



SECURING THE FUTURE OF RADIO WITH DAB+

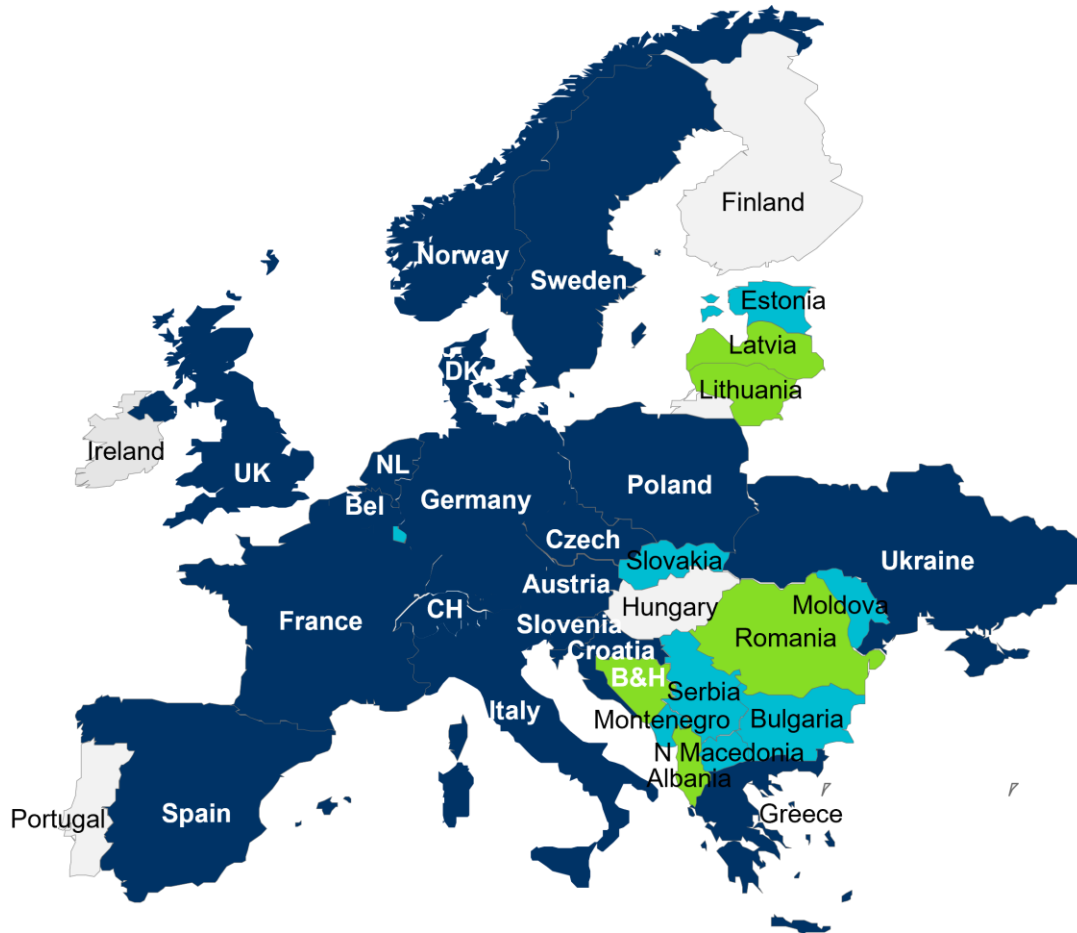
Jacqueline Bierhorst, President, WorldDAB
Digimedia, June 2024





