



**DAB+ : THE BROADCAST SOLUTION  
IN A CONNECTED WORLD**

Bernie O'Neill  
Project Director, WorldDAB

# Core benefits of broadcast radio

- + The history of radio
- + The democratic value of radio
- + A friendly voice



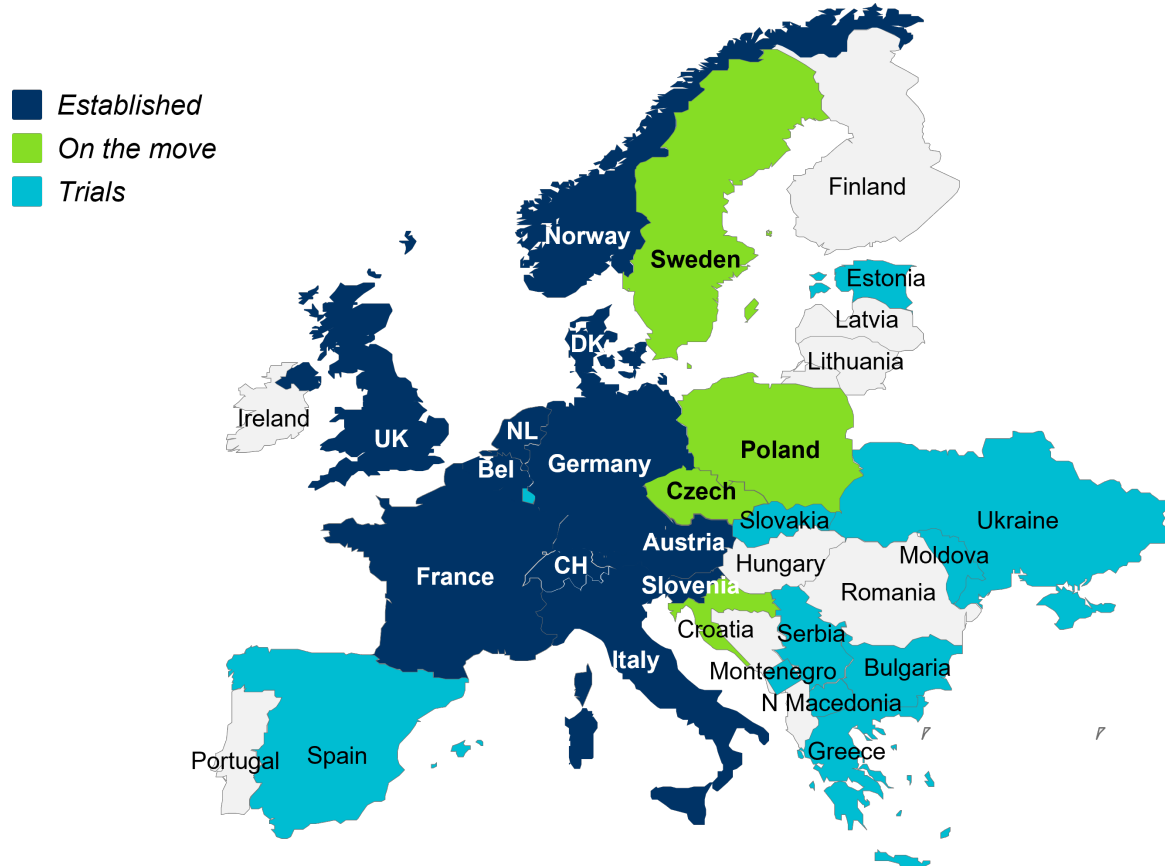
# The audio market is changing

- + New (digital) services are being developed
- + Competition is being transformed
- + Consumer preferences are shifting

