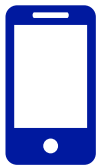


EBU WELCOMES THE INCLUSION OF DIGITAL RADIO IN SMARTPHONES

IT IS A WINNING SOLUTION FOR MANUFACTURERS



UNIQUE

A smartphone fitted with digital radio opens a window for a unique selling proposition.



INNOVATIVE

First movers in the market are perceived as innovators and gain a leading role.



PROMOTION

Broadcasters can better fulfil their public obligation and still support the promotion of the product.



ESSENTIAL FEATURE

Listening to Radio on smartphones is already an important feature for consumers and it drives their choices.

AND IS A WINNING SOLUTION FOR LISTENERS



FREE TO AIR

Digital broadcasting is free to air, varied and resilient. Listeners receive information and entertainment with no additional costs.



SEAMLESS RECEPTION

Using broadcasters terrestrial network ensures seamless reception for listeners independently of the mobile signal.



NO MOBILE DATA

Listening to radio provides higher quality sound without using the data allowance.



ENERGY SAVING

Listening to broadcast radio consumes three to seven times less battery than does streaming.