



**SECURING THE FUTURE  
OF RADIO WITH DAB+**

MBT Conference  
Skopje, June 2026



# OF BROADCASTING ORGANIZATIONS AND BROADCAST EQUIPMENT MANUFACTURERS - **MBT 2023**



**R**CG

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## DAB+: the smart, future proof solution for radio

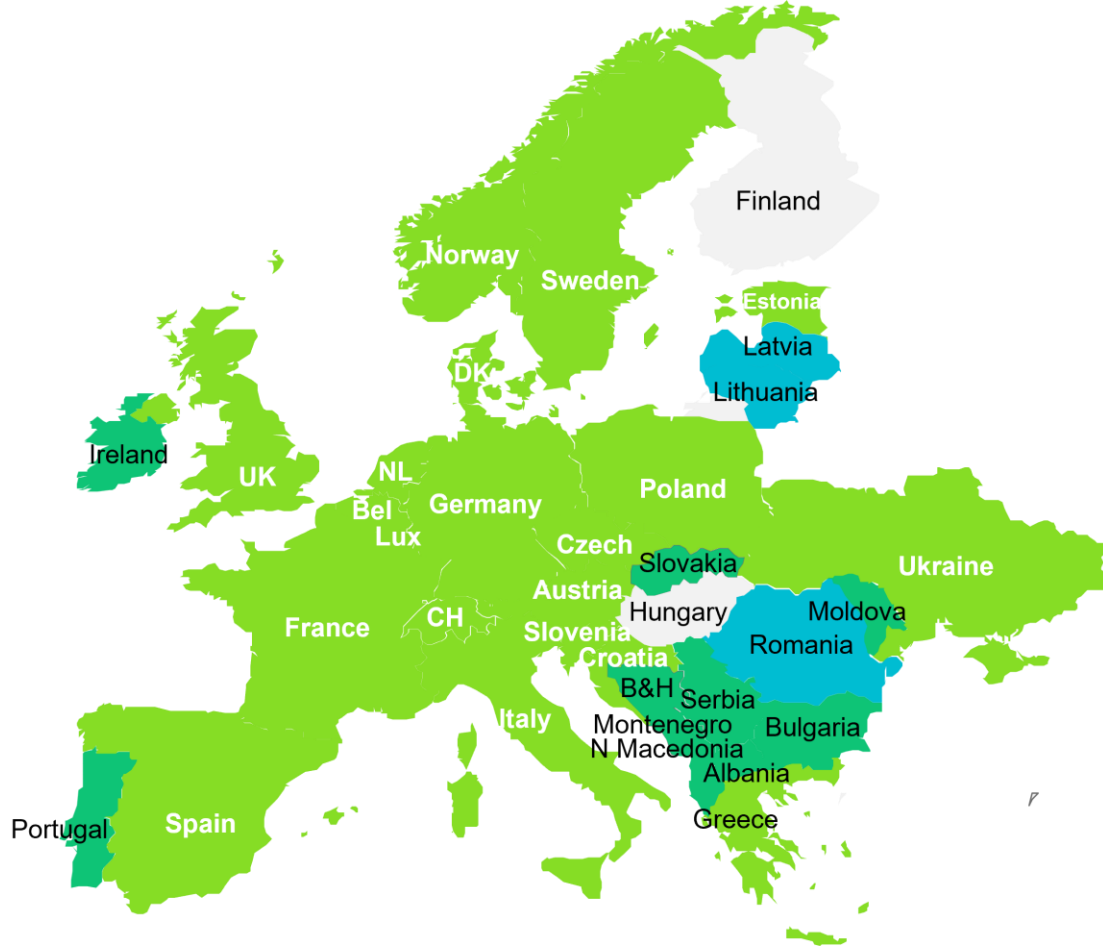
- + A healthy broadcast radio industry requires both digital broadcast as well as internet streaming
- + Proven to grow audiences, generate more advertising income and unlock innovation
- + Lower operational costs than FM
- + DAB+ is widely deployed, scalable and listener-friendly
- + **DAB+ can be a catalyst for strengthening the entire radio ecosystem**

