



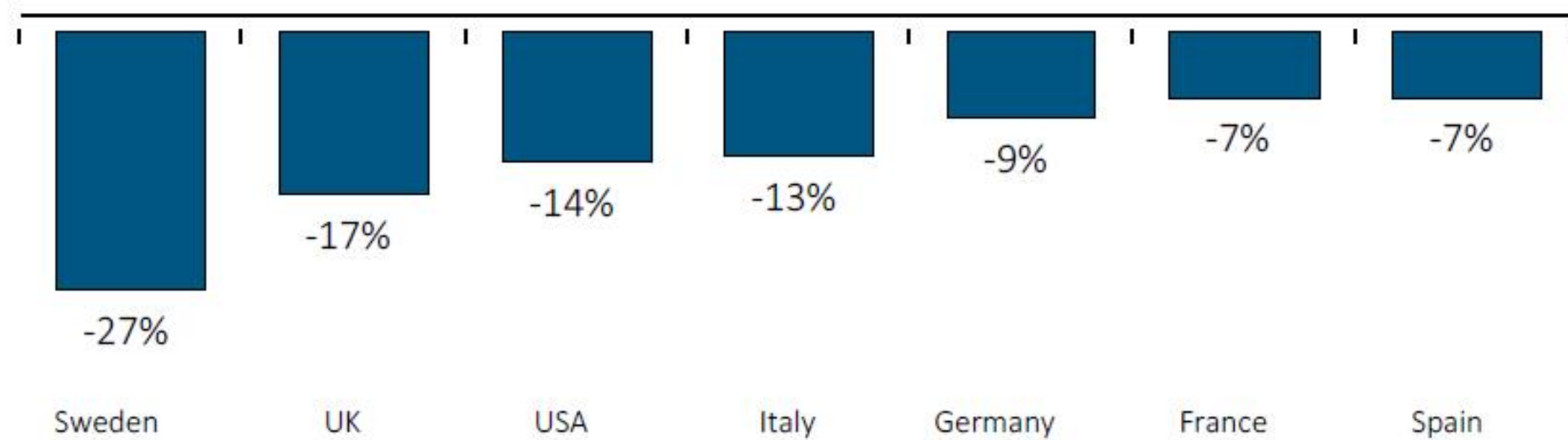
DAB + business case and
critical success factors



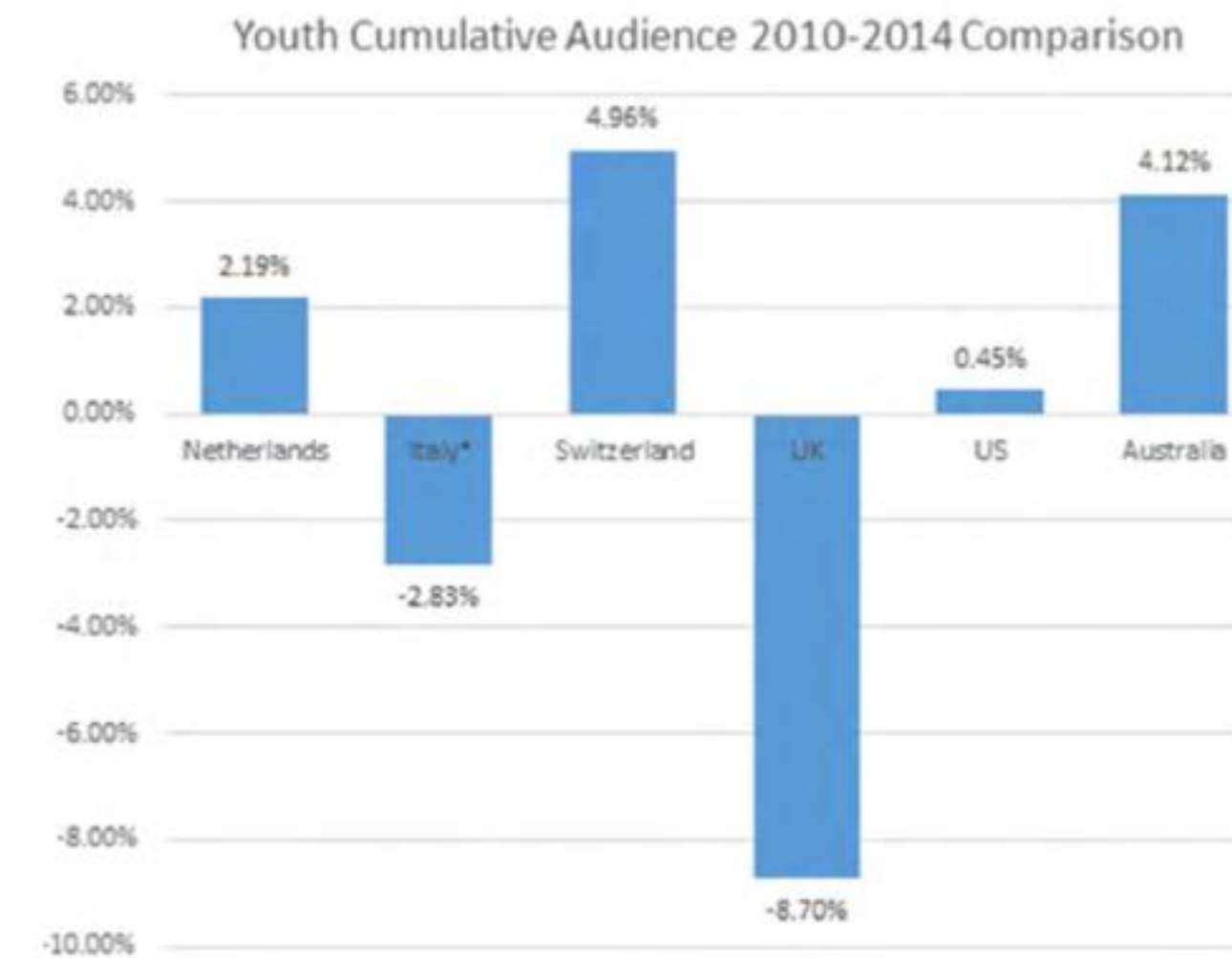
With the online services coming, in the last few years, the landscape of the audio delivery has been evolved.



