



**ECONOMICS, ENVIRONMENT, EMERGENCY
THE BUSINESS CASE FOR DAB+**

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ABU-ASBU-WorldDAB Technical Workshop



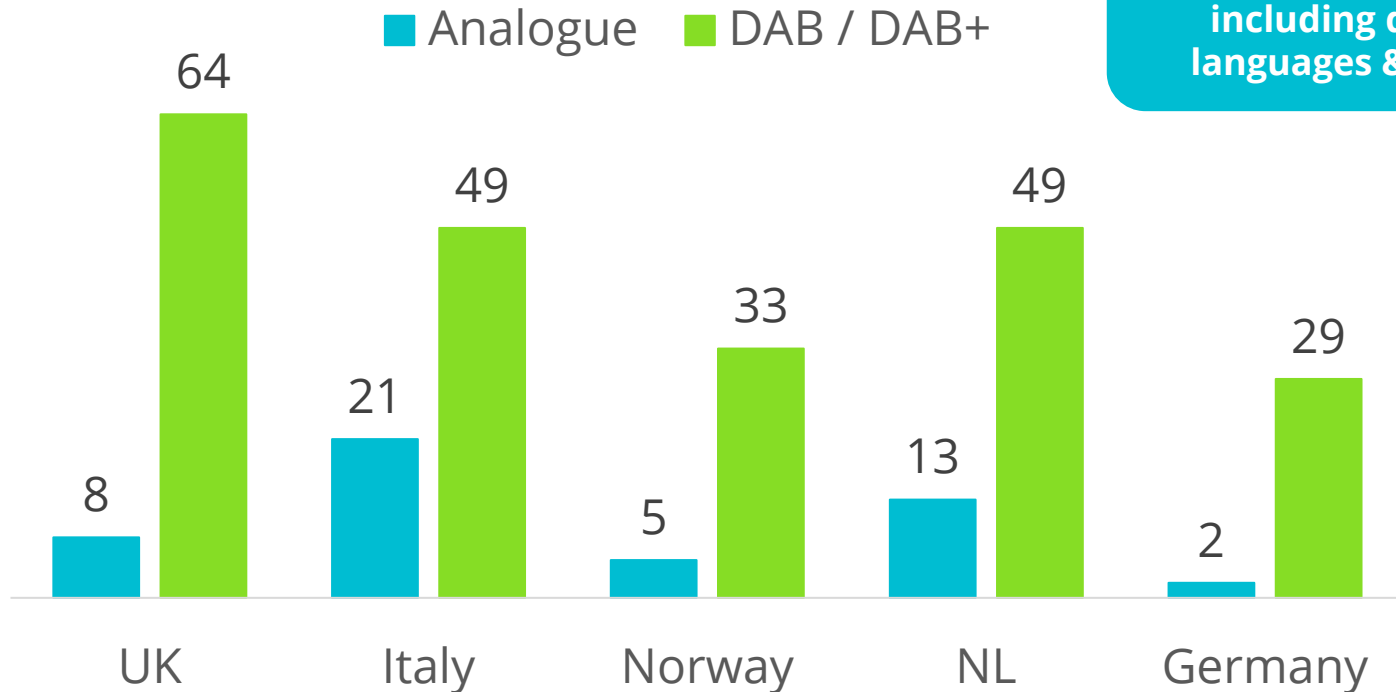


Why DAB+?

#1 Listener & broadcaster benefits

For listeners, DAB+ offers greater choice

National radio services



On average, five times as many services – including different languages & cultures

DAB+ offers clearer sound – particularly where FM is overcrowded



For broadcasters, DAB+ offers opportunities to innovate

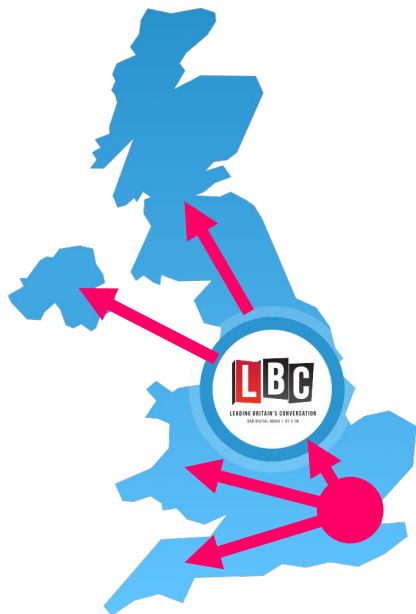
Brand extensions



**Audience has tripled:
1.7 million (Q1 12) to 5.5 million (Q1 24)**

Opportunities to extend reach - UK

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)

