

the most exciting
radio market of europe?
North Rhine–Westphalia!

worldDAB Summit

17. November 2022

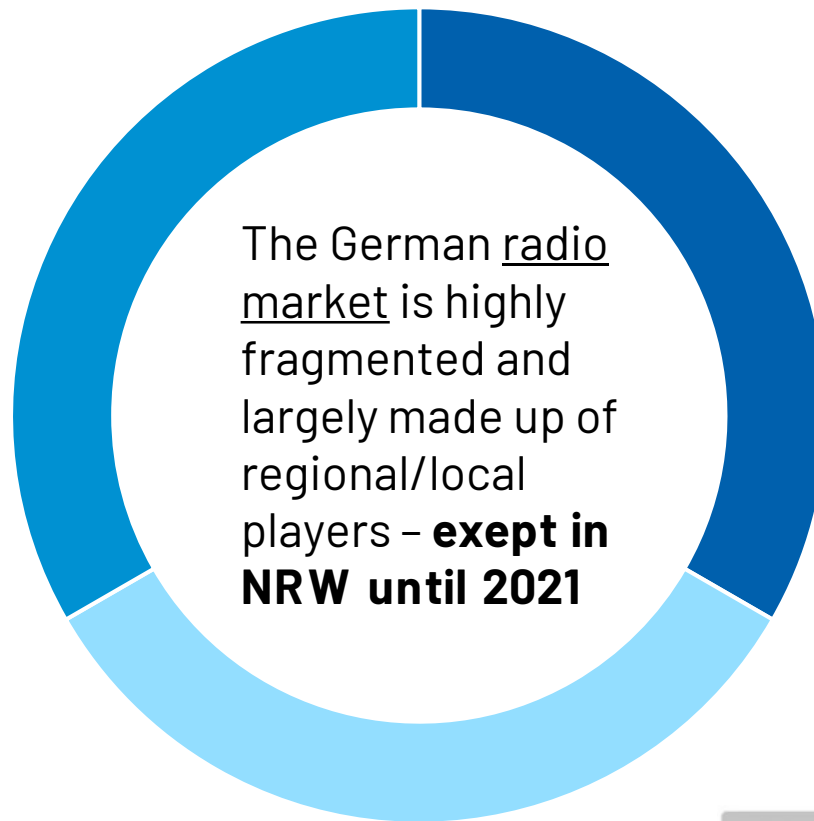
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bayern group



A collage of various scenic and urban images including lakes, mountains, bridges, and buildings. The images are arranged in a grid-like pattern, with some images showing natural landscapes and others showing urban architecture. The text "18 million listeners" is overlaid in the center of the collage.

18 million listeners

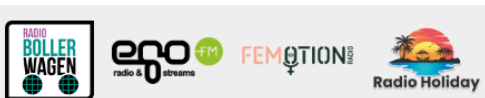
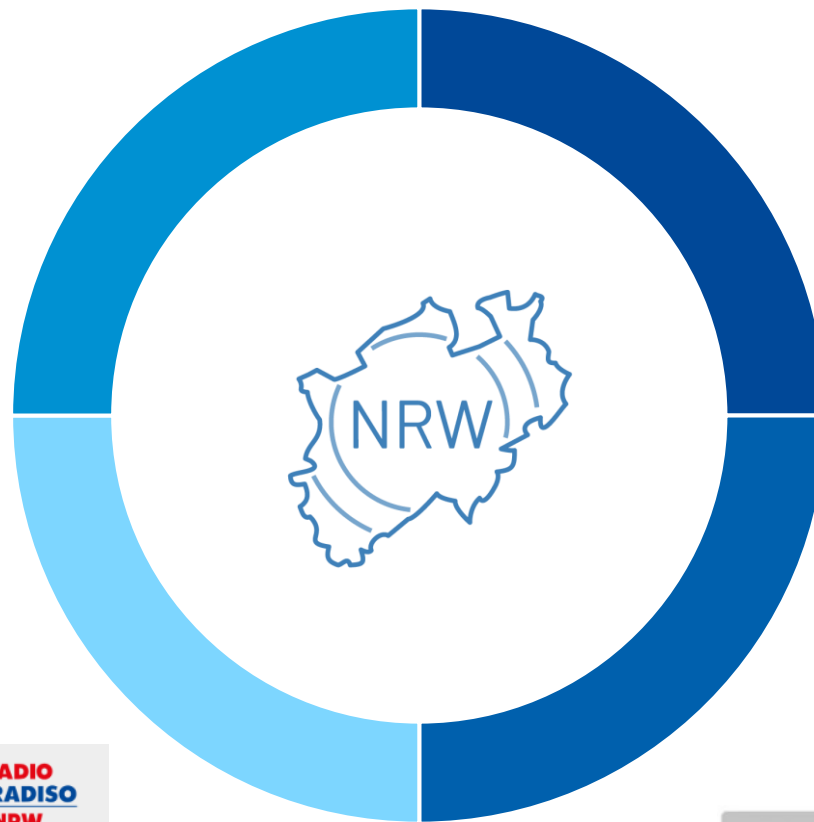
Audio market North Rhine-Westphalia until 2021



