



European Digital Radio Automotive Event 2012
Wednesday 14th November, Berlin, Germany



DIGITAL RADIO in GERMANY

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Facts



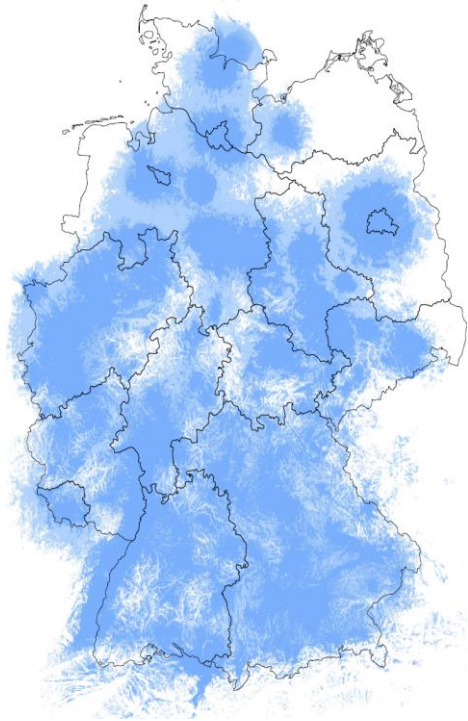
- 77,8 % of all Germans listen to radio every day*.
- Average listening while driving 31 min per day*.
- Time Spent Listening 240 minute per day*.
- DAB+: One national multiplex and several regional and local multiplexes.

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*ma 2012 Radio II, older than 10 years



Coverage



Status
30.11.2012

■ Mobile outdoor
■ Portable indoor

DAB+ total

- Reception area 79,23%
- Population coverage 87,78%



Stations

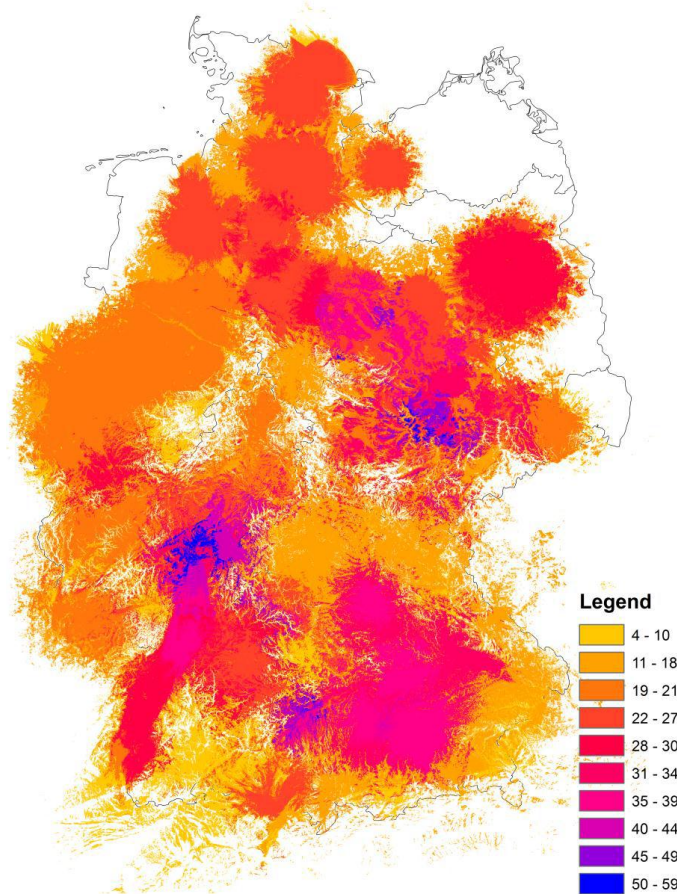


- DAB+ total
 - 130 digital radio stations and 1 data channel

- In particular
 - 117 regional and local radio stations
 - 13 national stations and 1 data channel



Stations



indesgrenzen© Bundesamt für Kartographie und
eodasie, Frankfurt am Main

Institut für Rundfunktechnik

- The number of stations differs from Bundesland to Bundesland and from city to city.
 - Hamburg 21
 - Munich 47



Stations Highlights



Deutschlandfunk

DRadio Wissen

Deutschlandradio Kultur



- **90elf**
 - Football radio station.
- **Kiraka**
 - Station only for children.
- **Deutschlandradio**
 - PAD and N-PAD.
- **Media Broadcast**
 - Data channel with exclusive content.



Marketing



- Joint marketing activities between ARD, Deutschlandradio und DRD Digitalradio GmbH.
 - 4 sales people to support retailers.
 - Marketing packages for retailers.
 - Radio campaigns.



Challenges



- Euro-Chip.
- European regulation to foster Digital Radio.



Questions



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