



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

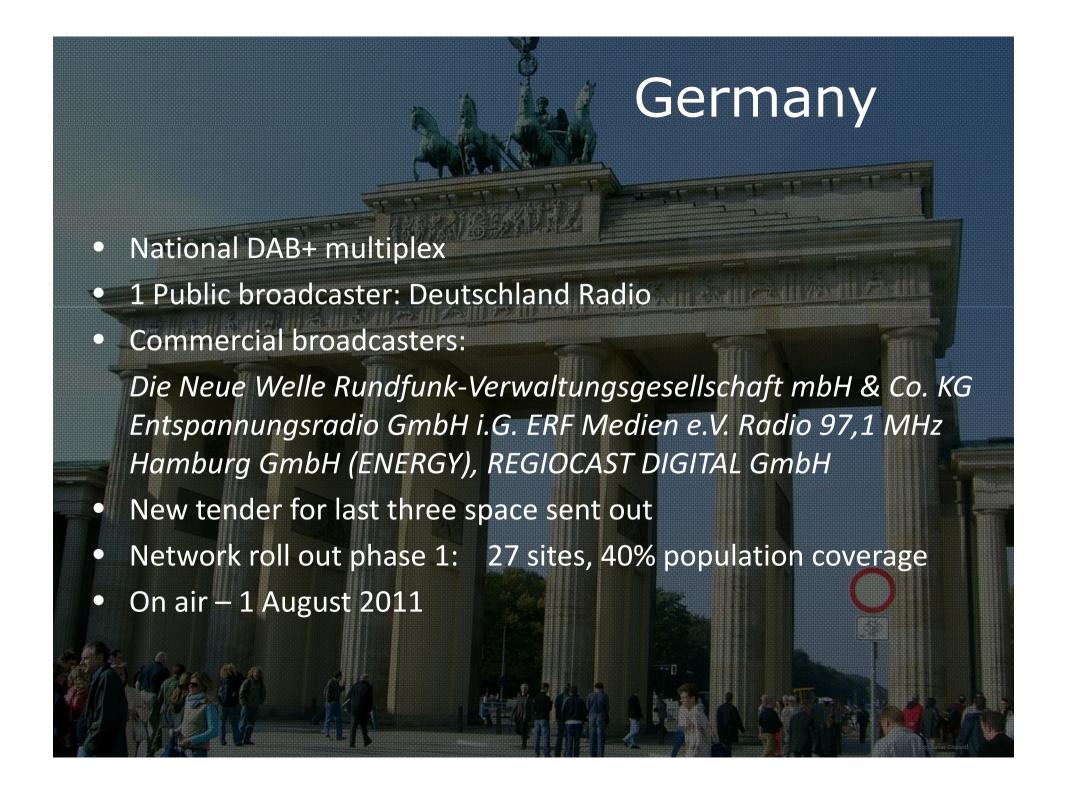
Kayleigh Skinner – Project Office Administrator

