

21 JUNE 2017

DIGITAL RADIO NL

DAB+ DIGITAL RADIO
IN CARS

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MEMBER STEERING BOARD WORLDDAB



RADIO LISTENING



>75 RADIO STATIONS ON DAB+

MOBIELE TV NL

SEMI-NATIONAL:

LOCAL & REGIONAL COMMERCIAL:

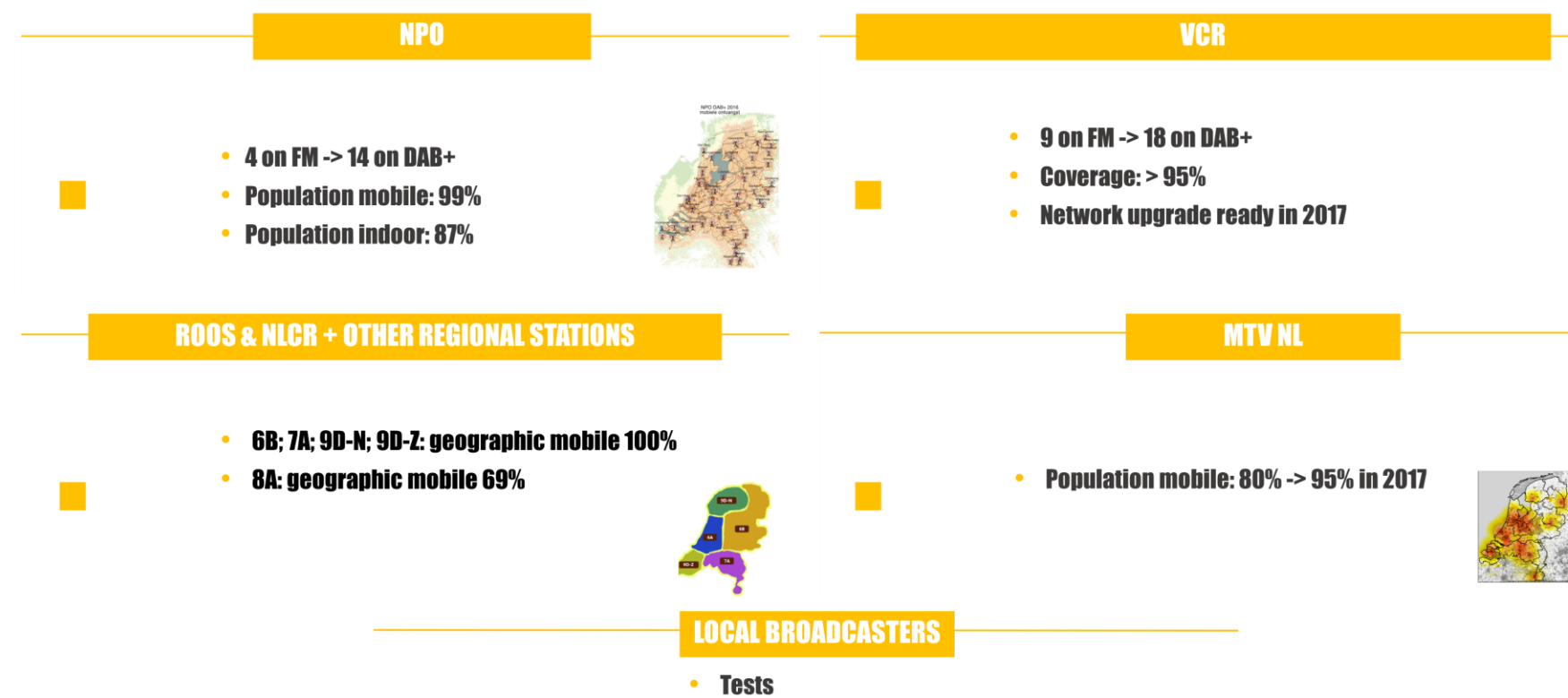
REGIONAL GAP-FILLERS:

FACTS & FIGURES

THE NETHERLANDS

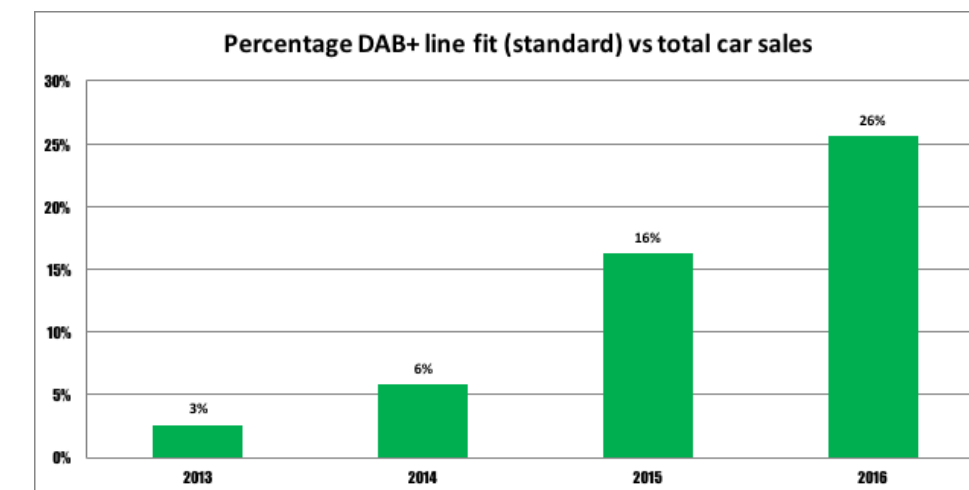
> 4.800 KM

COVERAGE DAB+ ROADMAP



26%

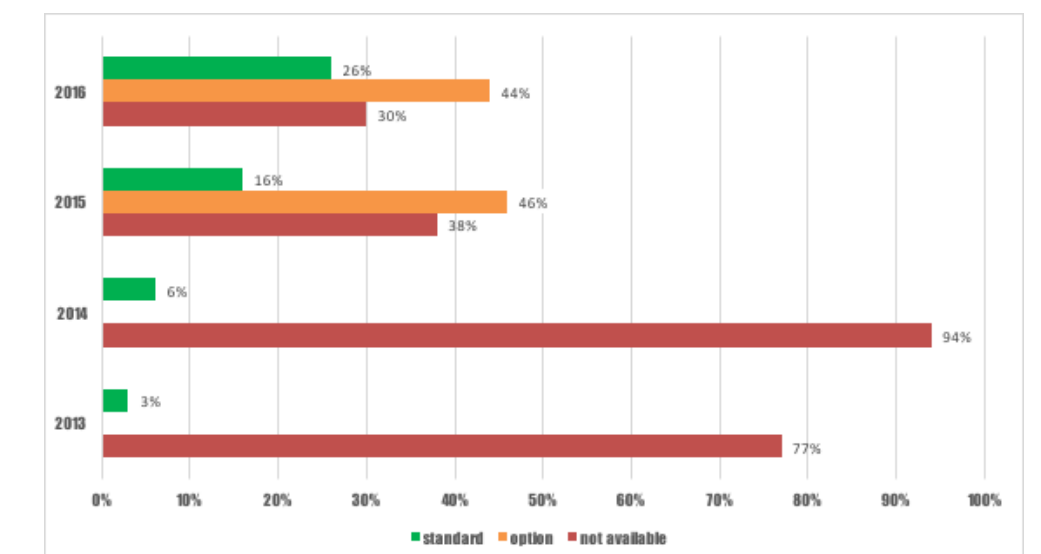
**2016
STANDARD DAB+ IN NEW CARS**



SOURCE JATO DYNAMICS/WorldDAB 2016

44%

**2016
DAB+ AS OPTION IN NEW CARS**



THE NETHERLANDS 'BEST IN CLASS' EUROPA

(FIRST 2 YEARS AFTER LAUNCHING DAB+ DIGITAL RADIO)