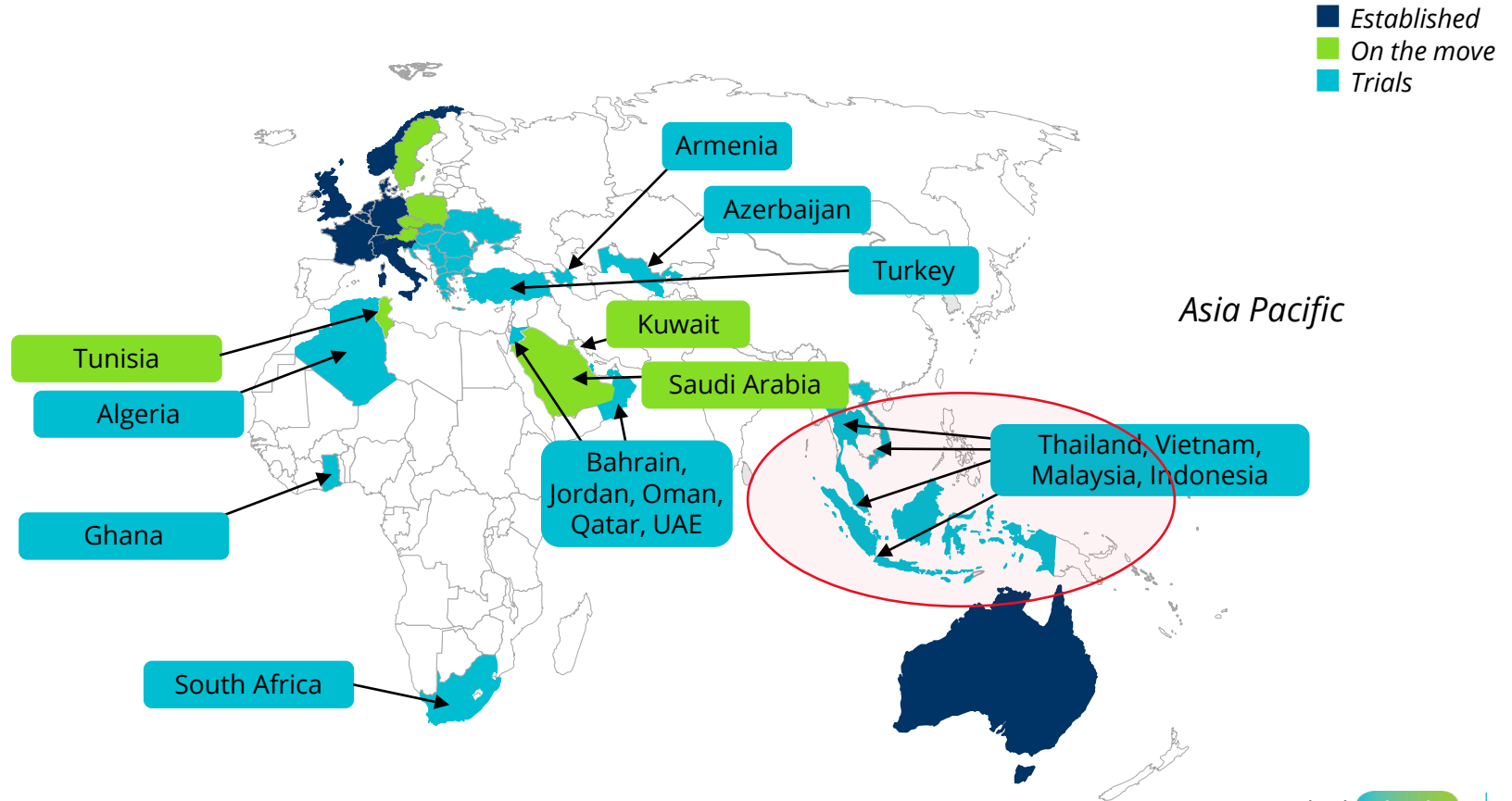
**Essential to have a strategy for  
broadcast radio**



