

DAB+ receivers

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Contents

1. Marketing Group
2. Receiver Mission
3. Examples
 - The Netherlands
 - Germany
 - Belgium
4. Join

WorldDAB Marketing Group

Aim is to make sure that DAB+ marketing around the globe is a priority for all broadcasters and its partners, keeping broadcast and its unique eco-system at the heart of radio. For effective and efficient use of resources, this group shares knowledge, inspires co-workers from other countries and make it easier to navigate, borrow and learn from great or less great marketing cases.

Styleguide free download on the worlddab.org website :

<https://www.worlddab.org/resources/logo>

DAB+ marketing toolkit available on dropbox:

<https://www.dropbox.com/sh/zaae3cfqr47akg0/AAB4d0wVhFodCHbk7Vb3ebY6a?dl=0>

Receiver Mission

DAB+ in
all new consumer radios sold

Legislation in: Italy, France, Belgium, Germany ... and
other countries will follow

AND

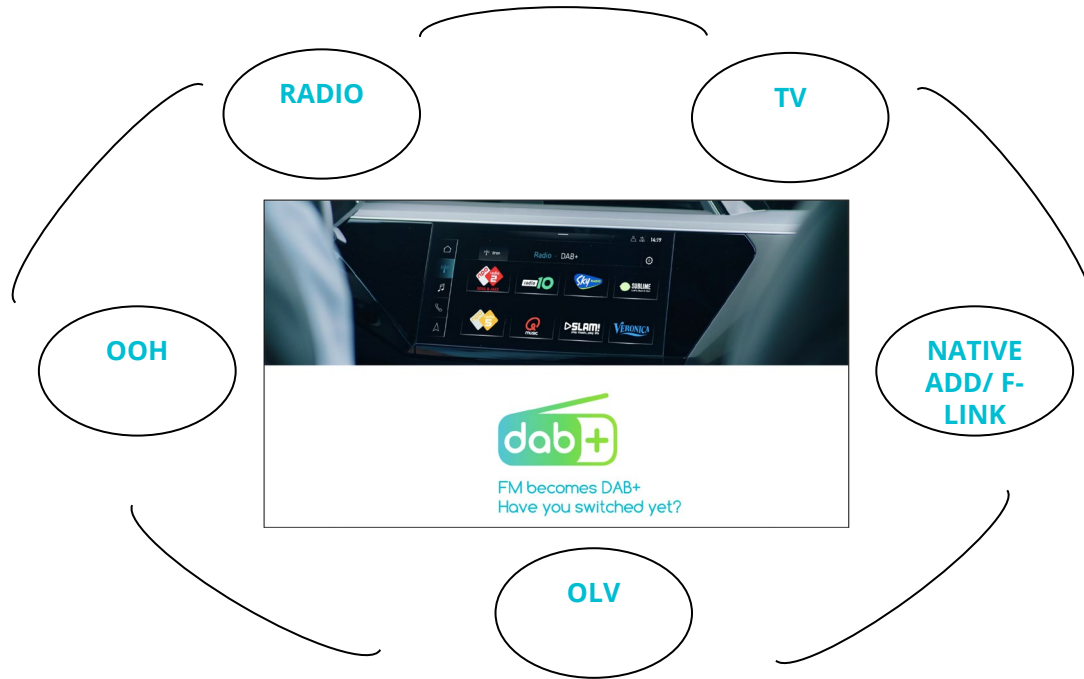
Digital Radio <country> organizations⁵

Contribute to achieve this mission through collaboration with receiver manufacturers, retailers and etailers

Examples

The Netherlands

- 360° Campaign: influence behavior, improve actual use DAB+



Collaboration with the 5 biggest Dutch retailers, added on commercial stations of the VCR to inform listeners about discount on DAB+ receivers during campaign period. This tag-on is offered for free to retailers. DRnl takes care of tag-on production and costs, retailers take care of collabs with manufacturers, discount percentage and own communication on website/newsletters etc

Example copy of Mediamarkt:

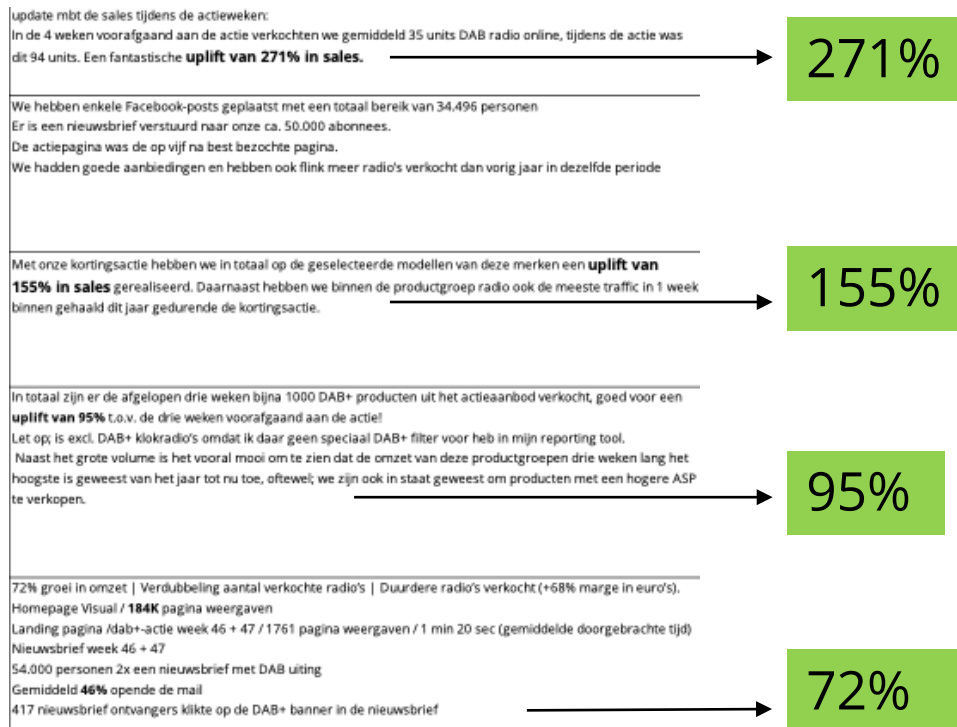
With DAB+ you hear more and pay less. Get your new DAB+ radio from MediaMarkt NOW with a 15% discount on selected models.



Participating manufacturers:

Sony, Philips, Lenco, JBL, Denver, Makita, Albrecht, Imperial, Salora, Denon, Kenwood, Sangean, Hama, Sharp, Technisat, Pioneer

- Marketing effort retailers results in great uplift of sales!



Elements of DAB+ Retail Promotion in Germany

Information: Press releases which cater to B2B markets, retail and the industry

Guidance: Decoration guide and news updates to inform retail staff available

Persuasion: B2B Advertorials in trade magazines to regularly update the shop owners

Variety: Important PoS advertising elements, e.g. flyers combined with minor elements, as "deco cube"

Investment: 250.000 Euros per year are spent on promotion by Digitalradio Büro Deutschland

Controlling: Digitalradio staff and promotional staff evaluate results together



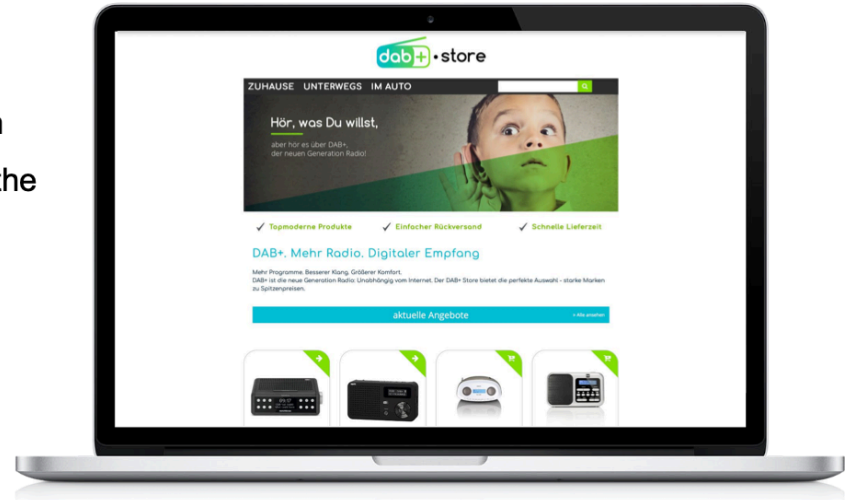


**More than 3.200
stores visited**
**Point of sale training
& branding**

Germany: First DAB+ Radio Webshop: dabplus.store

11

- Launch of www.dabplus.store in February 21
- First exclusive DAB+ radio store in Germany
- Offered by Members/manufacturers in Association
- Operator Teleropa GmbH, legally independent of the Association
- Special offers and occasional discounts
- Wide range of radios, devices from 30€