CAPITAL TAYLOR'S VERSION

THE UK'S NO.1 SWIFT MUSIC STATION

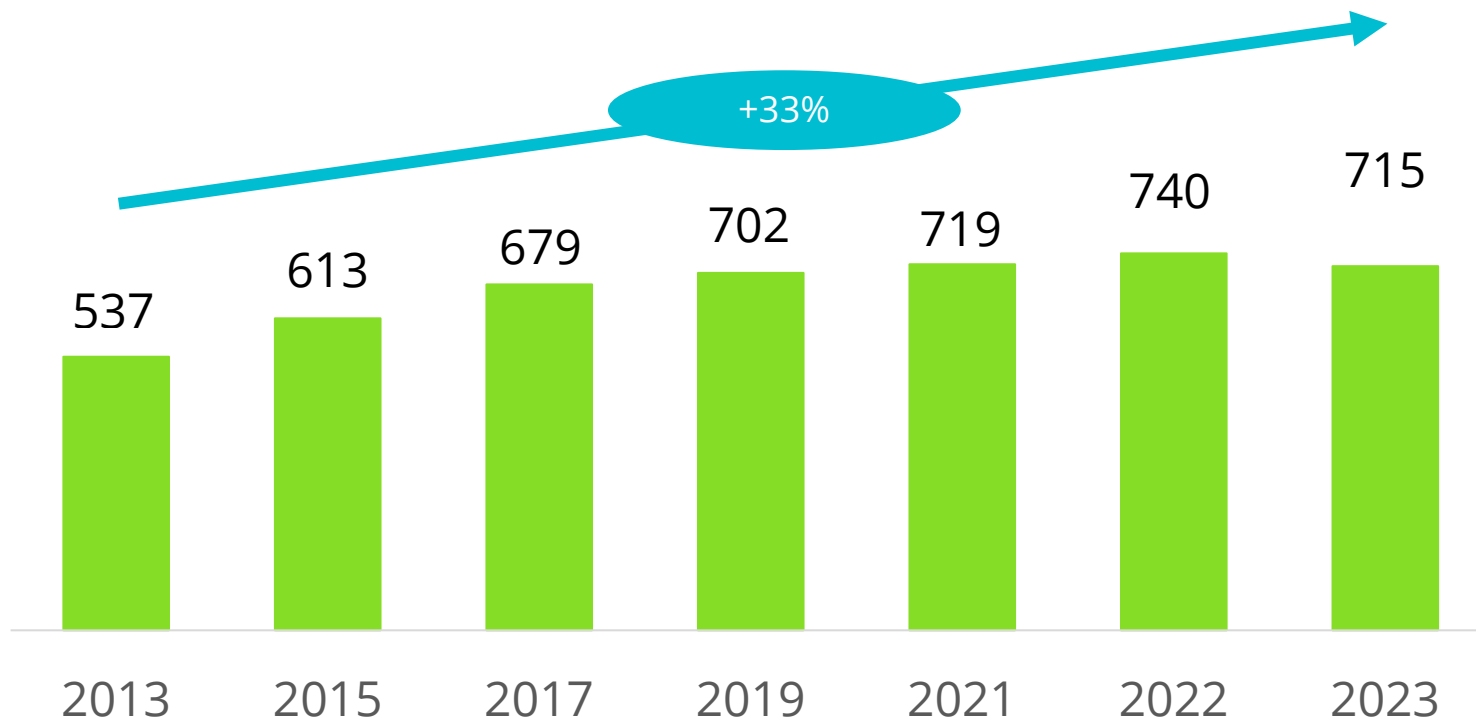


22 million people

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

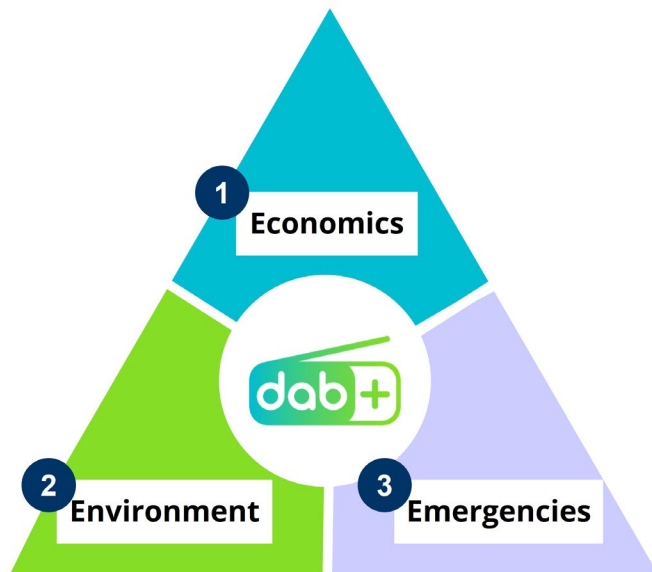
Incremental reach drives commercial revenues

UK radio advertising revenues, £ million



Why DAB+?

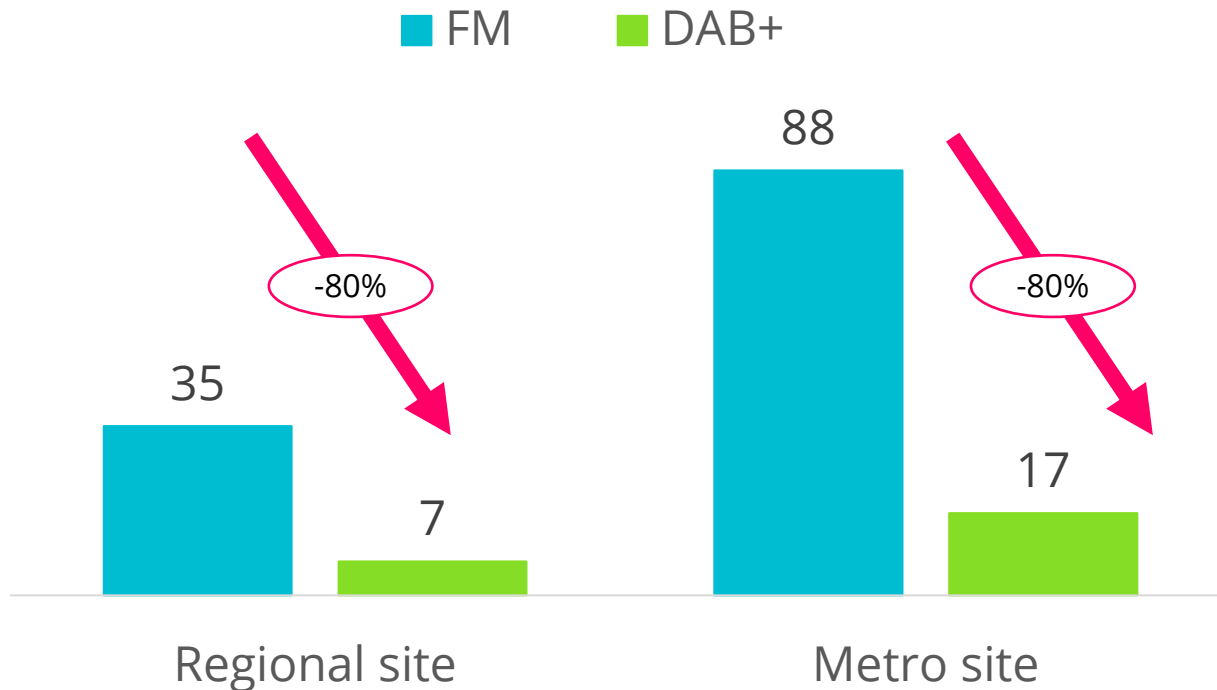
#2 Macro reasons



Economics: distribution cost per service much 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: distribution using new approaches to DAB+

- + Innovative, potentially lower-cost, approach
- + Can be based on open-source software
- + Smaller operators co-exist with other DAB services
- + UK: c.50 “small-scale” muxes on-air, c.200 possible
- + Lowers barriers to adoption
 - o Small stations in developed markets
 - o New countries taking first steps