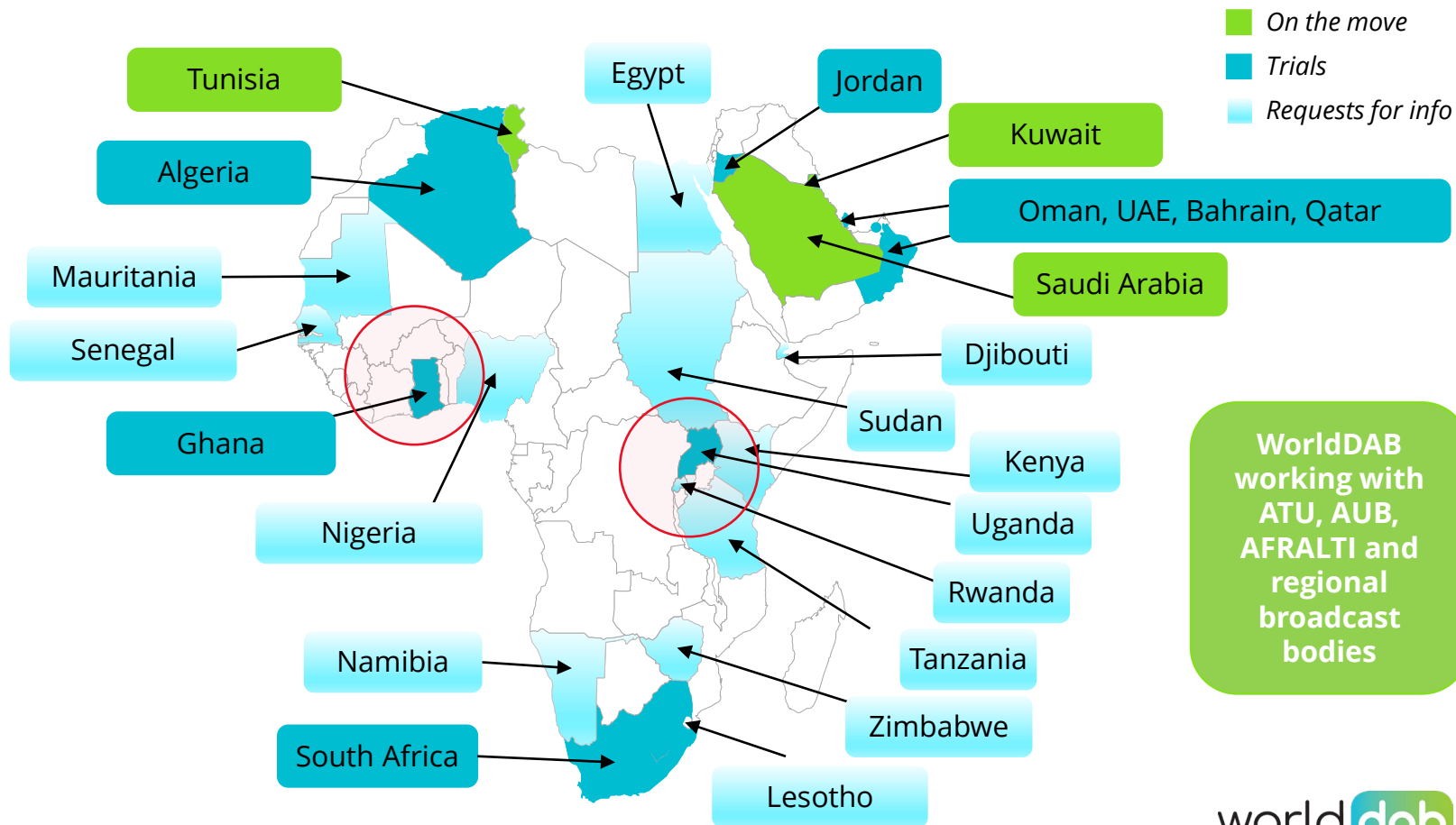
# In Europe, DAB+ is the core digital platform for radio



