

# Digital Radio:

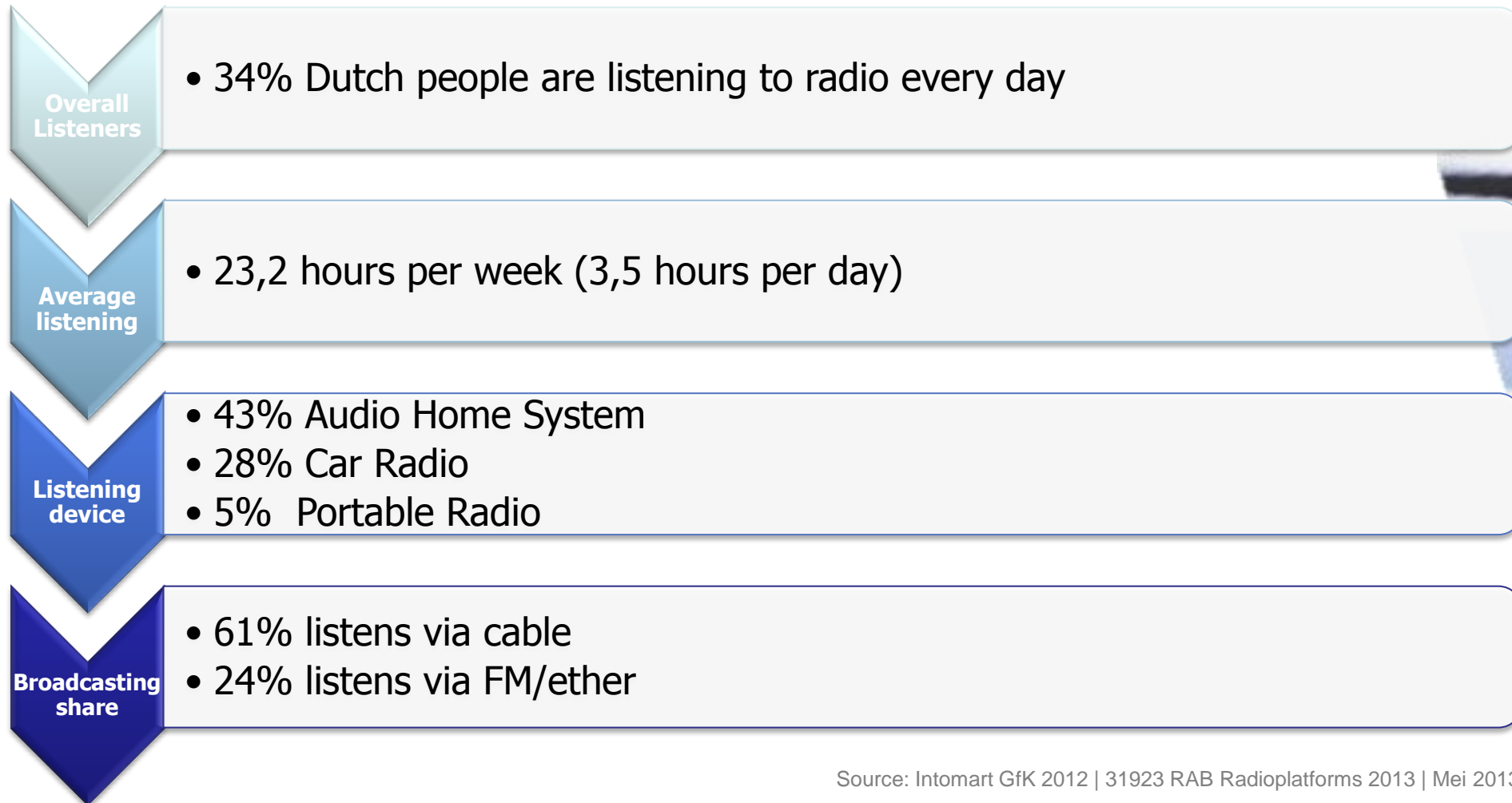
- a manufacturer's point of view -

**Machiel Frijters**  
**Head of Marketing**  
**Sony Benelux**

06.11.2013

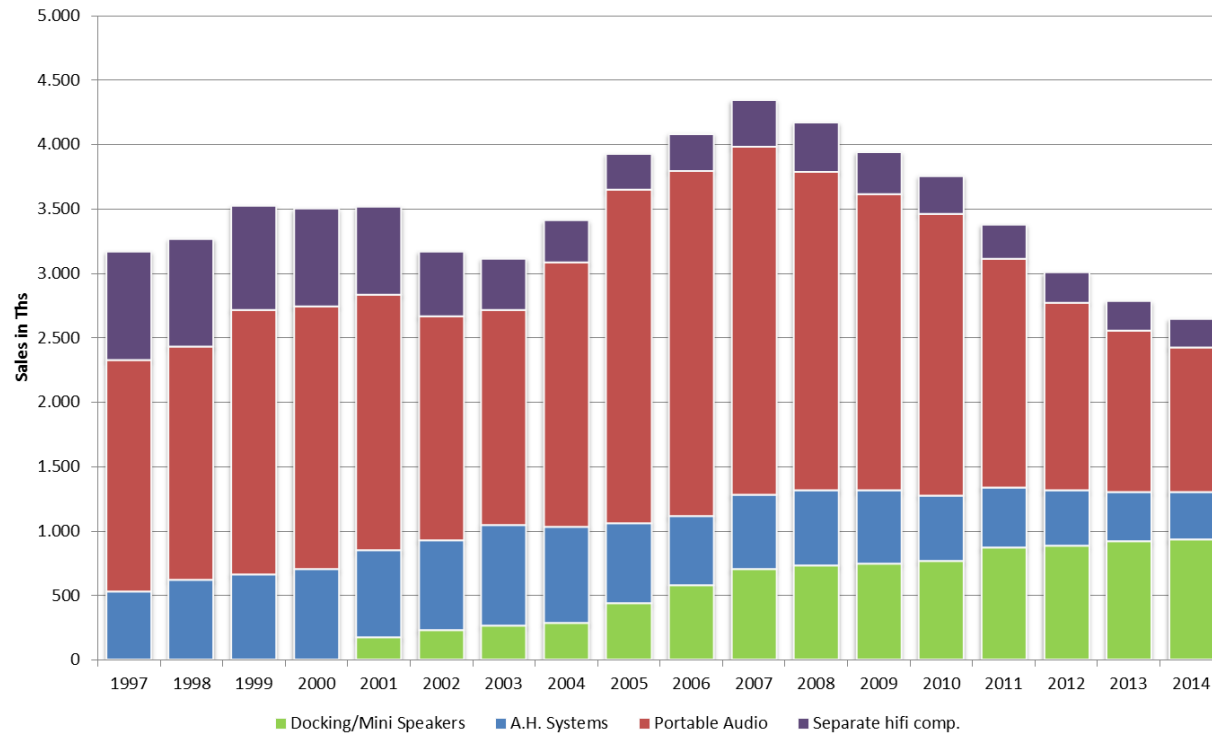


 **Radio Market in the Netherlands**





## Audio Market Potential



