



WORLD



Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

WorldDMB

Bernie O'Neill

WDMB Project Office Director

# Who are we?

Jorn Jensen – President

Bernie O'Neill – Project Office Director

Caroline Brindle – Project Office Manager

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Caroline Seville – Marketing Manager

Rosemary Smith – Consultant

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# Growth

- 
- Momentum growing
  - DAB *the* digital standard of choice
    - Norway
    - UK
    - France
    - Germany
    - and many others

# Germany

- National DAB+ multiplex
- 1 Public broadcaster: Deutschland Radio
- Commercial broadcasters:  
*Die Neue Welle Rundfunk-Verwaltungsgesellschaft mbH & Co. KG*  
*Entspannungsradio GmbH i.G. ERF Medien e.V. Radio 97,1 MHz*  
*Hamburg GmbH (ENERGY), REGIOCAST DIGITAL GmbH*
- New tender for last three space sent out
- Network roll out phase 1: 27 sites, 40% population coverage
- On air – 1 August 2011

# Germany

- German Industry working together to make digital radio the future of radio
- Market development
- Working Groups
- Draft Telecommunications Law in progress - DAB in all receivers mandatory by 2014

A photograph of a bakery or market stall. In the foreground, there are several trays and baskets filled with various pastries, including what looks like croissants and small round tarts. In the background, three people are visible: a man in a red shirt on the left, a woman in a blue apron in the center, and another man in a red shirt on the right. They appear to be engaged in conversation or preparing goods. The scene is dimly lit, suggesting an indoor or evening setting.

# France

## Kessler Interim Report

- Status of the French market
- Benefits of digital radio/comparison of technologies :  
“DMB digital radio will allow a wider choice of radio stations with national coverage.”
- The industry were asked to confirm they are ready for digital radio

## Next steps

- Report expect by the end of Feb 2011
- Market is waiting for the final report and developments in Germany

A close-up photograph of a white ceramic coffee cup filled with a latte, featuring intricate brown latte art on the surface. The cup sits on a matching white saucer. The background is dark and slightly blurred, showing a wooden surface. The word 'Italy' is overlaid in white text in the upper right corner.

# Italy

- Regulation in place
- Applications for licenses received by the Authority
- Rollout starting in all digital areas
- Marketing campaign ready
- Certification launched – based on WorldDMB profiles
- Receivers already on the market with good success

# Norway

- FM switch off for 2017
  - 50% of listening must be done digitally by 2015
  - coverage should be equal to FM
  - solutions for cars must be available by early 2015
  - must include additional value to the listeners
- Coverage 80% - rising to 99.8% by 2017



# UK



- 12.3 m receivers sold
- DAB 68% of digital listening hours
- 20.5 m people tuning in to digital radio each week
- DAB listening share at 15.8% - an increase of 15% year on year
- BBC - 39 new national transmitters this year = 92% coverage by the end of 2011
- Digital Radio Action Plan - Minister Ed Vaizey letter to retailers



# Switzerland

- 90 - 99% of the population able to receive DAB/ DAB+
- 4 public regional DAB / DAB+ multiplexes from SRG, one commercial DAB+ multiplex in the German speaking part
- Plans for commercial DAB+ multiplexes in the French speaking part of Switzerland
- Migrating to DAB+ by the end of 2012
- 700,000 receivers and target of 1 million in 2012

# Asia Pacific

Indonesia moving forward with a DAB+ trial

Malaysia public broadcaster RTM DAB+ trial since 2009

Laos planning a DAB+ trial

South Korea world's largest market 27m DMB devices sold - finalising decision on national digital radio standard

Singapore has digital radio on DAB/DAB+ on air

# Australia

- DAB+ on air in Sydney, Melbourne, Brisbane, Perth and Adelaide
- Late 2010 – trials in Canberra and Darwin
- October 2010 – government allocated 14 megahertz spectrum to regional rollout
- 576,000 people listening to digital radio in an average week
- 212,000 digital radios in the market
- Pop up radio

# China

- Beijing Jolon launched Push Radio in 2010
- DMB services during Asia Games 2011
- 50,000 DMB receivers during Asia Games

# Hong Kong

- In the planning stages of a digital radio launch on DAB+
- 3 commercial DAB+ licences to be issued soon
- RTHK to be issued 5 channels
- Industry Working Group consortium
- Expected to pilot-launch DAB+ in March 2011 - Rest Q4, 2011

# Vietnam

- Broadtech SC T-DMB trial in Ho Chi Minh City since Dec 2010
- 3 transmitters cover the city area
- 6 video services and 1 radio services
- VTV planning to apply for new national license for nationwide T-DMB, to cover 10 cities over next 2 years



Thank you

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