From International Statistic, in the last decade, young people are listening less and less with the consequence of losing potential customers.



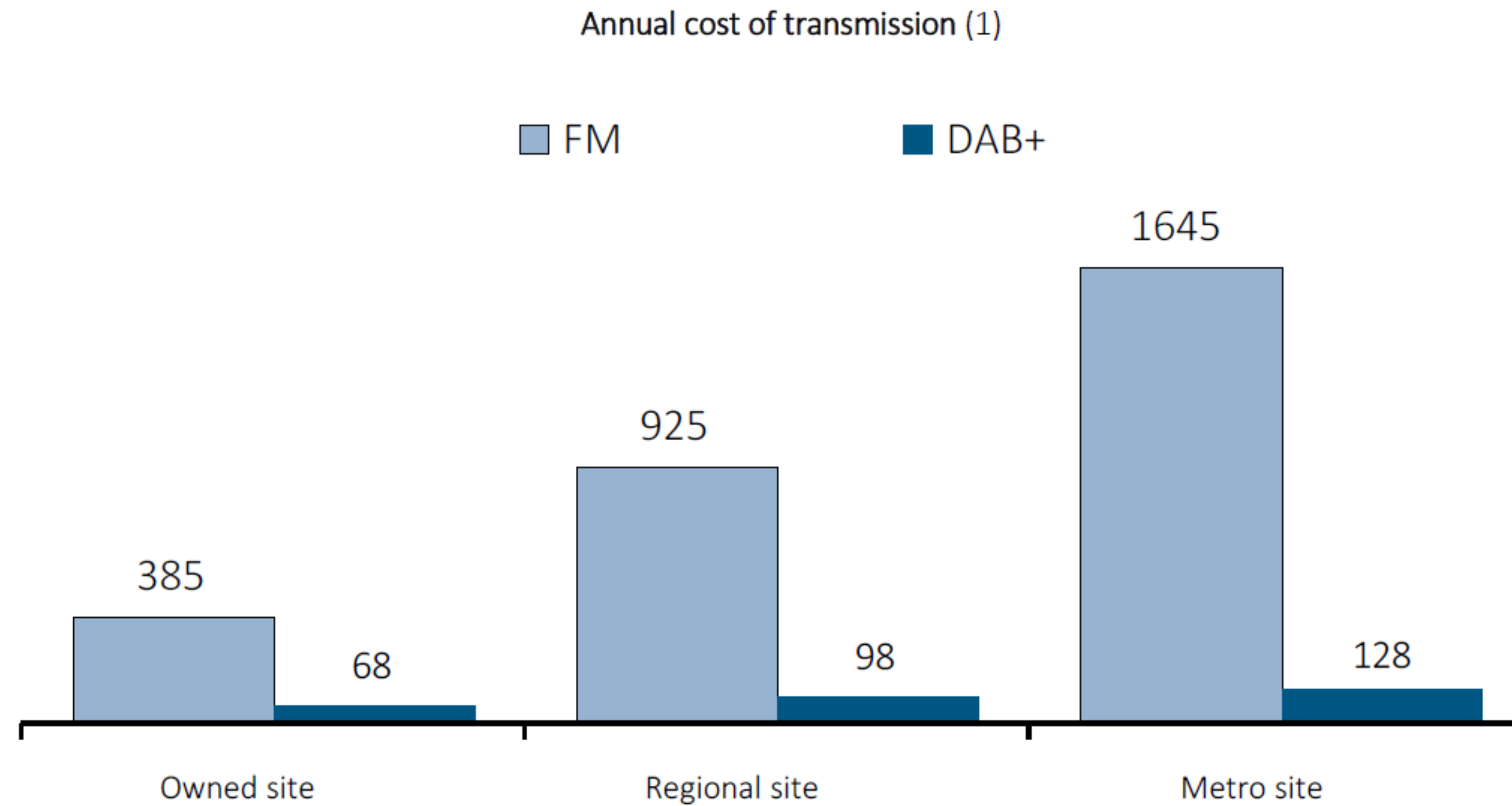
Changes in youth per capita listening hours, 2006-10¹