### Jan-Sep 2013 Growth Data Netherlands



# People want to listen to the radio Everywhere



Camping  
life



Outdoor  
Activity

**DAB+**  
Digital Audio Broadcasting

In and  
out of  
Home

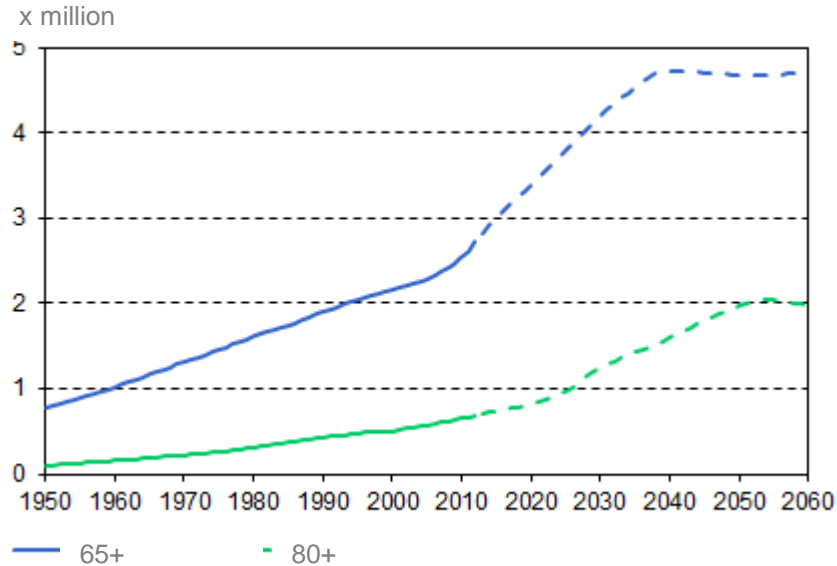






## DAB+ Target Consumer

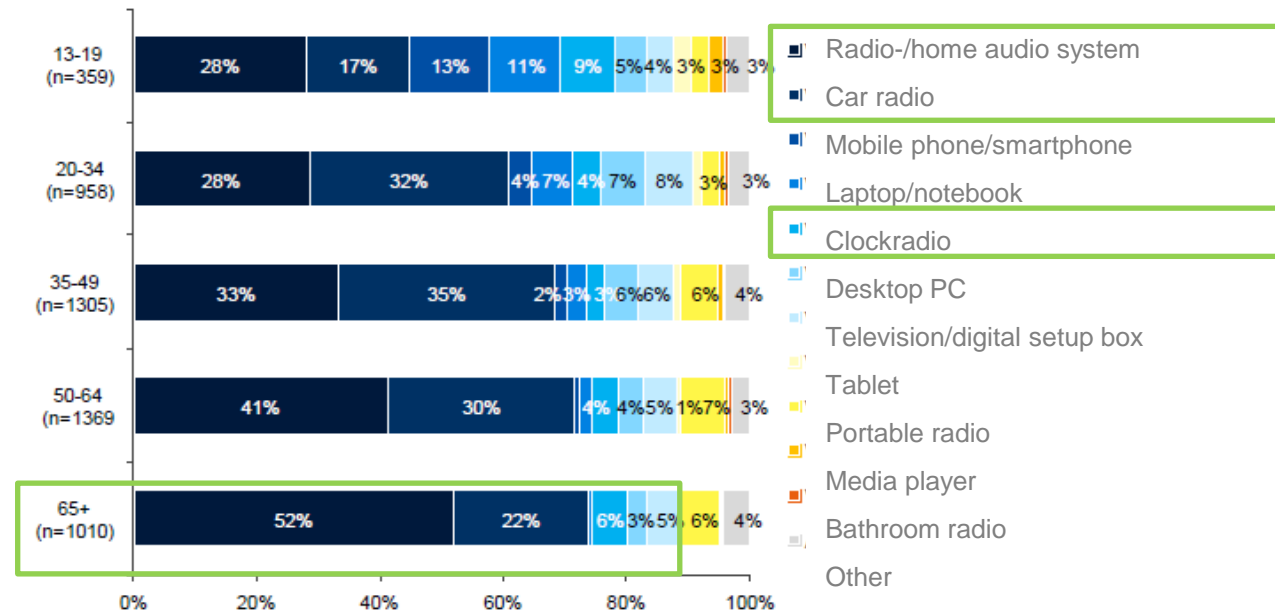
### Ageing population (the Netherlands)



source: [CBS Bevolkingsstatistiek](#); [CBS Bevolkingsprognose](#) voor 2013-2060)

**In 2014 almost 3 Million people will be aged 65+ in the Netherlands. In 2040 the aged population will be at 51% of total population**

