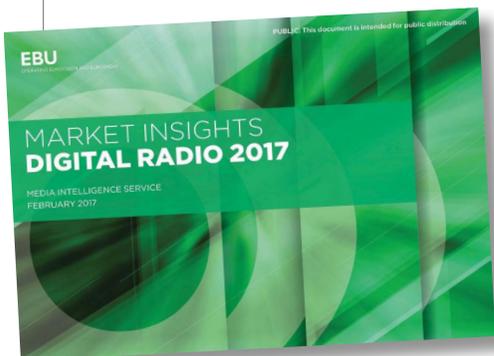


# Europe's Digital Radio Rollout 2017, Part II

This month we look at the continent's DAB digital radio "Embracers"



**GENEVA** — This month, in Part II of our four-part focus of the European Broadcasting Union's Media Intelligence Service Digital Radio Report 2017, we look at the continent's DAB digital radio "Embracers."

The 2017 report highlights which European countries are leading the way in the transition to digital radio, which are embracing it, countries that recently launched digital radios services and those currently without a market for digital radio. The study outlines the plans for each country in the four categories.

In addition, the report points to major developments for digital radio in Europe in areas such as technology, policy and regulation, public communications, consumer electronics and the car industry.

We published Part I ("Leaders") in the April issue of Radio World International, and next month in our June issue, we'll take a look at the MIS report's "Newbies" category.

The full Digital Radio Report is available at <http://tinyurl.com/DigitalRadioReport2017>.

MARKET STATUS

## GERMANY

**embracer**

Launch **2011**

**161 digital stations**

121	40
Simulcast	Digital-only
69	92
Public	Private

Signal coverage **95%**  
(2016, population)

DAB receivers **13%**  
(spring 2016, households)

Digital reach **n.a.**

Digital share **12%**  
(estimate, 2016)

- A second nationwide multiplex will be awarded in 2017
- Sales of receivers, including in-car, are growing solidly

MARKET STATUS

## MALTA

**embracer**

Launch **2008**

**40 digital stations**

15	25
Simulcast	Digital-only
9	31
Public	Private

Signal coverage **100%**  
(2016, population)

DAB receivers **n.a.**

Digital reach **n.a.**

Digital share **n.a.**

- Exclusive digital radio services are not attractive enough and reach a very limited audience
- The Maltese market has been stagnating for a number of years

MARKET STATUS

## NETHERLANDS

**embracer**

Launch **2013**

**67 digital stations**

40	27
Simulcast	Digital-only
27	40
Public	Private

Signal coverage **95%**  
(2016, population)

DAB receivers **6%**  
(Sept 2016, individuals)

Digital reach **n.a.**

Digital share **30%**  
(2016)

- Collaboration among stakeholders and communication are core drivers behind the strategy
- Every fourth car sold in H1 2016 was equipped with a digital radio as standard

## MARKETPLACE

**Eight-Channel Encoder:** 2wcom's new professional eight-stereo-channel encoder MM08E is designed for contribution, distribution, in-house streaming as well as studio-to-transmitter links.

According to the German company, the MM08E proposes a complex range of system settings for managing multiple network interfaces, while simultaneously offering simple configuration by web interface or jog wheel.

The device supports audio-coding algorithms, including Enhanced apt-X, AAC, MPEG I/II Layer 2/3, PCM, and offers various control possibilities such as HTTP, Telnet, NMS and SNMP. It also features a monitoring and alarm functions.



The MM08E can generate multiple streams independently and lets users take advantage of transmission of ancillary data and switching contact information (GPIO) via integrated default interfaces. Furthermore, two built in power supplies provide the possibility to swap one unit while system is operating under full load.

With the system, technicians can rely on redundancy options such as Pro-MPEG FEC or dual streaming as well as management of ancillary data. After purchase, activation of later needed additional channels is possible by means of a software-update.

**Information:** <http://2wcom.com/news-mm08-rwi>