In a single frequency it's possible to carry multiple services.

The cost of one transmitter station can be shared between the several content providers.



Note: (1) Opex costs; on DAB+, assumes 18 services on multiplex



The number of DAB receivers are increased for:- The most of new brand car have integrated a DAB receiver- The cost of a portable DAB receiver was drastically drop due to the mass production





Several International Studies were done about the streaming delivery and possible consequences.

If all radios were listened on the Telecommunication network (3G, 4G, LTE), the available capacity for other uses would be severely impacted.

The cost of building out every Telco network is prohibitive and people don't want to pay for radio.

CRA works with broadcasters in Europe to encourage handset makers to incorporate DAB+.



In the existing market, in some country, the FM spectrum is full and difficult to innovate



Issues

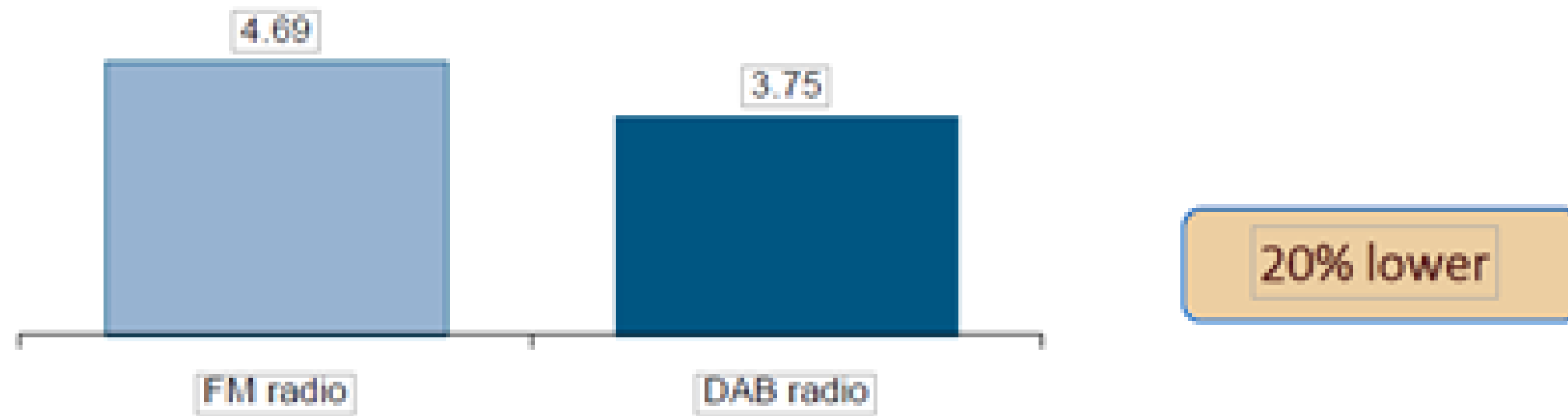
- No possibility for additional services
- Impossibility of innovate
- Overloaded frequency