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

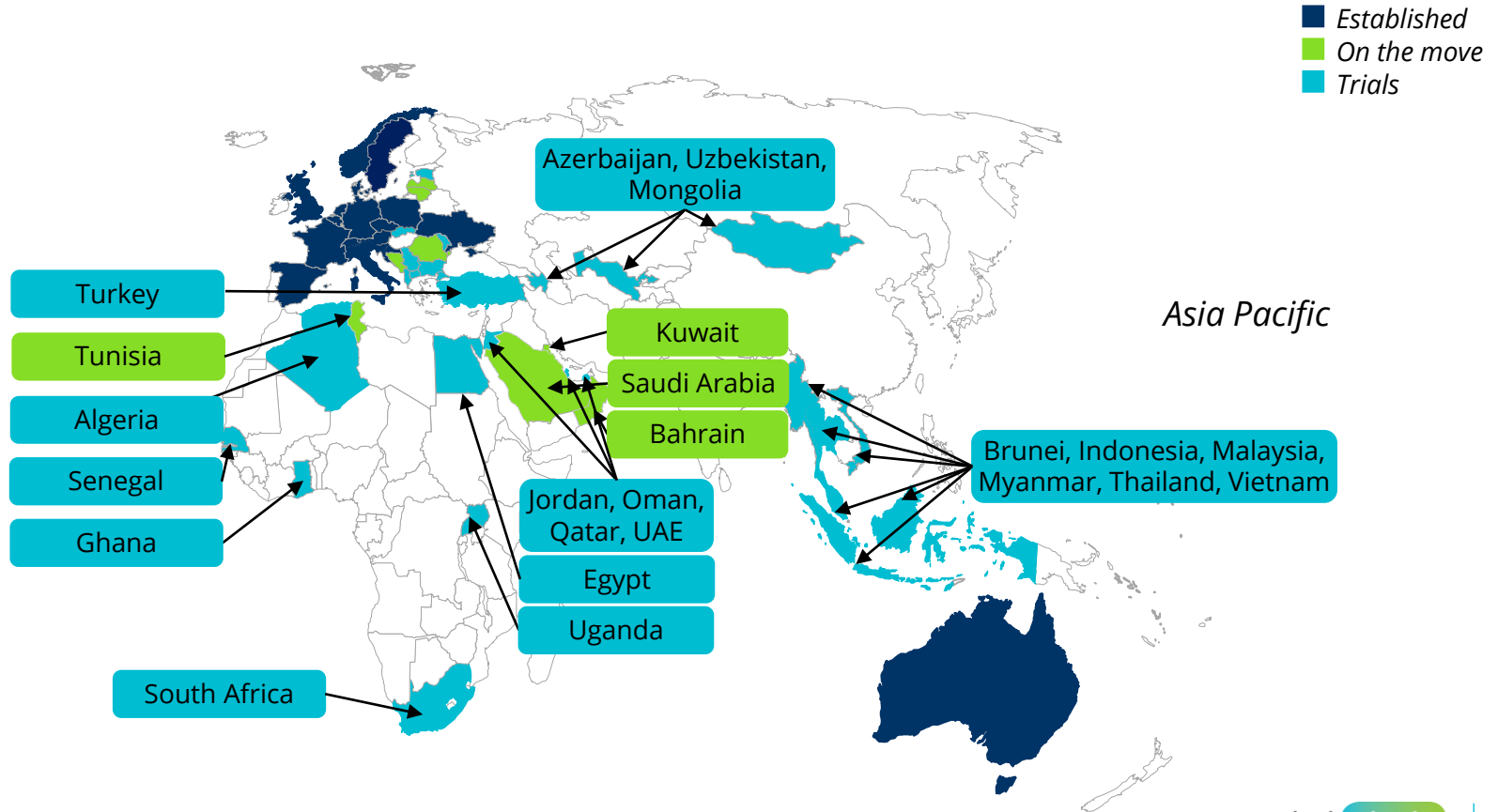
- Regular
- Trials
- Interest



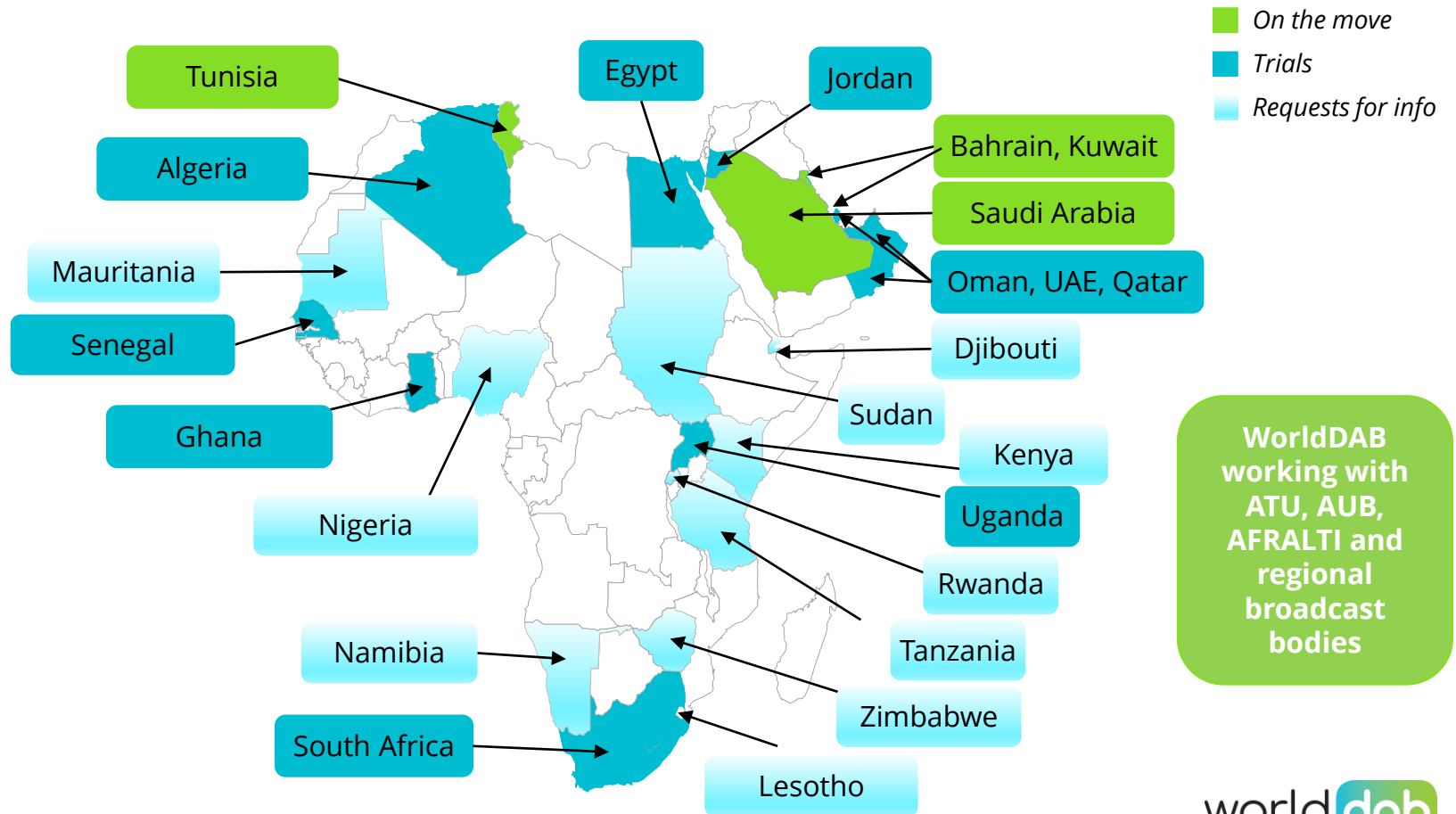


February 2024:
RTVE Spain launches DAB+ in
Madrid, Barcelona, Valencia,
Sevilla, Murcia and Bilbao
(now also Santiago and Pamplona)