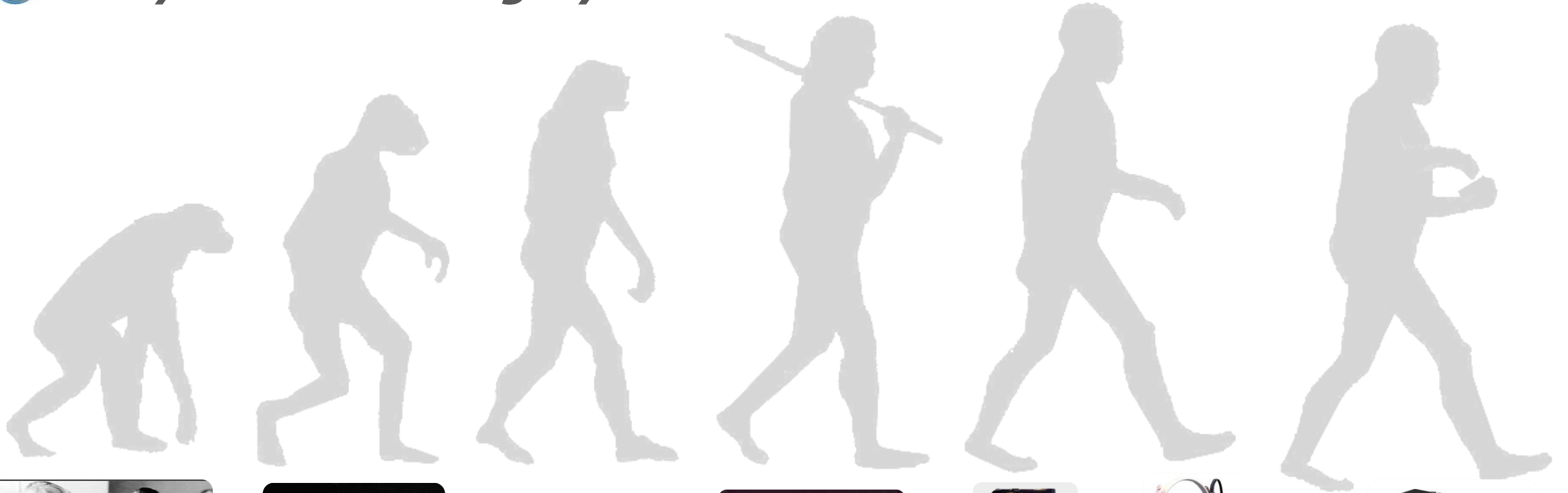
### Favorite platform according to age profile



Source: Intomart GfK 2012 | 31923 RAB Radioplatforms 2013 | Mei 2013

**More than 80% of people aged 65+ prefer to listen to the radio via radio-/home audio system, car radio or clock radio**