Solutions

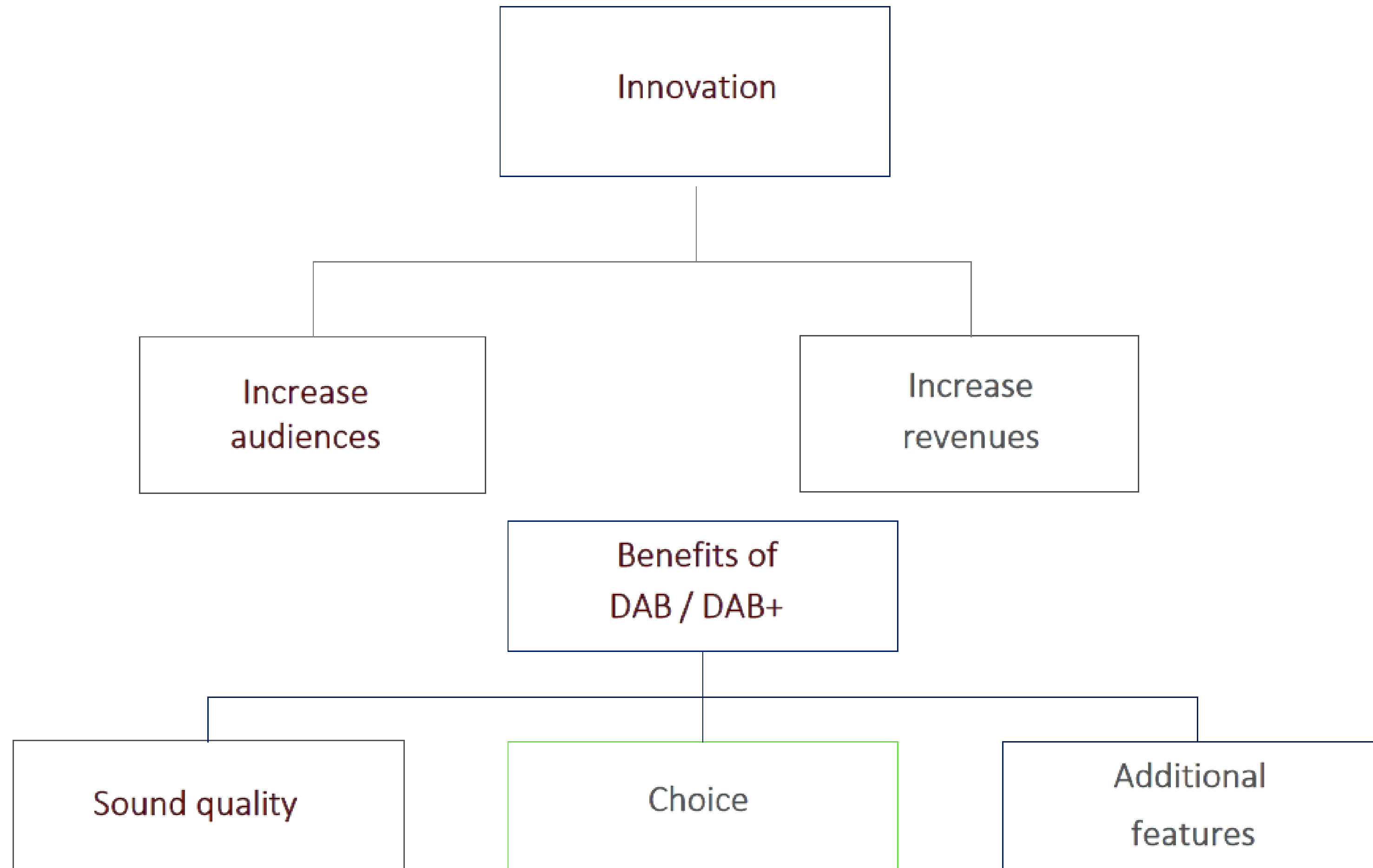
- DAB+ on Band III a fresh new start



With digital radios it's possible to reduce 20% power than FM devices



	Transmitter	FM			DAB+		
		Situation	Owned	Regional site	Metro site	Owned	Regional site
	Number of transmitters	9			1		
,000 USD	Capex: Cost of transmitters	450			80		
,000 USD pa	Opex	9 FM services			18 DAB+ services		
	Power	81.5			8		
	Cooling	22.5			5		
	Space	45	315	675	5	35	75
	Maintenance	45			50		
,000 USD pa	Total Opex all sites	192.5	462.5	823	68	98	128
Annual cost per FM site		21.4	51.4	91.4			
Ratio one FM / 2 DAB+		2.83	4.72	6.43			





Digital radio permits to:

- Specialist music services – for niche audiences
- Specialist speech services – e.g. sports or archive
- Strong brands – key to success
- Extend the brand portfolio



Analogue and digital



Digital-only services



Sponsorship opportunities – youth audiences

Branded stations take sponsorship to new level

Pop up stations – for range of events

Sponsorship opportunities – music tour & digital radio station

Colour screen devices create new opportunities

Colour images for additional information



www.dbbroadcast.com



www.screen.it