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



# Increased interest in Africa and Middle East



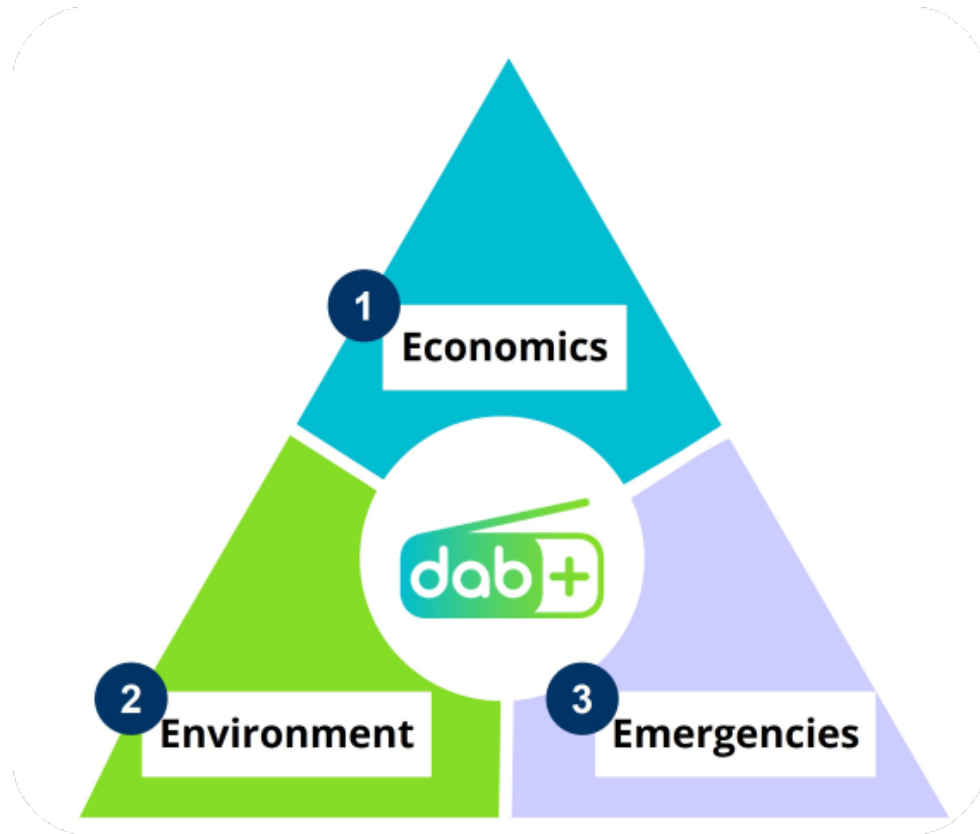
DAB+ is a standard feature in European cars

Has never been easier for new  
markets to launch DAB+

96% of new  
cars with DAB+

*Source: JATO, WorldDAB, industry sources – based on Germany, France, UK, Italy, Spain, Poland, Belgium, Netherlands, Sweden, Austria, Switzerland, Czechia, Denmark, Norway, Portugal*