 ***Sony Evolution & Legacy of Audio***



Morita & Ibuka  
Founders  
1946



Sony  
Type-G  
1950



Sony  
TR-55  
1955



Sony  
TR-6  
1956



Sony  
TR-63  
1957



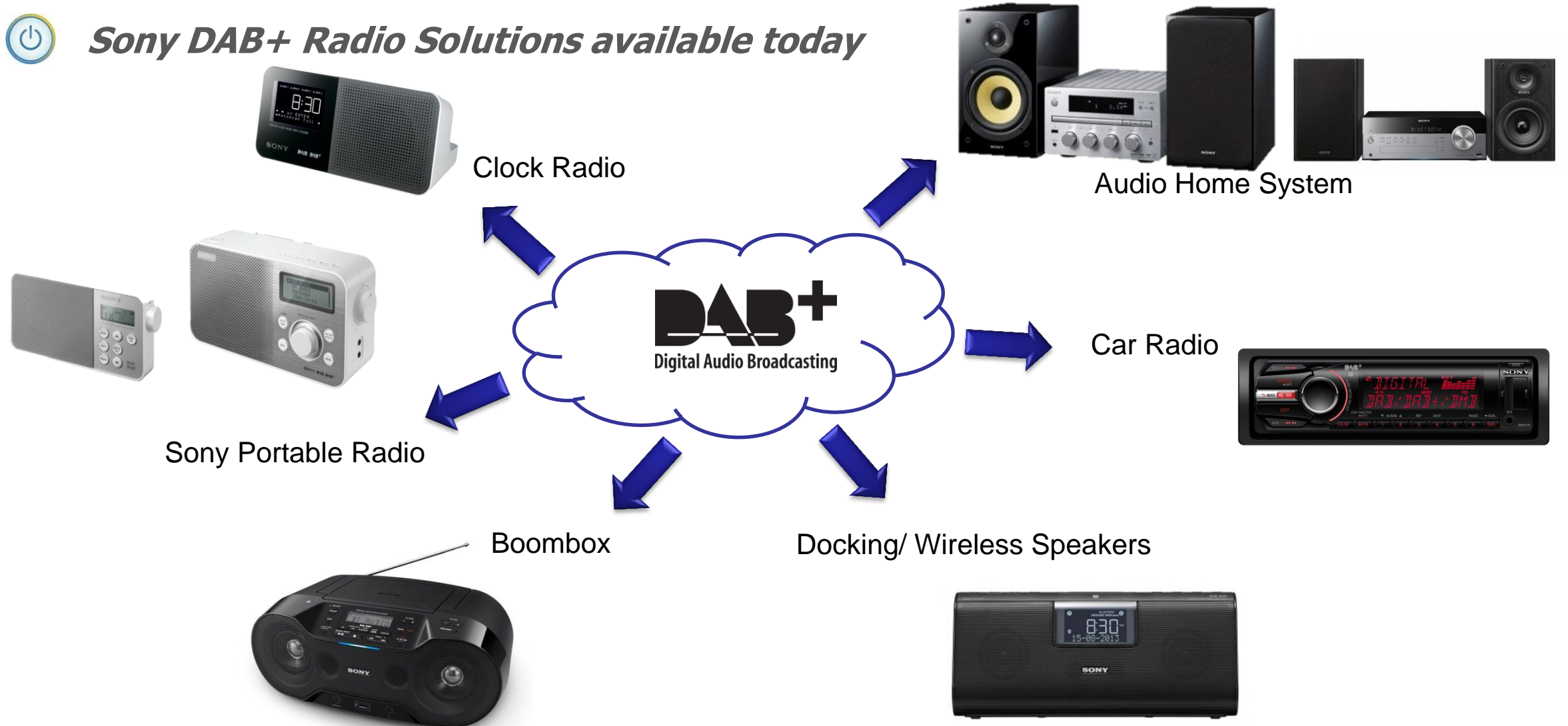
Sony  
Walkman  
1979



Sony  
DAB+  
2013



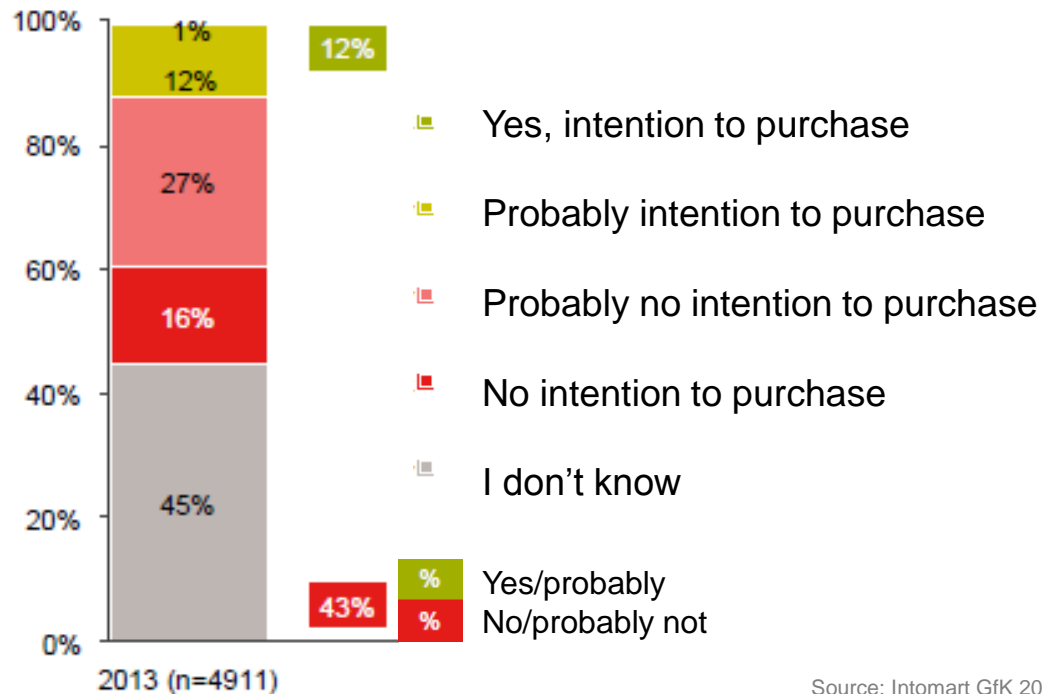
## *Sony DAB+ Radio Solutions available today*





