

BROADCAST RADIO REMAINS THE TOP CHOICE FOR IN-CAR LISTENING

While it's possible to listen to radio via broadband internet, the vast majority of audiences tune in via broadcast radio. In-car listening share is high and radio accounts for double the time of other in-car sources.

Broadcast radio on analogue (AM/FM) or digital (DAB/DAB+) is free-to-air and so can be received without any subscription. Broadcasting can also be relied on to inform citizens during natural disasters or emergencies, for traffic announcements or to inform drivers of tunnel accidents.

DAB+ DIGITAL RADIO IS ON AIR ACROSS EUROPE

Established markets such as the UK, Norway, Denmark and Switzerland have complete DAB+ coverage and offer a wider choice of programmes via DAB+ than currently available on FM. These established markets are **actively working on plans to switch off FM networks**.

New markets such as Germany and the Netherlands are in the rollout phase with both commercial and public radio stations. Austria, Belgium, Czech Republic, France, Italy, Hungary, Poland and Sweden are establishing their frameworks for digital radio deployment. Most of them already have digital radio programmes on air.

Apart from a wider choice of content, DAB+ offers noise free reception, enhanced audio quality and additional content such as text, visuals and electronic programme guides.

HYBRID RADIO FOR CONNECTED CARS

Connected cars also offer new potential for radio. The principle of hybrid radio is to automatically and seamlessly link broadcast channels to internet-delivered content. It **offers a better experience** with accurate metadata, personalization, podcasts, interactivity and automatic switching to streaming if broadcast reception is lost. The RadioDNS organization is working on standardizing hybrid radio for all broadcast systems.

ADVANCED TRAFFIC AND TRAVEL INFORMATION

RDS TMC is already widely used in Europe for traffic information but it has serious limitations. The TPEG system offers enhanced possibilities and **more accurate traffic information** to manage congestion and accidents. It is currently being deployed in countries where DAB+ is available on air.

OFFER DAB+ AS STANDARD

Most car manufacturers already offer DAB+ as an option. However it **must come as factory-fitted in new cars sold in Europe to avoid complications for car-buyers** in the future. Broadcasters in Europe are ready; they are dedicated to offering and promoting free-to-air content. Please contact us for more information.

CONTACTS AND LINKS

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