# Why DAB?

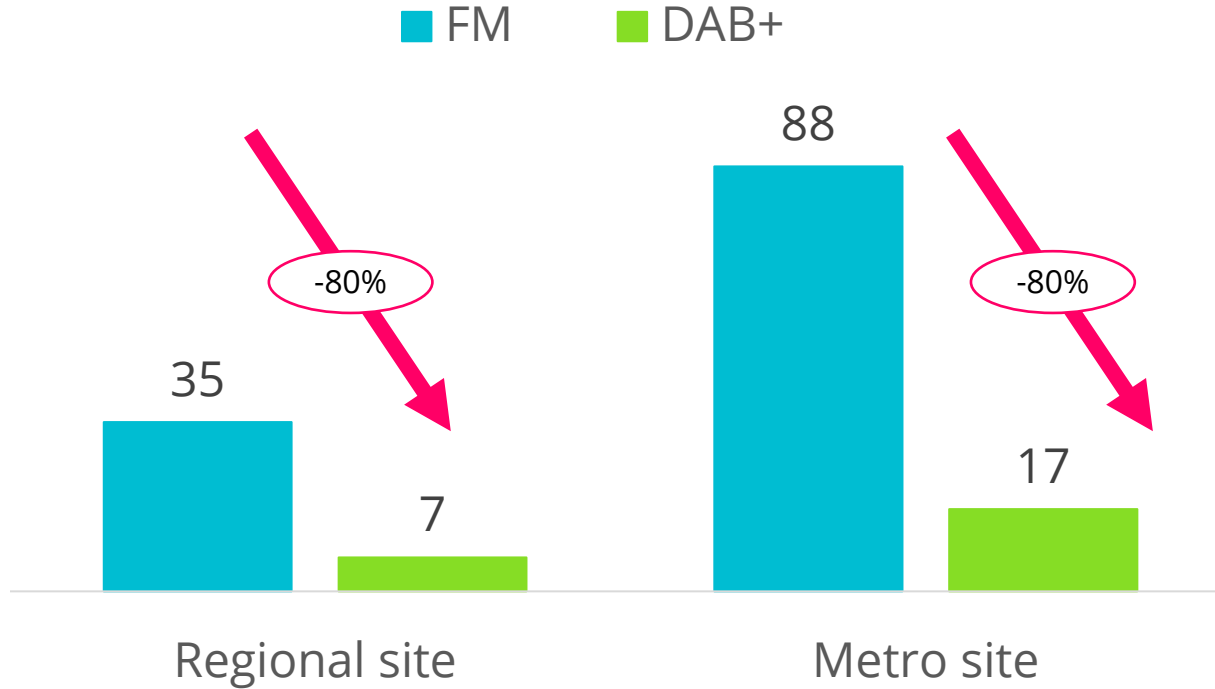




# Economics: distribution cost per service much lower than FM



Annual cost to broadcasters of transmission per service<sup>1</sup>, 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

