



**ENERGISING BROADCAST RADIO
WITH DAB+**

Jacqueline Bierhorst, President, WorldDAB
Workshop Rádio Digital, January 2025



The audio market is changing

- + New (digital) services are being developed
- + Competition is being transformed
- + Consumer preferences are shifting

**Essential to have a strategy for
broadcast radio**



DAB+ - the digital backbone for broadcast radio



- Digital Audio Broadcasting
 - digital terrestrial radio
 - Band III
- DAB+ ~ many services on a single frequency
 - simulcast
 - new services

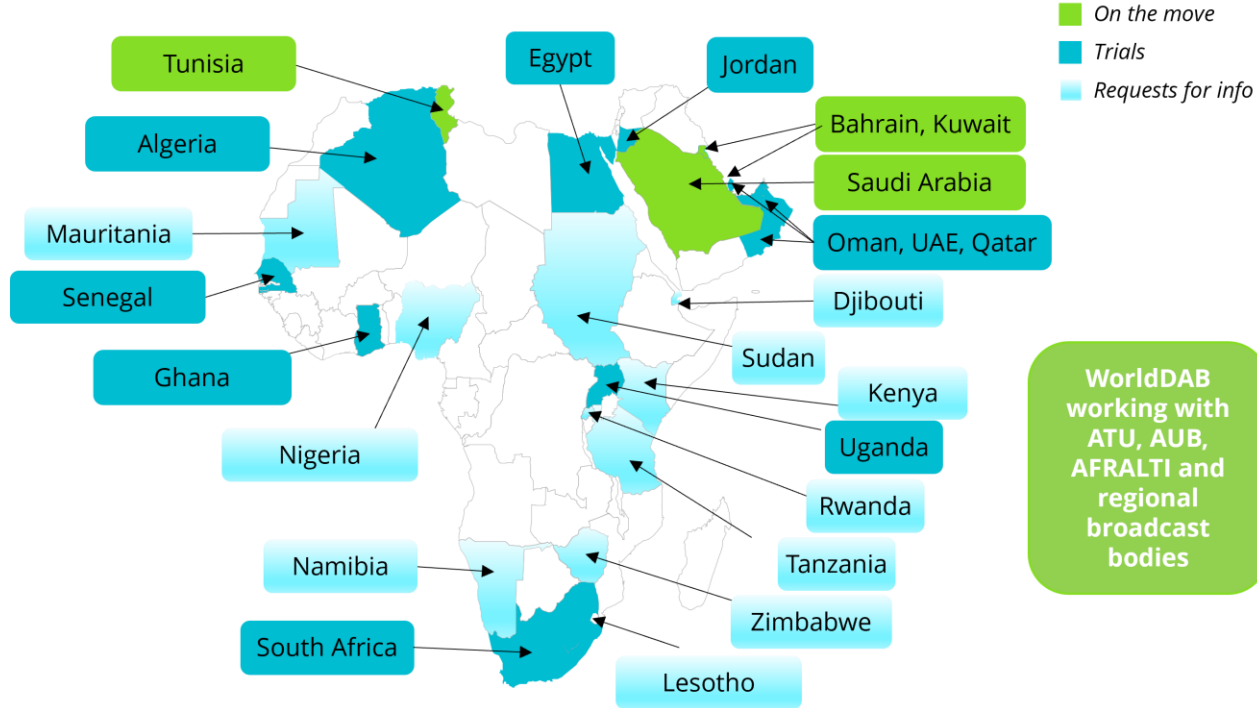
In Europe, DAB+ is the core digital platform for radio

- Regular
- Trials
- Interest





Increased interest in Africa and Middle East



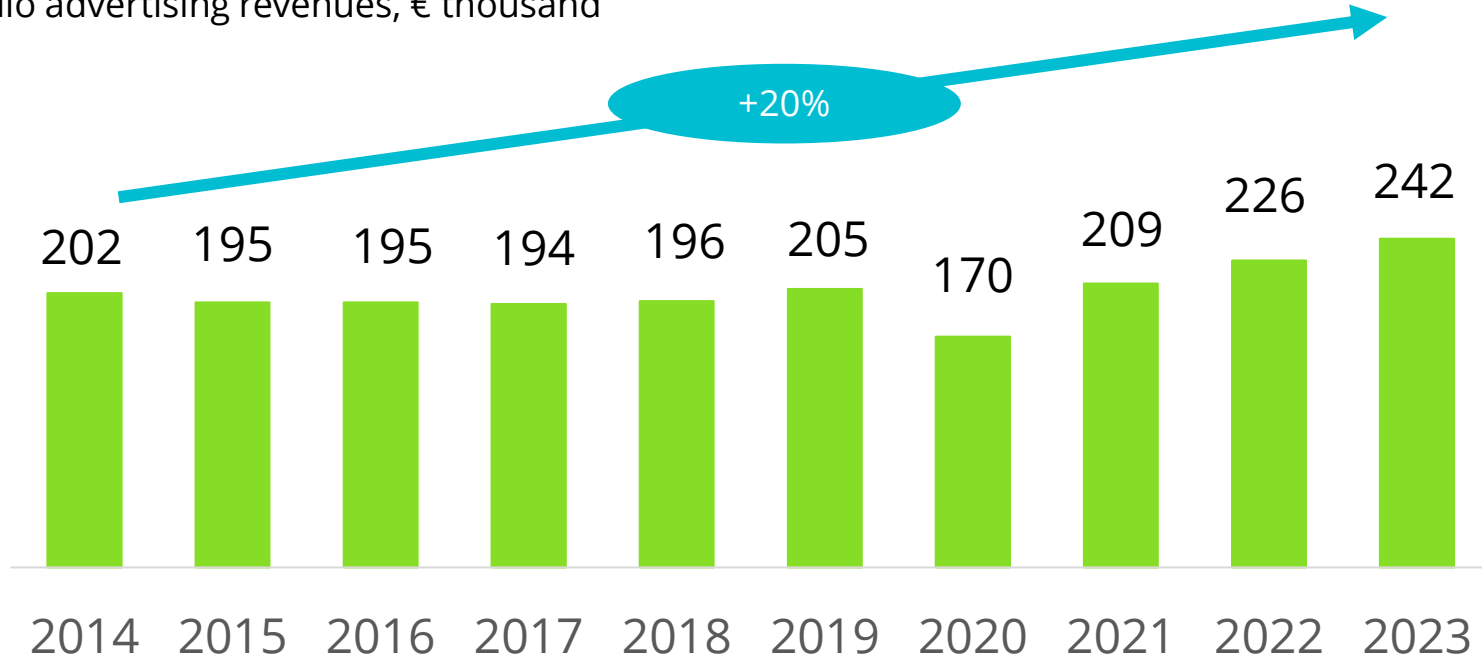
Over 125 million receivers have been sold
consumer & automotive