Environment - receivers: DAB+ is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study: DAB 33% more efficient than FM

DAB+ is green radio

	DAB+ coverage as % of FM	DAB+ energy consumption as % of FM
BR	98%	26%
Antenne Bayern	99.7%	15%
Klassik Radio	78%	8%
Deutschland Radio	129%	31%

Source: Green radio - a Comparison of Energy Consumption on FM and DAB+; Bayerische Landeszentrale für neue Medien (BLM) and Bayerischer Rundfunk (BR), Germany

Emergencies – DAB+ is resilient



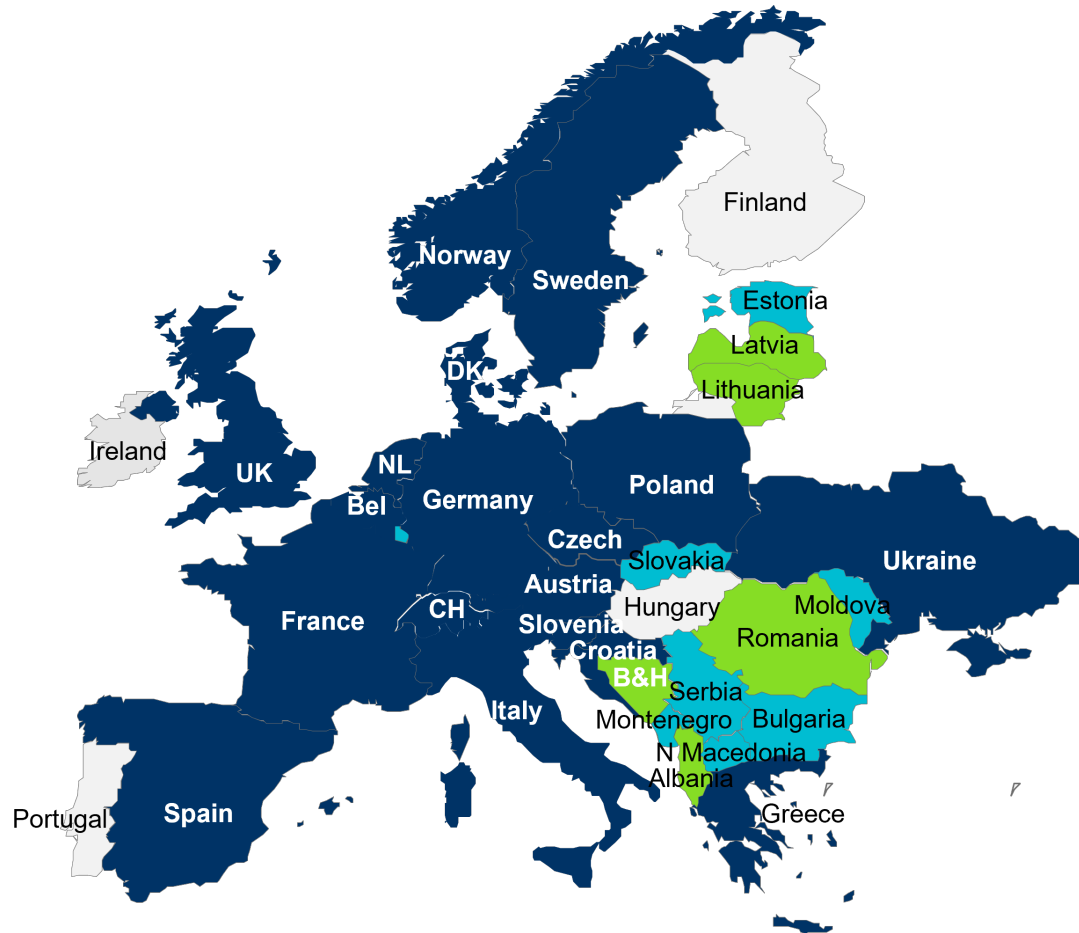
- Broadcast radio - reliable in times of emergency
- Mobile services less robust
- Text and images as well as audio

**WorldDAB Technical Committee
working on ETSI specification
for Emergency Warnings**



In Europe, DAB+ is the core digital platform for radio

- Regular
- Trials
- Interest



February 2024:
RTVE Spain launches DAB+ in
Madrid, Barcelona, Valencia,
Sevilla, Murcia and Bilbao