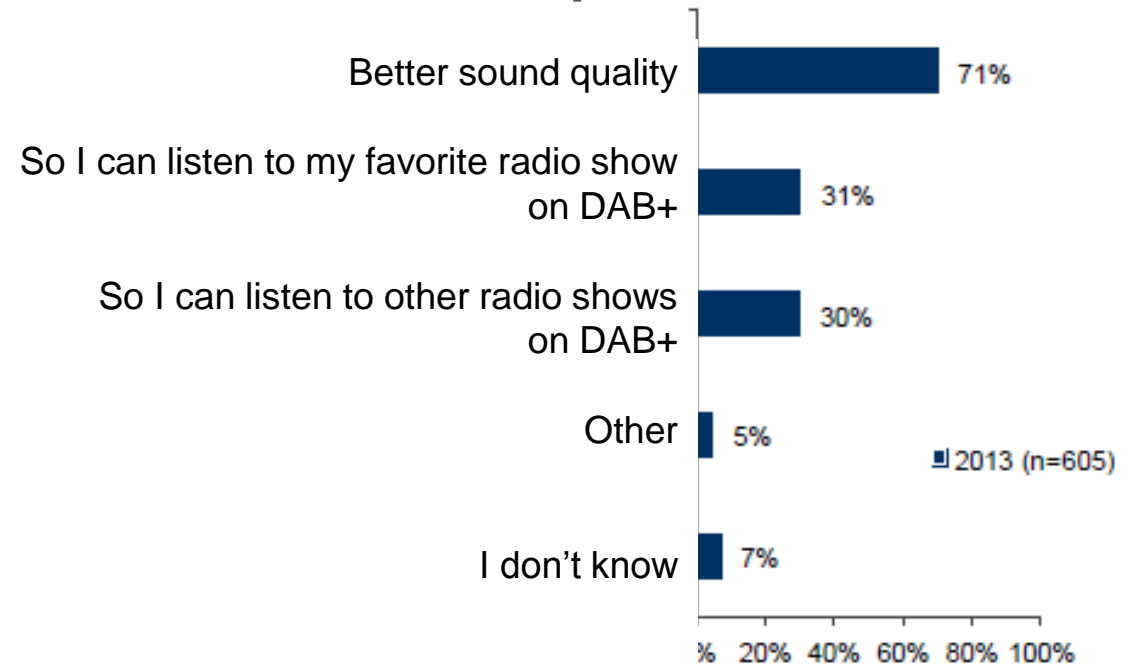
## Consumers about DAB+

### Purchase intention DAB+ radio receiver



Source: Intomart GfK 2012 | 31923 RAB Radioplattformen 2013 | Mei 2013

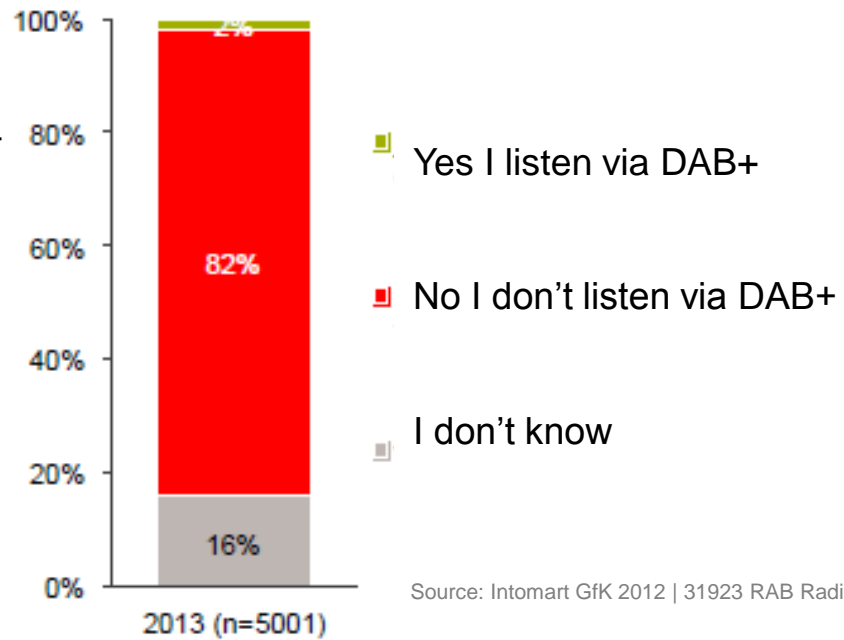
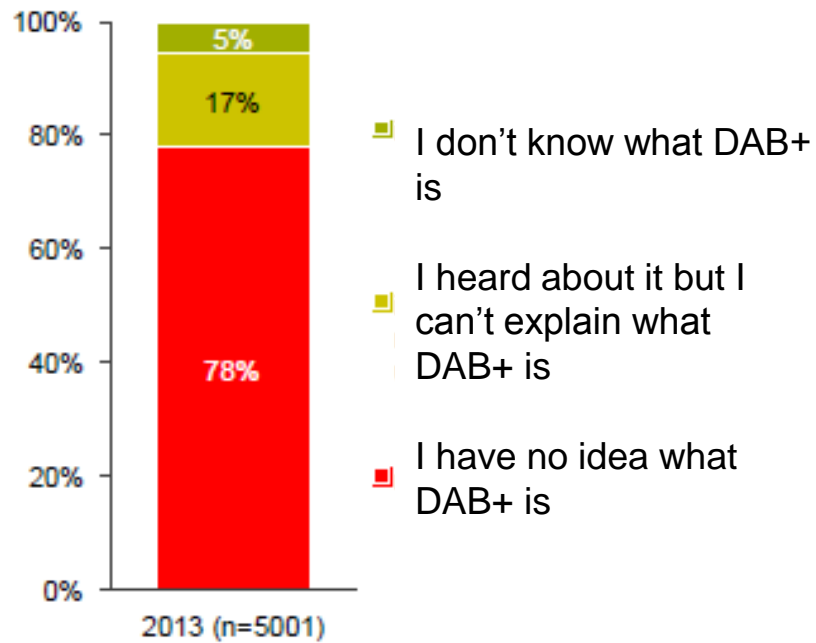
### Reasons to Buy DAB+ radio receiver



**Almost 1 out of 10 Dutch respondents we were not listening to DAB+ are intending to purchase a DAB+ receiver in the future. Main reason to buy was better sound quality.**



 **People's familiarity with DAB+**



Source: Intomart GfK 2012 | 31923 RAB Radioplattformen 2013 | Mei 2013

**.... However, people's familiarity with DAB+ is rather low..  
Almost 78% had no idea what DAB+ is**

 ***DAB+ integration: next steps***

- I. Discussions with trading partners (VCR/NPO/EZ)**
- II. Set general framework together with trading partner**
- III. Get retailers involved**
- IV. Support education in-store**
- V. Create communication and awareness for DAB+**
- VI. Expansion of consumer activity e.g. "Digital Radio Day"**



**SONY**

Nieuwe digitale radio van Sony

DAB+ voordelen:

- Heldere geluidskwaliteit zonder ruis
- Meer aanbod van zenders
- Makkelijk afstemmen op zendemaam
- Meer informatie met beeld en tekst