SOURCE GFK JUNI 2015

DAB+ = SUCCESSOR OF FM

100% COMMITMENT:

GOVERNMENT

BROADCASTERS

YEARLY PLAN OF APPROACH

(see-through to 2023)

CAMPAIGN '17 : > € 3.3 MIO

FEBRUARI

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

RADIO

FLIGHT 1

3 WK

FLIGHT 2

3 WK

FLIGHT 3

3 WK

FLIGHT 4

SUMMER

FLIGHT 5

3 WK

FLIGHT 6
WvdDR

2 WK

FLIGHT 7

3 WK

TELEVISIE

FLIGHT 3 & 4

3 WK

SUMMER

WvdDR

2 WK

ONLINE

BANNERS &
PRE-ROLLS

3 WK

3 WK

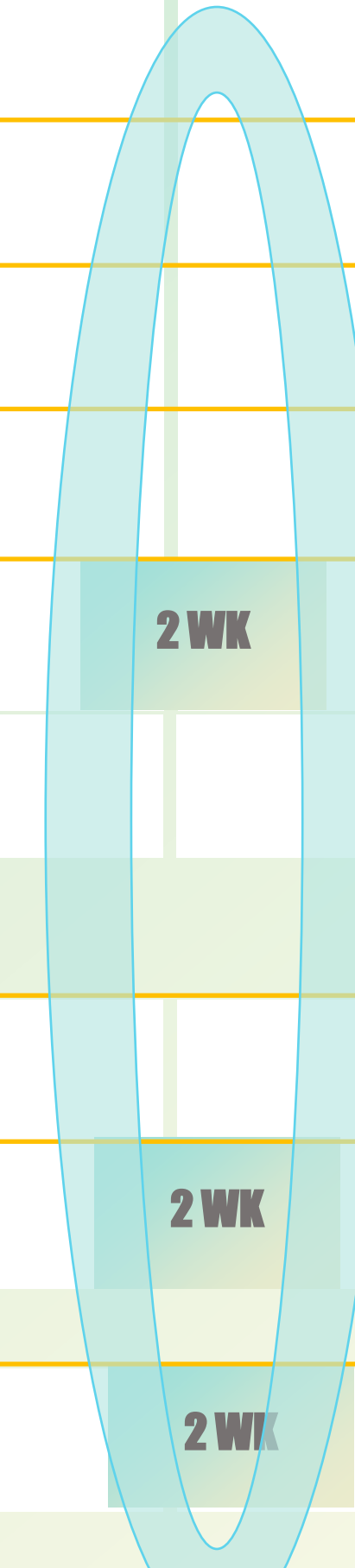
3 WK

SUMMER

3 WK

2 WK

3 WK







HYUNDAI



You have to do it too
Let your neighbour guess what your new car costs
Show him your rear-view camera
Let him hear the sound of your DAB + radio
And say: costs 1 milkshake per day
And then look at his face ... So enjoyable...

Also like to drive a car, for 4 euros a day?
Then choose the Hyundai i20
Available with rear-view camera and
DAB + radio
Benefit now and go to the Hyundai dealer or
look at Hyundai.nl

Please note: borrowing money, costs money

AFTER MARKET SOLUTIONS

>12 million vehicles

RETAIL/E-TAIL

MANUFACTURERS

AUTOMOTIVE

2023

DIGITAL RADIO

> 70%

**OUR AMBITION:
ANY RADIO SOLD,
CAN RECEIVE DIGITAL**

**Line fit DAB+
in all new cars**

JUNE 2017

DAB+

- **More channels**
- **Digital sound quality**
- **Easy to use**

FREE TO AIR

- **No gatekeeper**
- **No subscription/login**

& MORE

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