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

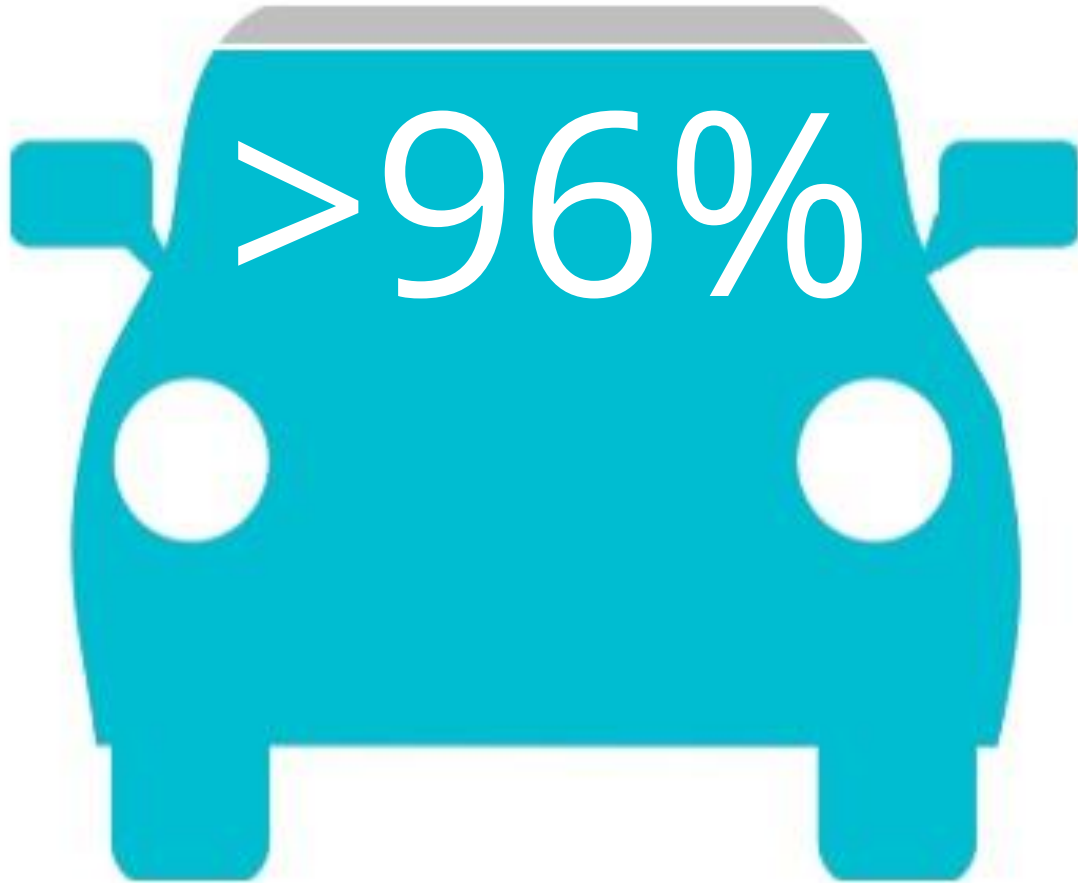


Increased interest in Africa and Middle East



Over 125 million receivers have been sold
consumer & automotive

Cumulative DAB sales:
129 million



Core benefits of broadcast radio

- + News and local culture
- + Free to air
- + Reliable in emergencies



"If the car didn't have
radio, I **wouldn't**
buy the car!"

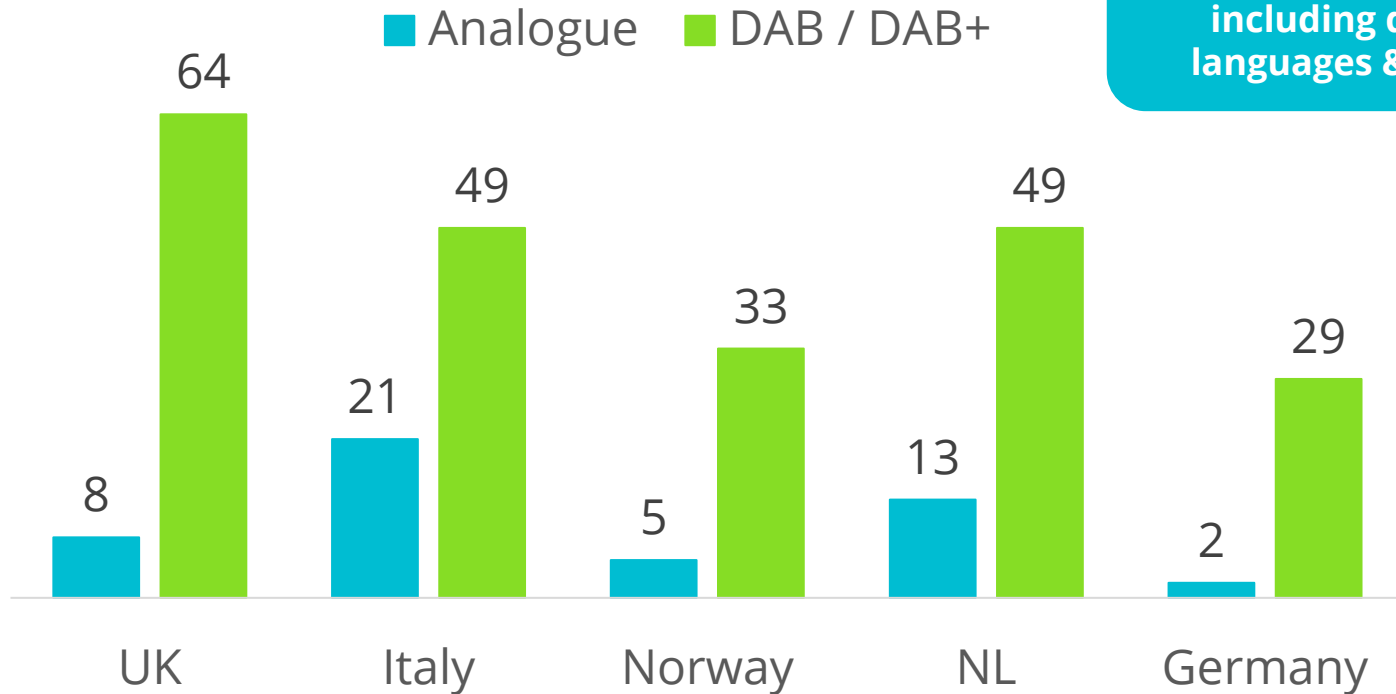


Why DAB+?