Caroline Seville – Marketing Manager

Rosemary Smith – Consultant

Yu Sun – Asia Pacific Consultant



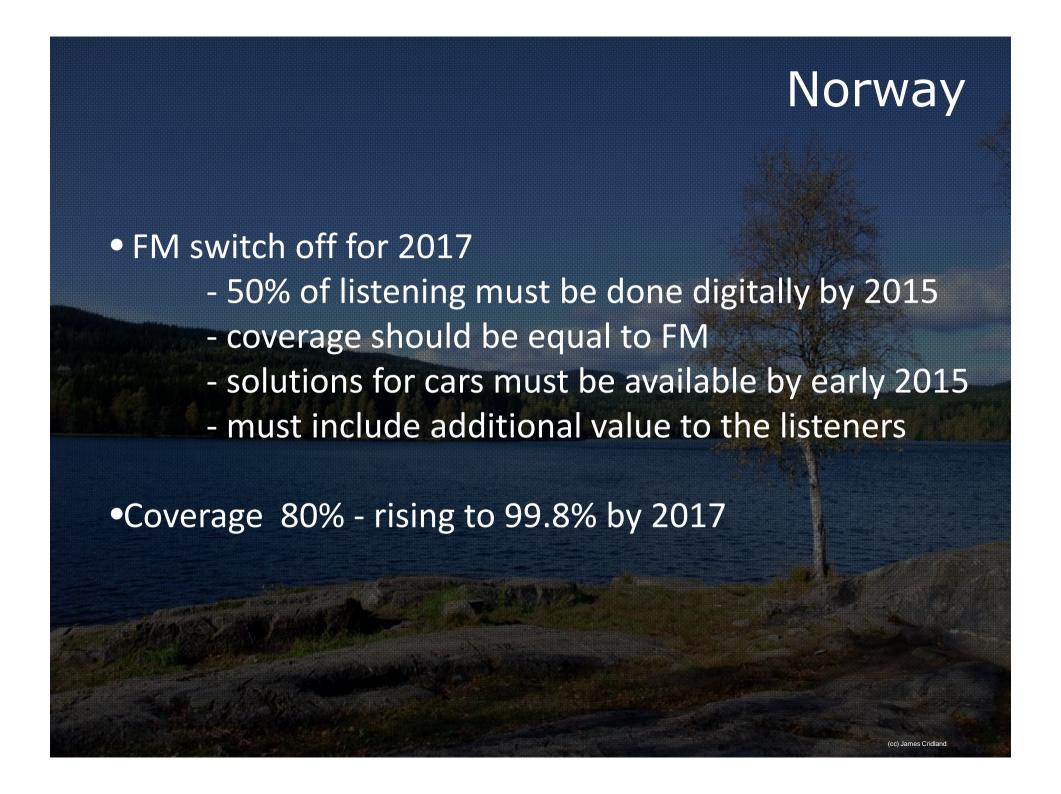






Italy

- 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



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



Asia Pacific

Indonesia moving forward with a DAB+ trial

Malaysia public broadcaster RTM DAB+ trial since 2009

Laos planning a DAB+ trial

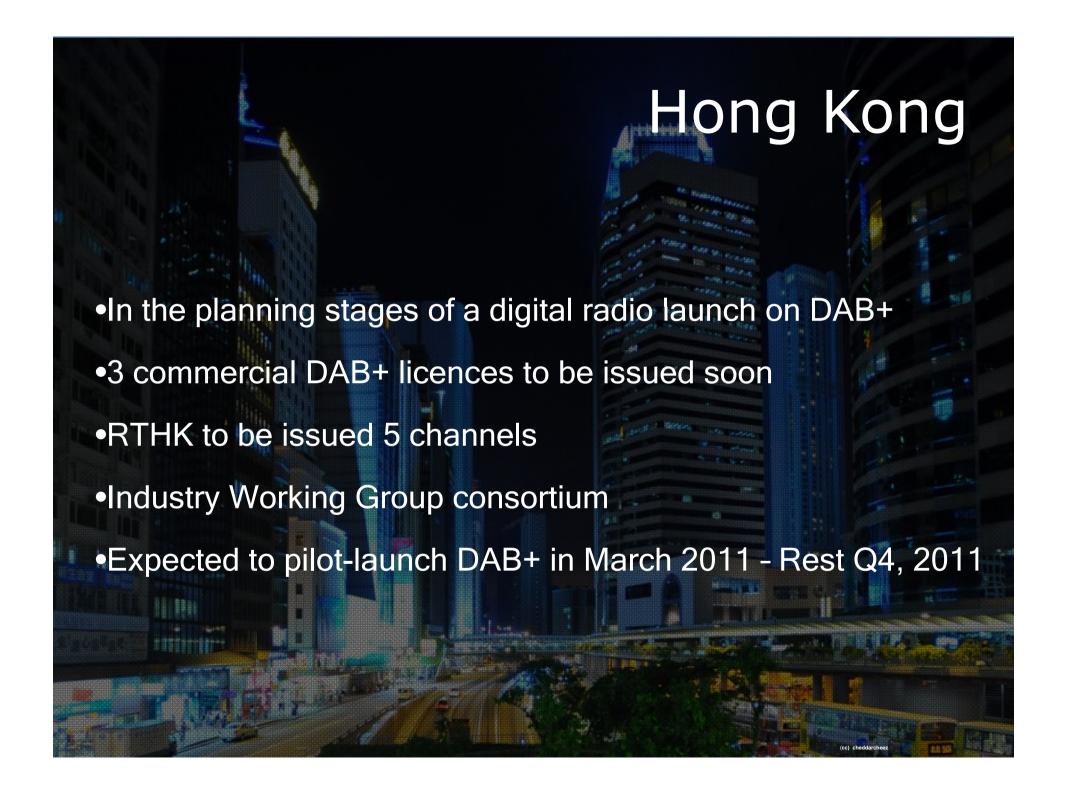
South Korea world's largest market 27m DMB devices sold - finalising decision on national digital radio standard

