is already much wider than FM
- 92 DAB transmission sites cover 99,6% of population.

This year, 9 more FM transmission sites have been switched off and the plan is to switch off 22 more in 2021.

In total, from Dec. 2017 there will have been 72 FM systems switched off

From 226 down to 154 = **-32%** without any complaints
from consumers



United in communication – one unique message

One simple shared message is broadcast by all stations in all FM and DAB programmes, several times a day



together with over 250 local broadcasters





Elegant sound ... with a good swing!

"MIAMI SWING by Renzo Arbore - **Italian CapPELLINI Licher**" is a brand of design that is related to consumer electronics products, among others.

"Cool" objects looking ahead with a glance to the past - this is the motto of these **peculiarly designed** products, true pieces of art that come from **Renzo Arbore's** passion for the radio, together with Gianni Braidot's and **CapPELLINI Licher's** **Melexis Associates** **Italy** 30 years-long experience in the electronic field. These products are symbols of their **Italian Design** vision worldwide.



Always on the go ... to Swing!



Vitality, colour, rhythm, a bit of foolishness.

It's the 'Design & Sound' world that rolls around Miami Swing by Renzo Arbore ...

... and always keeps going!



MS-01

JONATHAN

FM/DAB/DAB+ Radio - Bluetooth

High-Tech & innovative Italian design by CapPELLINI Licher!

MS-02

WILSON

FM/DAB/DAB+ Radio - Bluetooth

High-Tech & innovative Italian design by CapPELLINI Licher!



The new challenge: bringing the DAB signal into all tunnels



- On the 3.020 Km of highways managed by ASPI (Autostrade per l'Italia), there are 634 tunnels (422 Km !), of which **254** with a length of over 500 meters
- In Liguria only, there are 150 highway tunnels
- Tunnel coverage a priority for security reasons and for preserving the excellent user experience DAB+ gives to the millions of listener daily on-the-road



Consumers are only interested in the contents

- The **DAB+** System and the **Radio Player Italia platform** are protagonists in the **digital evolution of the radio**, integrating perfectly to offer listeners the best quality and the best listening service.
- The "**hybrid radio**" can thus be listened to at home and on the move in the easiest and most intuitive way.
- Through the radio receiver, car radio, smartphone, smart-speaker, smart TV and computer.





Many
thanks

Italy Giorgio Guana
giorgio.guana@gmail.com



world **dab** | General Assembly
2020 **digital**

 3rd November 2020

 09:00 - 16:00 GMT