# DAB+, the most used digital broadcast radio technology in Europe

- +broadcast over VHF Band III
  - +supports national, regional and local radio services
  - +can reach large audiences at low cost, without relying on mobile data or internet connectivity
  - +has high quality sound, extra info like song titles, headlines and images
  - +broadcast provides 18-24 stations on a single transmission frequency
  - +uses less power and is more efficient than FM
- +FREE TO AIR**

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

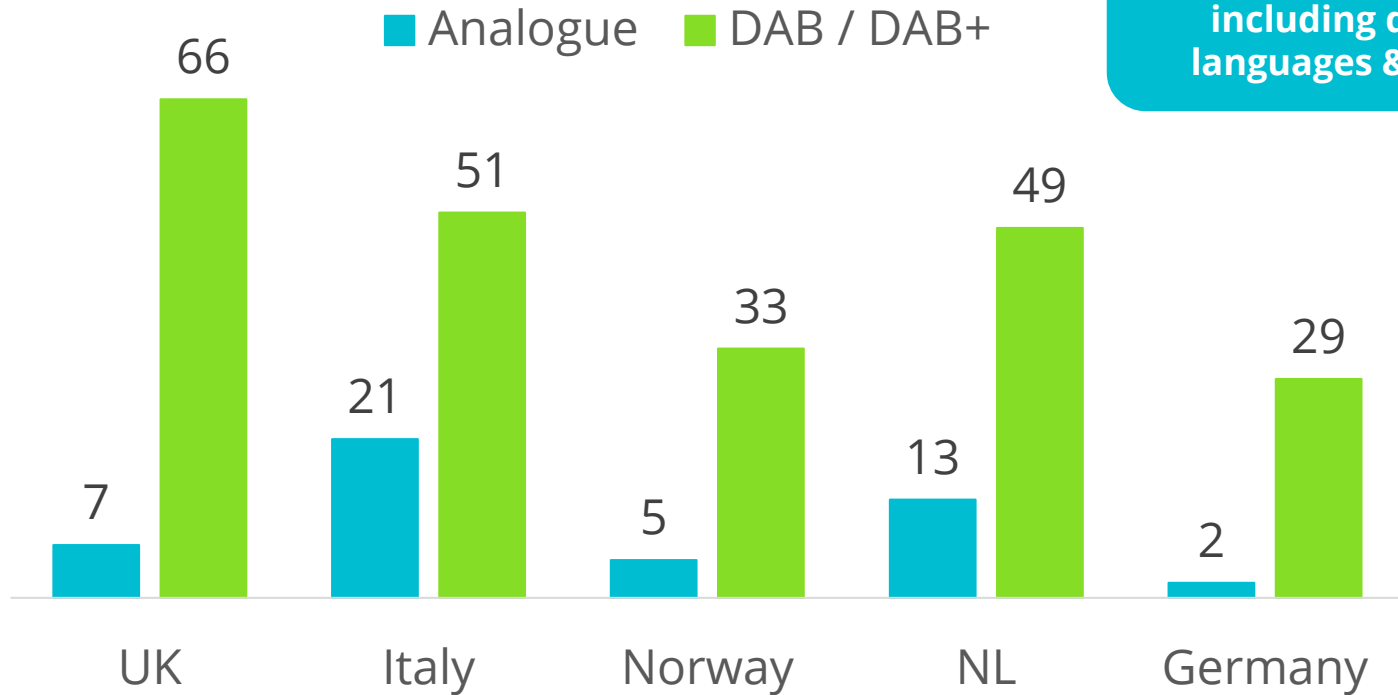
- Regular
- Trials
- Interest





# For listeners, DAB+ offers greater choice

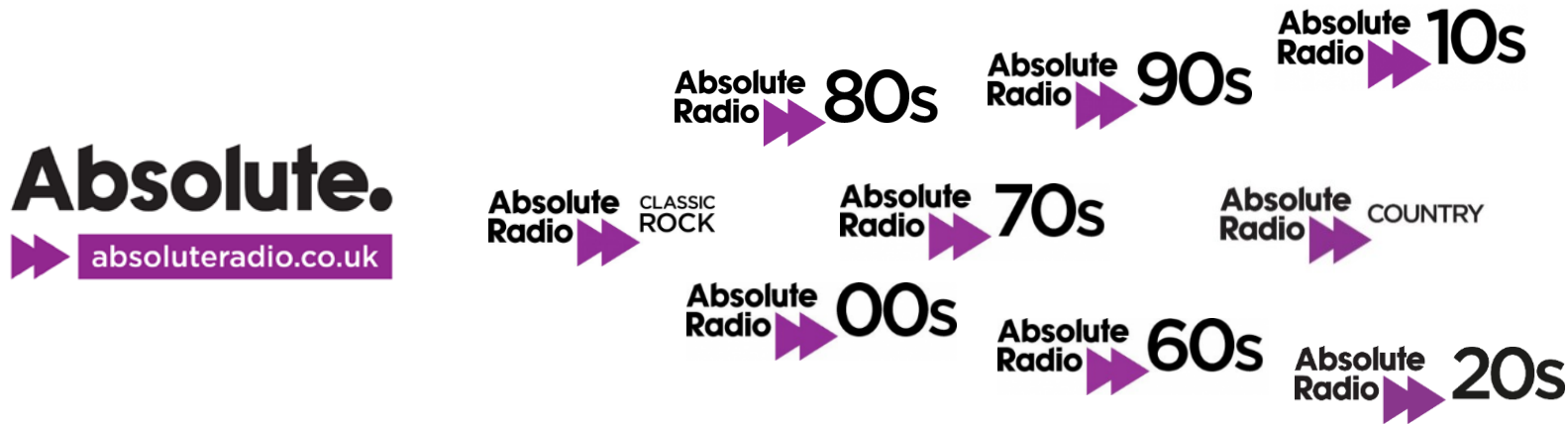
## National radio services



On average, five times as many services – including different languages & cultures