## Environment - receivers: DAB+ is the green solution



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

# Emergencies – DAB+ is resilient

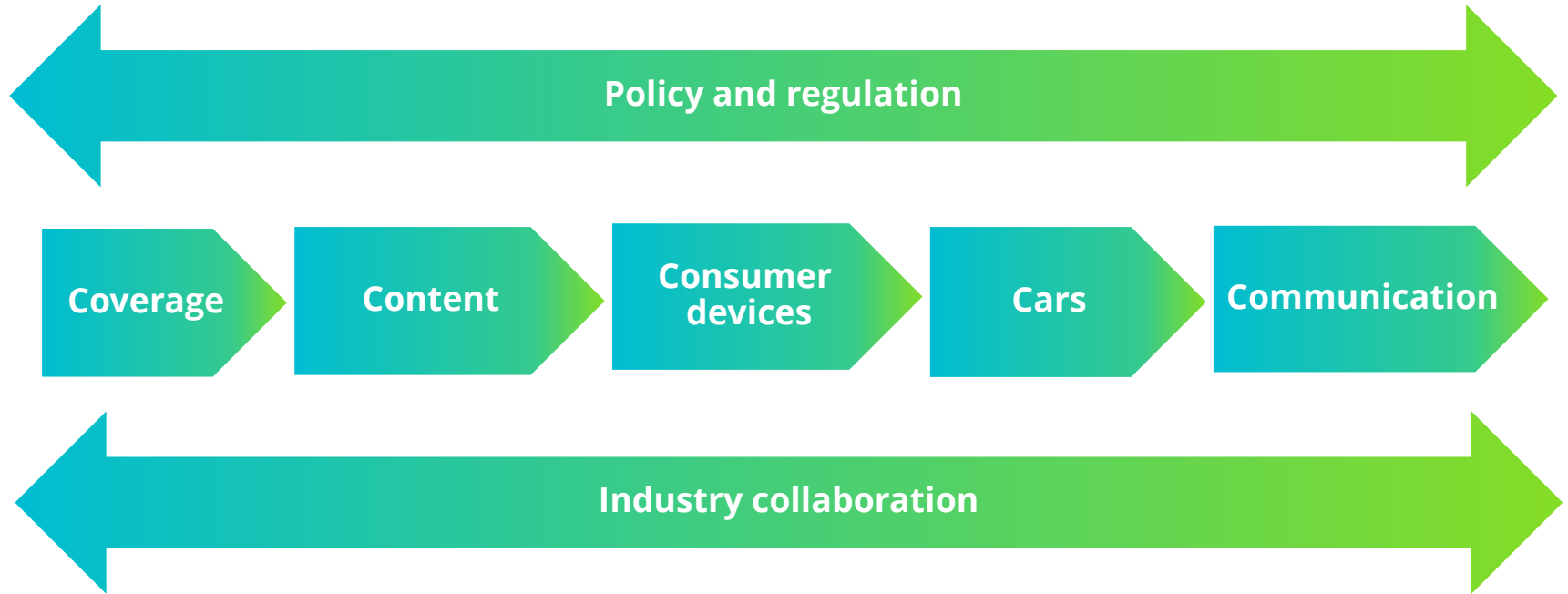


- Broadcast radio - reliable in times of emergency
- Mobile services less robust
- Text and images as well as audio

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



# 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

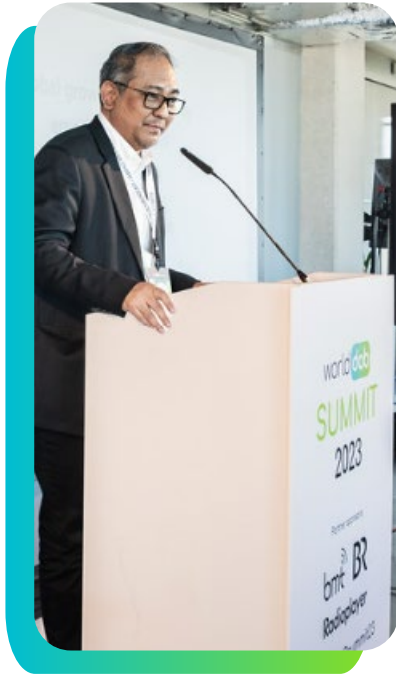
- Sustained promotion (on FM and other media) is essential

## 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.



# WorldDAB: the global industry forum



- + 114 members from over 30 countries
- + Offering knowledge, expertise and advice
- + Events, workshops and networking
- + Resources: guides, data, reports
- + One to one expert support

# Factsheet: guidance on DAB+ trials

- + Covers all aspects of DAB+ trial broadcasts
- + Investigate and experience DAB+
- + First steps to inform final system design

Factsheet

world **dab**

**DAB+ digital radio: a guide to a successful field trial**

*Laying the groundwork for a future rollout*

**Motivation**

When radio ecosystem members in a country become interested in establishing DAB+ digital radio, they want to explore DAB's features and capabilities and understand the process to establish DAB+ as a national broadcasting system. One of the best ways to undertake these initial steps is to establish an on-air field trial system which will provide coverage to a suitable target area.



# Summary

- 1 Radio needs a strategy for the AI-enhanced digital age
- 2 DAB+ provides solutions for listeners, broadcasters and society
- 3 Now is the perfect time to commit – WorldDAB is ready to support

*Factsheet: 'DAB+: A guide to successful field trials'*

*Ebook: 'Establishing DAB+ Digital Broadcast Radio' available to download at [www.worlddab.org/resources](http://www.worlddab.org/resources)*



world **dab**

[projectoffice@worlddab.org](mailto:projectoffice@worlddab.org)  
[worlddab.org](http://worlddab.org) | [@worlddab](https://www.instagram.com/worlddab)