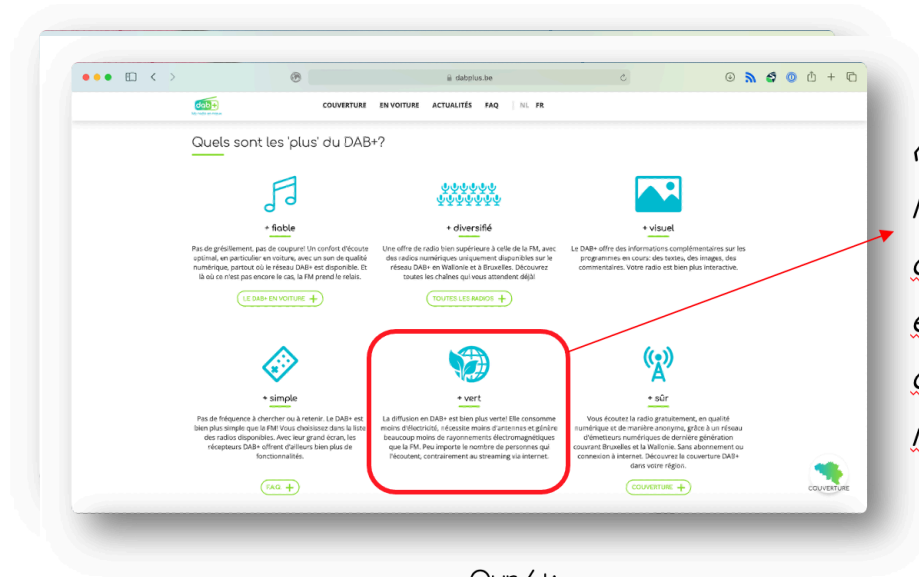
Belgium: first joint national DAB+ radio campaign

12

- A two-week radio campaign aired on the main French and Flemish speaking FM radio stations
- Started on September 13 2021
- In **association with a retailer** (Vanden Borre)
- Same message in French and Dutch on the recycling of the old FM receivers
- The message is a declination of our communication on the green dimension of DAB+

Belgium: Focus on green dimension existing message – website 1/2

13

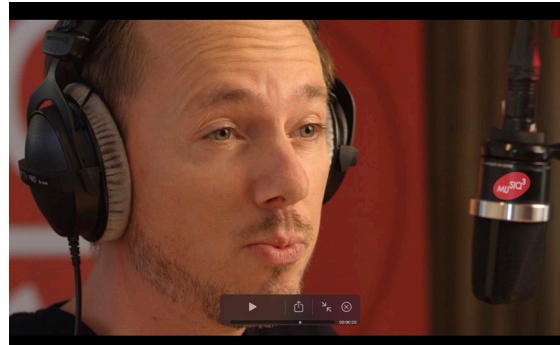


« DAB+ broadcasting is much greener!
It uses less electricity, needs fewer antennas and generates much less electromagnetic radiation than FM. It doesn't matter how many people listen to it, unlike internet streaming. »

Our 6+:

More reliable, more diversified, more visual,
more simple, more green, more safe

Belgium: Focus on green dimension existing message – TV 2/2



« DAB+ broadcasting uses less electricity. »

...



That's a real plus for the planet. »

Belgium: focus on the recycling of the old FM receivers

“Nowadays, we can also listen digitally to radio.

Are you not yet equipped?

Good news: up to the 30th of September 30, bring your old radio set to a Vanden Borre store where it will be recycled or given a second life.

To thank you for this nice gesture, you will receive a discount when you buy your new DAB+ radio set.

Visit your local Vanden Borre store to listen to your favorite radio in DAB+.”

.... Join

There are many more examples of great collaboration...

- Norway
- Switzerland
- UK
- Austria
- Italy
- France
- Czech Republic

And others

Want to know more?

Join the WorldDAB marketing group, check the worlddab.org website or ask the WorldDAB project office for more information