# For broadcasters, DAB+ offers opportunities to innovate

## Brand extensions



**Audience has tripled:  
1.7 million (Q1 12) to 5.3 million (Q1 26)**

A STRANGER THINGS RADIO STATION

# WSQK

The Squawk

WE TURN THE  
VOLUME UP TO 11



FOR 6 WEEKS ONLY

Featuring

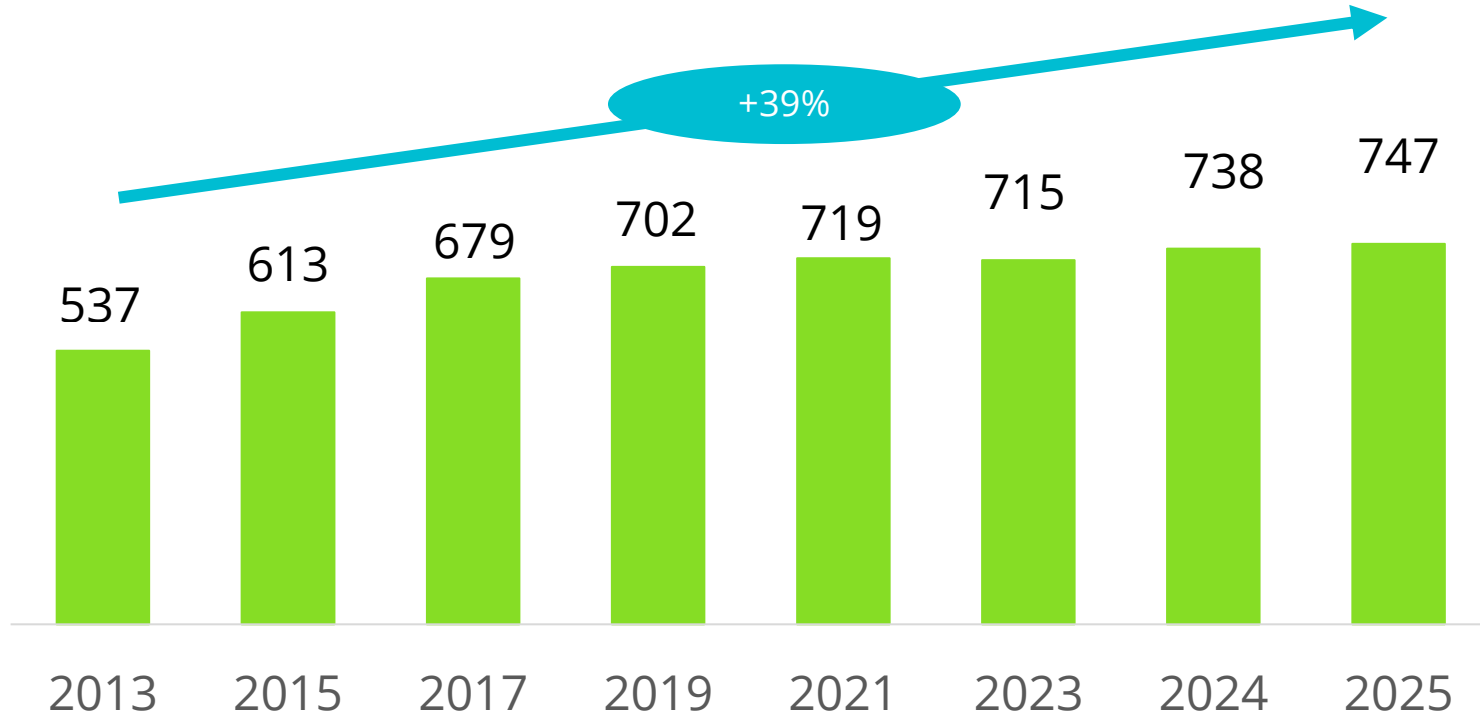
Listen  
Now on



"PLAY THE SQUAWK"

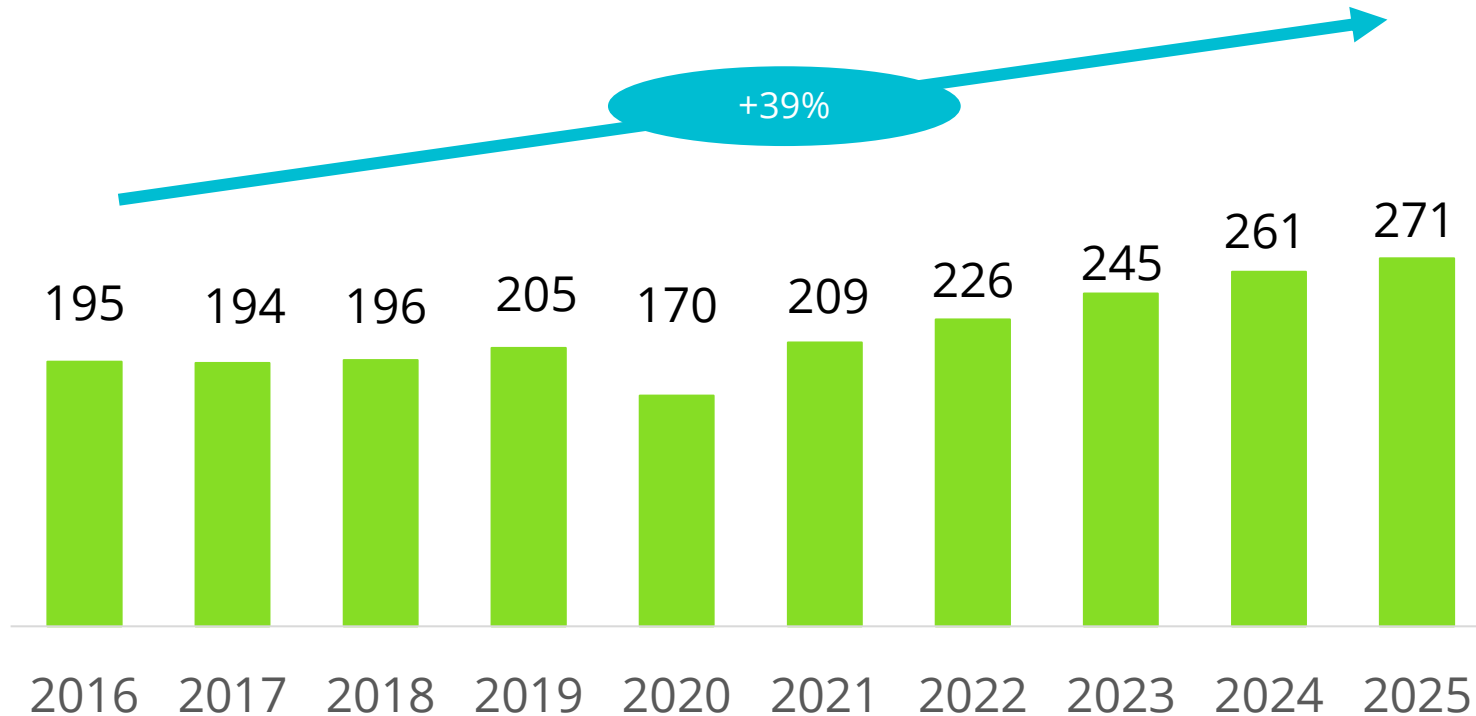
# Incremental reach drives commercial revenues