Cumulative DAB sales:
129 million

Sources: WorldDAB, GfK, JATO, national industry associations

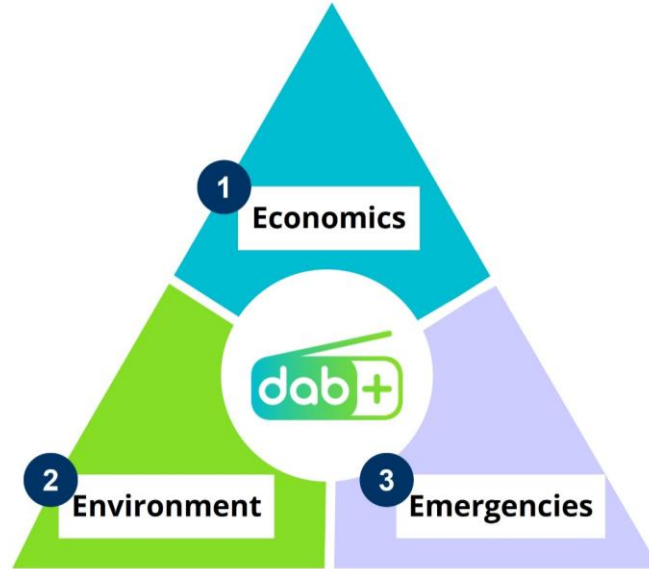
Incremental reach drives commercial revenues – Netherlands

NL radio advertising revenues, € thousand



Source: Audify.nl

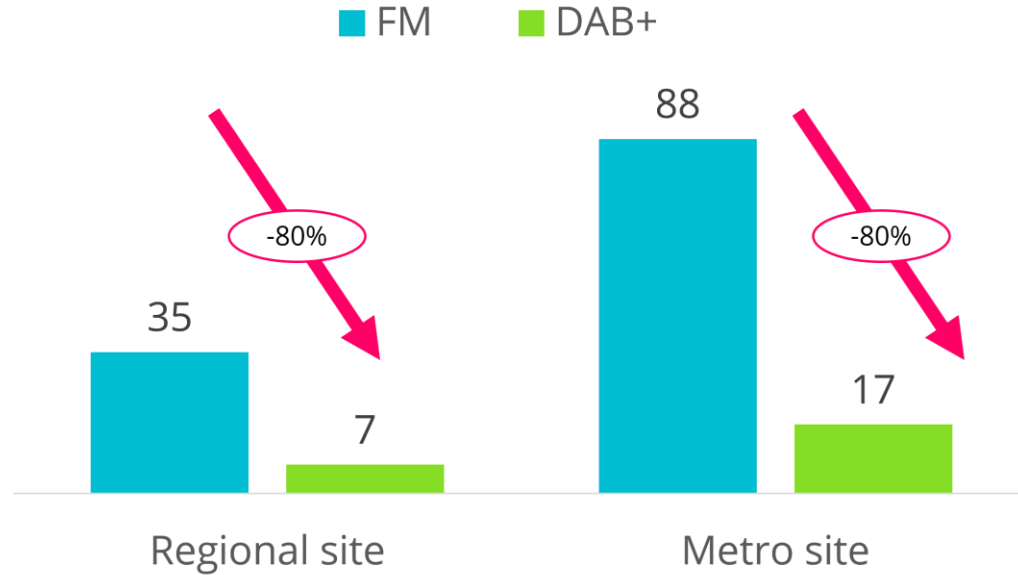
Why DAB+? Macro reasons



Economics: distribution cost per service much lower than FM



Annual cost to broadcasters of transmission per service¹, US\$k



Source: Total operating costs sourced from broadcasters and network operators Note (1) Operating costs for DAB+ assumes 18 services on multiplex; opex includes site and tower leases, power, telco, maintenance, monitoring and support costs

Environment - receivers: DAB+ is the green solution



- DAB+ consumes significantly less energy than FM
- BBC study: DAB 33% more efficient than FM

<https://www.bbc.co.uk/rd/publications/research-393-energy-footprint-bbc-radio-environment-impact-sustainability>

El Maresme
Cataluña





world **dab**

projectoffice@worlddab.org
worlddab.org | @worlddab