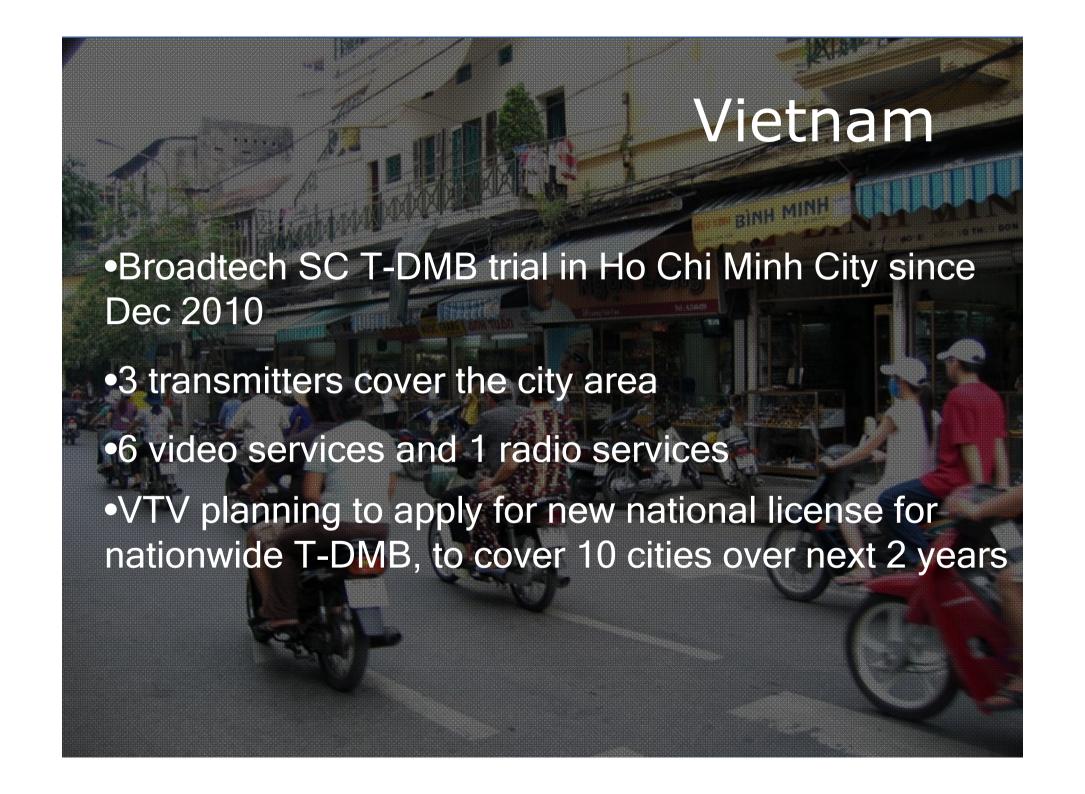
Singapore has digital radio on DAB/DAB+ on air

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









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