#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)**

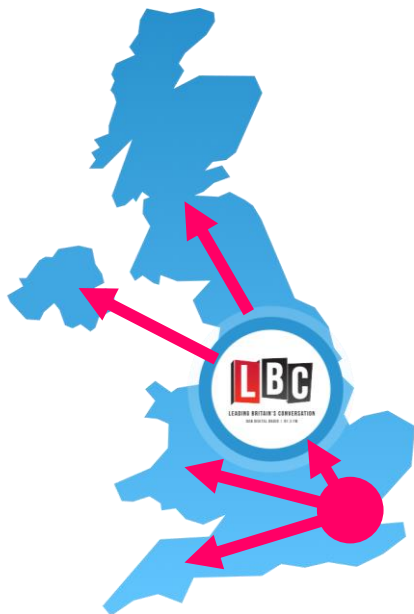
CAPITAL **TAYLOR'S** **VERSION**

THE UK'S NO.1 SWIFT MUSIC STATION



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

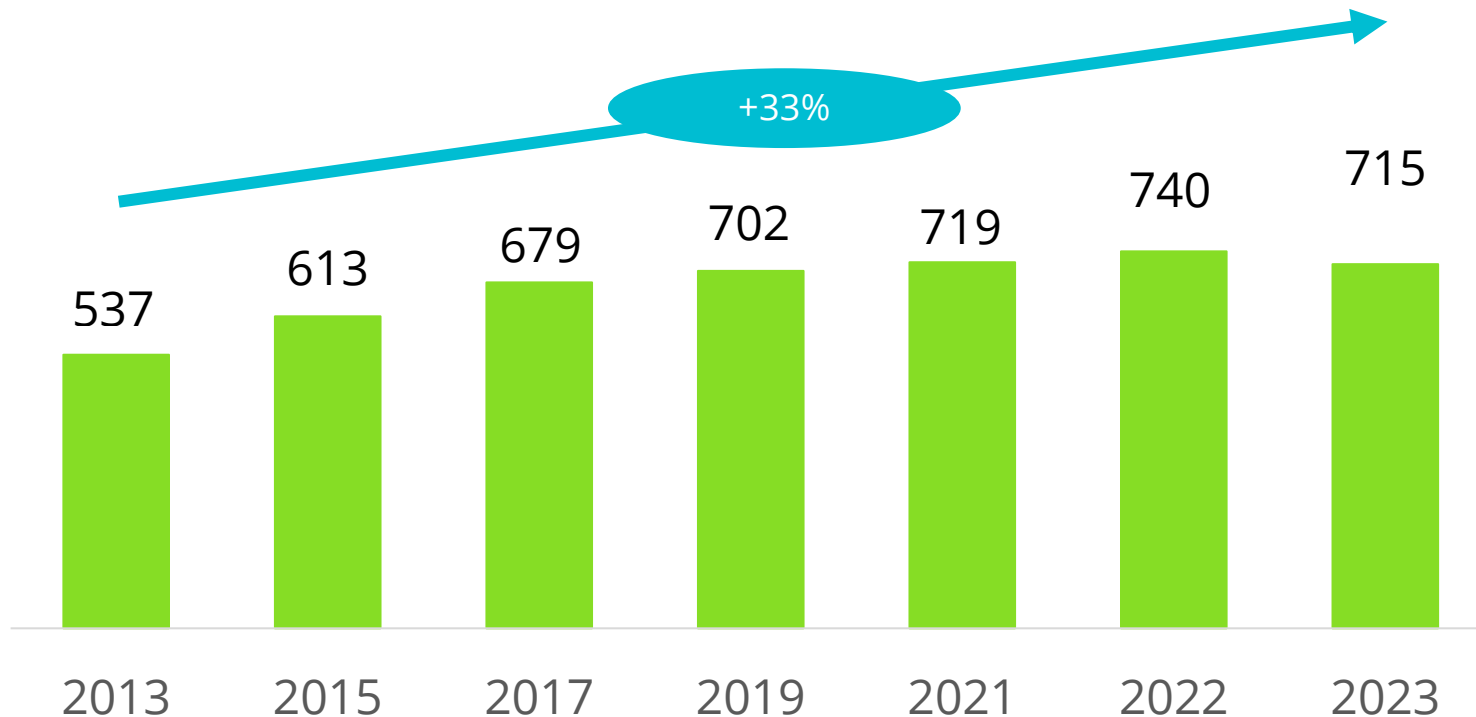
- February 2014 launched on national DAB+
- Audience today: 3.3 million (3x)

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



Launching DAB+

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)

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.



DAB+ country marketing websites



Marketing DAB+ in
Australia

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Marketing DAB+ in
Austria

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