UK radio advertising revenues, £ million



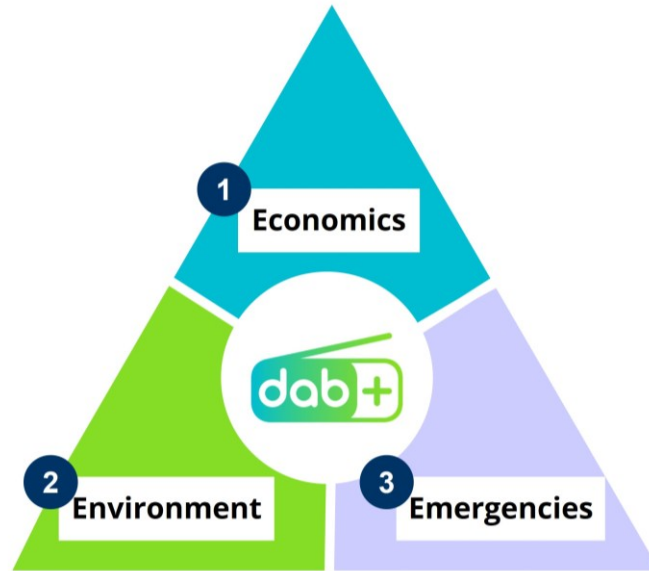
# Incremental reach drives commercial revenues – Netherlands

