DATA SERVICES ON DAB+

it's radio as you know it, plus...

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Examples of Data Types

- Text Messages (DLS)
- Slideshow
- Electronic Programme Guide
Simple and effective

128 characters per message

Almost all DAB+ receivers can display DLS

Good receivers display whole message so consumers can read these quickly
Electronic Program Guide

Useful tool for promotion of programs, talent, content

Currently only used by some broadcasters.
Slideshow - Advertising

- Add visual element to radio adverts
- Standalone advertising during music or spoken content items
- Station branding
- Information – eg traffic and weather reports
- Race/betting and stock market information
- Local news, happenings, community events
It is recommended that Australian broadcasters follow this standard.
The DAB/DAB+ slideshow specification supports JPEG, PNG and APNG images.

APNG is used to provide simple animations.

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