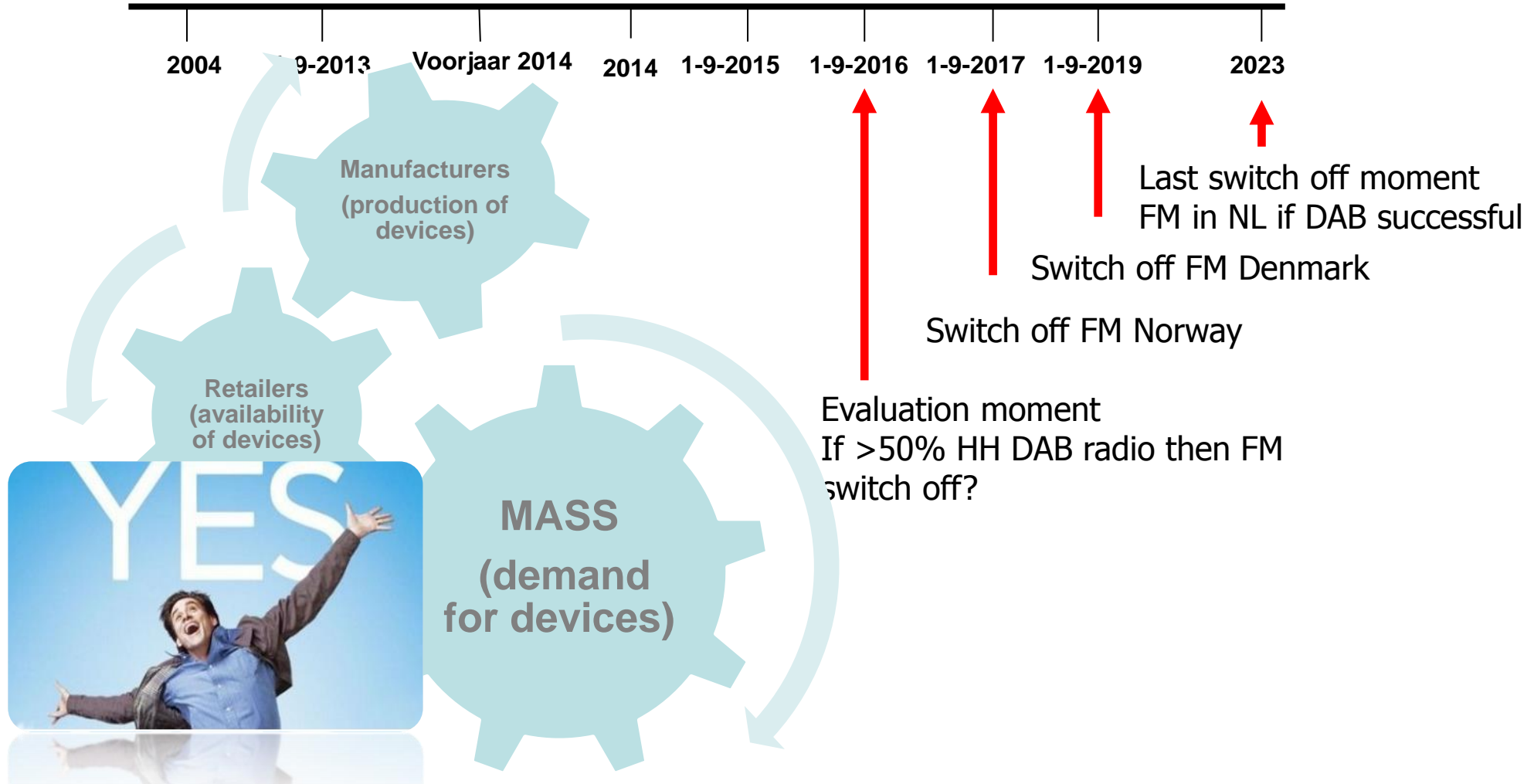


[www.digitalradio.nl](http://www.digitalradio.nl)



## Work together for FM Switch-off moment

Source: DAB+=Digitale Radio+ Bob Gorter



## ***Sony welcomes DAB+***

- ✓ Legacy in (high quality) audio
- ✓ Line-up competitiveness DAB+ in Personal Audio
- ✓ Product expansion with DAB+ receivers in other Home Audio Segments
- ✓ Dedicated DAB+ support for retail from Sony
- ✓ Retail support needed to get DAB+ in store!

For all DAB+ related questions please contact our Dedicated Sony Product Manager:

- ✓ Willemijke van Bree
- ✓ Email: [willemijke.vanbree@eu.sony.com](mailto:willemijke.vanbree@eu.sony.com)
- ✓ Mobile: +31646896569



# Thank you

**Machiel Frijters**  
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**Sony Benelux**

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