NL radio advertising revenues, € million



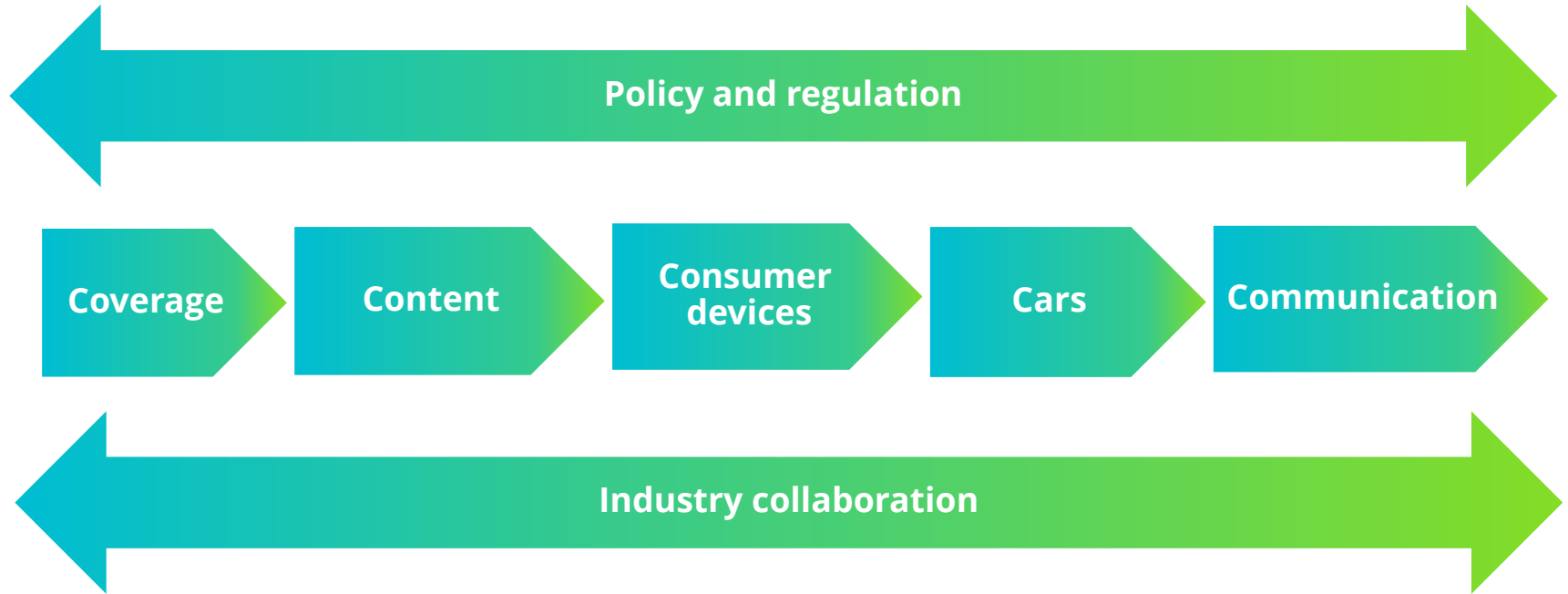
# Why DAB+?

## Macro reasons





# Driving growth: the 5Cs





# DAB+

# PUBLIC POLICY TOOLBOX

Compete on content,  
collaborate in technology

Compete on content,  
collaborate in technology,  
frame with public policy

# Public policy framework to drive the implementation of DAB+

## STRATEGY

- #1 Set a plan
- #2 Involve relevant players in an industry body

## LICENSING

- #3 Link analogue and digital licences... and revoke
- #4 Freeze new tenders in analogue
- #5 Stimulate leading analogue groups to embrace DAB+
- #6 Deregulate with caution
- #7 Create business opportunities and reinforce public service
- #8 Make room for local and community stations

## TRANSMISSION

- #9 Impose coverage obligations
- #10 Subsidise transmission costs
- #11 Fund coverage in tunnels
- #12 Eradicate unlicensed DAB+ broadcasts
- #13 Foster / dictate MW switch-off
- #14 Plan FM switch-off... if necessary

## RECEPTION

- #15 Promote a wide and affordable range of devices
- #16 Mandate digital tuners in vehicles
- #17 Regulate prominence in receivers
- #18 Future-proof devices
- #19 Enhance emergency warning systems
- #20 Subsidise other transition costs

Without the **EECC...**

**30** million vehicles would not be equipped with DAB+







- + 1,600 experts, 123 members, 43 countries
- + Offering knowledge, expertise and advice
- + Major industry events
- + Specialist committees
  - Technical
  - Spectrum and Network implementation
  - Automotive
  - Marketing
- + Events, workshops and networking



# Radio and the Car: An Inseparable Duo



FIFTY5 ■ BLUE





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