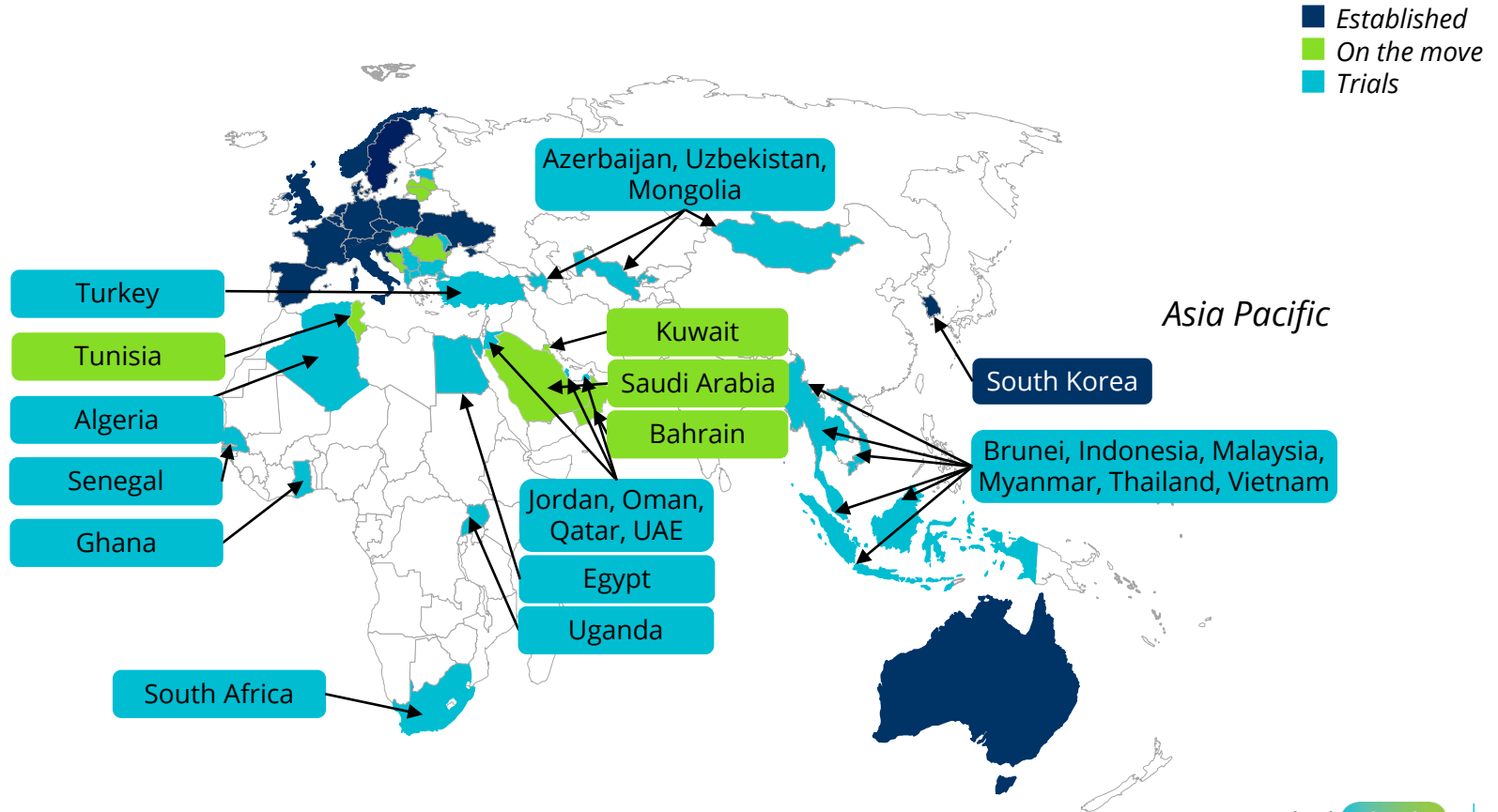




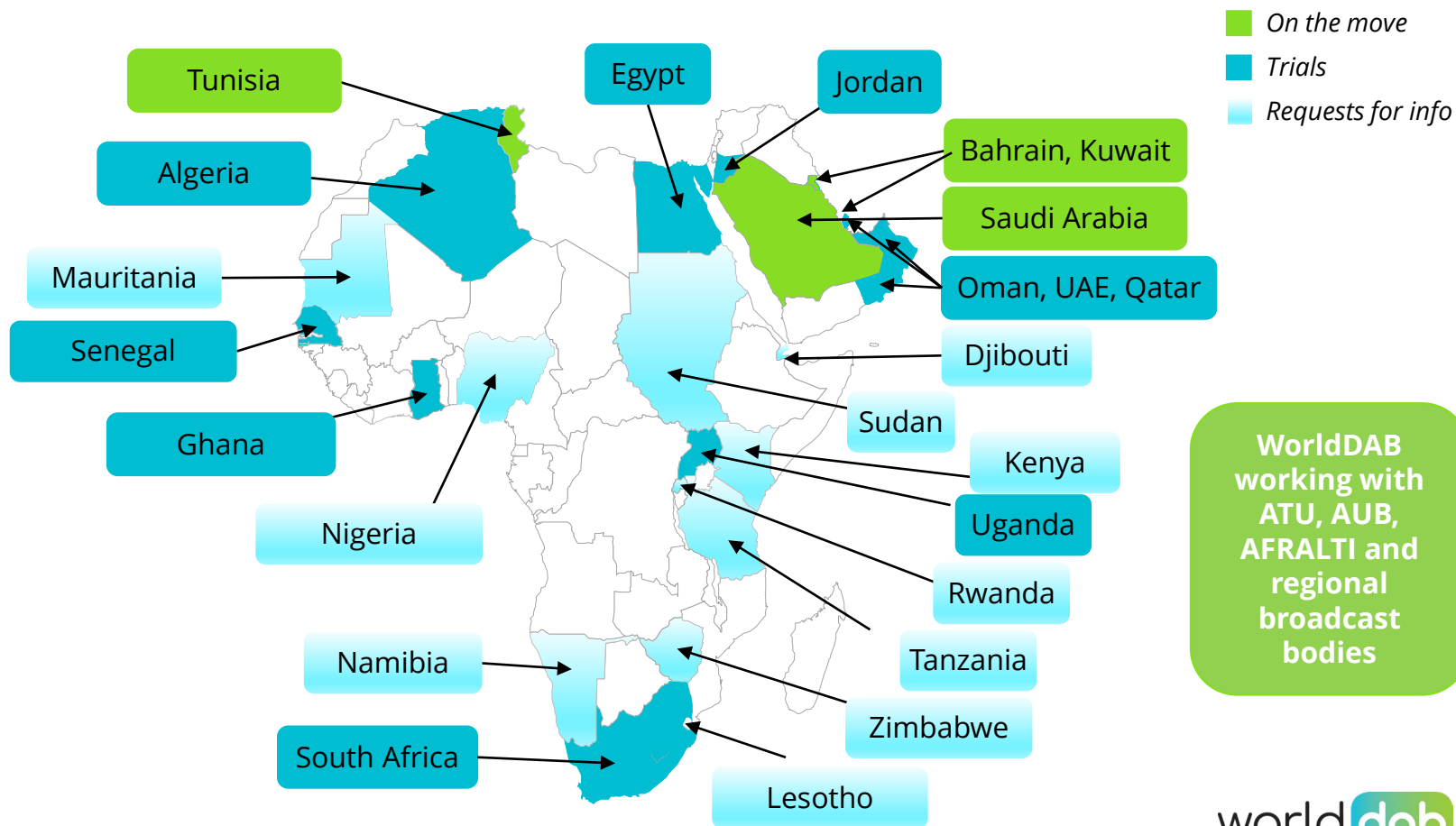
#SHhoertdigital

Jetzt umschalten auf DAB+

Africa, Middle East and Asia are assessing the opportunity for DAB+

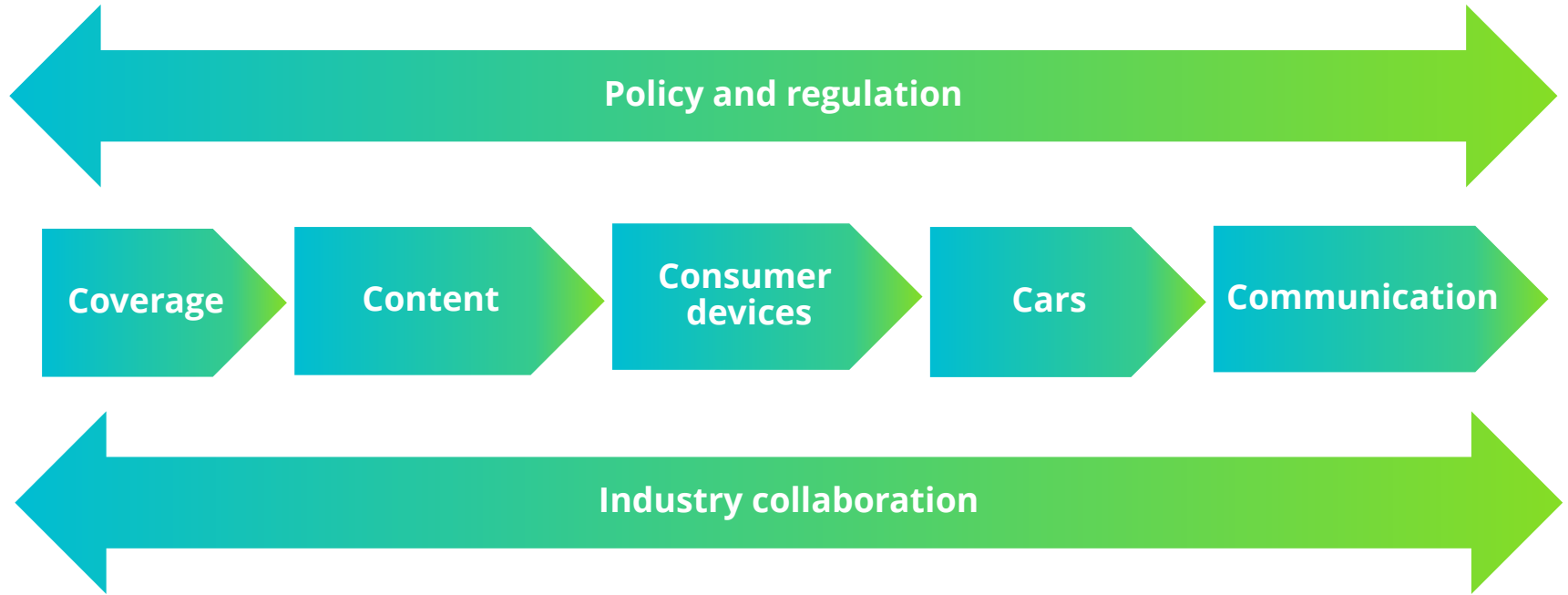


Increased interest in Africa and Middle East



Launching DAB+

Driving growth: the 5Cs



The five Cs

- 1 **Coverage**
 - Coverage of cities, towns and road networks
- 2 **Content**
 - Compelling content proposition – stronger than FM
- 3 **Consumer devices**
 - Work with leading manufacturers and retailers
- 4 **Cars**
 - Due to EECC, penetration will grow steadily (ensure coverage is good)
- 5 **Communication**
 - Sustained promotion (on FM and other media) is essential

Policy & regulatory levers play key role in successful launches of DAB+

Examples of policy / regulatory interventions

1

Renewal of FM licences

- In return for investing in DAB+ infrastructure, FM broadcasters can be offered automatic extension of FM licences – reduces risk of investment (UK)

2

Relaxation of regulation

- Rules about analogue broadcasting can be relaxed, e.g. regulations about advertising, formats, production – indirect reduction in costs (UK)

3

Public funding

- Public funding can be used to support roll out of infrastructure – or promotion of DAB+ (France)

DAB+ logo and branding toolkit – freely available to download

The DAB+ logo embodies a modern, digital way of listening to radio. Based on a universally recognised radio receiver, the logo is supported by modern fonts and a dynamic colour palette. The DAB+ branding toolkit provides guidance on design principles across all communication channels, with the use of emotional imagery focusing on the listener experience, and the enjoyment of listening to radio.



DAB+ country marketing websites



Marketing DAB+ in
Australia

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<https://www.worlddab.org/resources/marketing-dab-plus>



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