

FACTSHEET

The roll-out of DAB around the world

- DAB Digital Radio is being implemented across Europe, Asia Pacific and elsewhere including Canada & South Africa. In fact around 40 countries and 500 million people worldwide are already within DAB coverage. The UK, Denmark, Norway, Belgium, Germany, Switzerland, Singapore, Taiwan & Korea are leading the DAB rollout.
- DAB product range continues to expand to meet consumer demand and receivers are now available in all types, shapes and sizes. There are already around 200 different types of DAB products and prices continuing to fall (now to under US\$70). New features are also being included, such as pause, rewind & record function.
- An independent forecasting company, Eureka, suggest that sales of DAB receivers in Europe will be over 40 million by 2010. Given the surge in sales of DAB Digital Radio in 2005, WorldDAB believes that this is a conservative estimate.
- The **UK** is the lead market (around 2 million DAB sales) - see the UK factsheet. **Denmark** is another good example of quick DAB sales growth. With 80% population coverage, lots of new DAB stations and marketing from Danmarks Radio, sales grew 400% year-on-year and should exceed 100,000 by the end of 2005.
- **Norway** and **Sweden** are likely to follow. Norway is seeing rapid DAB sales growth, after launching at the end of 2004. There are also positive signs in **Belgium** and **Holland**, for instance Belgium is seeing 500% year-on-year growth rates. Other countries, such as **Switzerland & Spain** should see growing DAB sales in 2006.
- In the Asia-Pacific region, **Singapore** is also seeing DAB sales success, following a series of consumer roadshows and promotions. **Korea** and **Taiwan** are also key markets for DAB rollout in 2006. Elsewhere, trials are underway across **China** (Guangdong, Beijing, Shanghai) and **Hong Kong** and also **Australia** and **India**.
- DAB is more than just Digital Radio, and is also being used for multimedia broadcasting. It is being integrated into **multimedia products**, such as mobile phones, PMP (Personal Media Players) and Laptop/Pocket PC.
- Two DAB multimedia applications are being launched (endorsed by WorldDAB) to broadcast audio, video & multimedia using DAB to mobile handsets. One is **DMB** being piloted in Korea and several key countries in Europe, including Germany. The other is an application using IP-based Enhanced Packet Mode, and BT Livetime has recently launched a pilot service in the UK.