RADIO NRW



Audio market North Rhine-Westphalia only one year later



5



Our (digital) audio brands



most popular private radio station in Germany since 1988 / broadcasts in Bavaria (FM/OA) and nationwide via DAB+



leading rock radio network in Germany, Austria and Switzerland (FM/OA/DAB) 1995 first DAB pilot project of the Group



new digital broadcaster in North Rhine-Westphalia since 2021 = Feel good radio with Greatest Hits of all Time (tg 30-59)



Germany's most successful Webradio also broadcasts partly nationwide via DAB+ since 2022



the new shareholding for a young target group aged 20+ and based on a truly start-up spirit, supraregional since 11.2022



ANTENNE BAYERN GROUP:
daily reach also via DAB+ is about 21,3% of total reach (FM, OA, DAB+)

ANTENNE NRW – from idea to contender in less than one year



Our way to an impactful market entry:

WHY • know your purpose

HOW • focus on the power of your punch


WHAT • showtime

WHY



Radio connects. It is a collective experience. It is happening now.
It establishes closer links. It is a common reference point - through music
and mood, through information from the world and the immediate region.

WHY

A young woman with long, wavy red hair is lying on a wooden floor, smiling and listening to music on her phone. She is wearing a blue and white checkered shirt. The image is overlaid with a semi-transparent blue filter.

Even if media usage is changing, the high significance of music and audio content continues to be undiminished. It's all about audible identity - in all its individual fascination and collective relevance.

WHY



Radio creates identification. For the people who work for and with the region.
Radio is a truly democratic medium: a voice of the region, gives people a platform
– without becoming an echo chamber of their own community and opinion.

WHY



We believe, each audio brand is bigger than the individual medium: a vibrant brand
- which confronts successfully technological and societal changes

NRW1: the sound of a new generation

ANTENNE NRW: a companion you can rely on

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HOW

our market entry involved high investments in

- ▶ Technology for digital and decentralised working
 - ▶ Marketing & Communication: #1million campaign
 - ▶ People & Culture: the best with startup mentality
- + we focused on the power of our group and network



WHAT



30 - 59

Feel good radio
Entertain & Inform
Attachment to the region



AC

Variety AC:
Greatest Hits
Of All Time 🎵



► Delight people
every day

1st major promotion



**Jetzt Sender wechseln
und einsteigen!**

**antenne
nrw**

**ANTENNE NRW hören,
100.000 € Weihnachtsschlitten geschenkt!**

In ganz NRW auf www.antenne.nrw und 

- ▶ Good: Win a DAB Radio.
- ▶ Better: Win a DAB Radio - in a hybrid dream car. Switch your station and get in!



2,8 M

households in NRW can receive DAB
= 1st place in GER



+35%

DAB reception in NRW increased 2021 → 2022



> 4 M

Online-Sessions since it started 1 year ago



800 k

unaided awareness of ANTENNE NRW after 6 month

The major marketing investment of the group have had a remarkable effect for the whole DAB use

#learnings

developing DAB+ is not a sprint but a marathon

- ▶ Access to and actual use of DAB vary enormously
- ▶ Reason: a lack of awareness, insufficient knowledge and a conscious personal investment of at least 30 Euro
- ▶ We can't do it alone. Awareness-work need to rest on many shoulders across all stakeholder: market player, politicians and associations

#learnings

people you need in your corner

- ▶ Mentor: somebody you can trust when things get tough
- ▶ Accountant: people that will keep your financials under control
- ▶ Lawyer: should be a priority when starting a business



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Thank you