

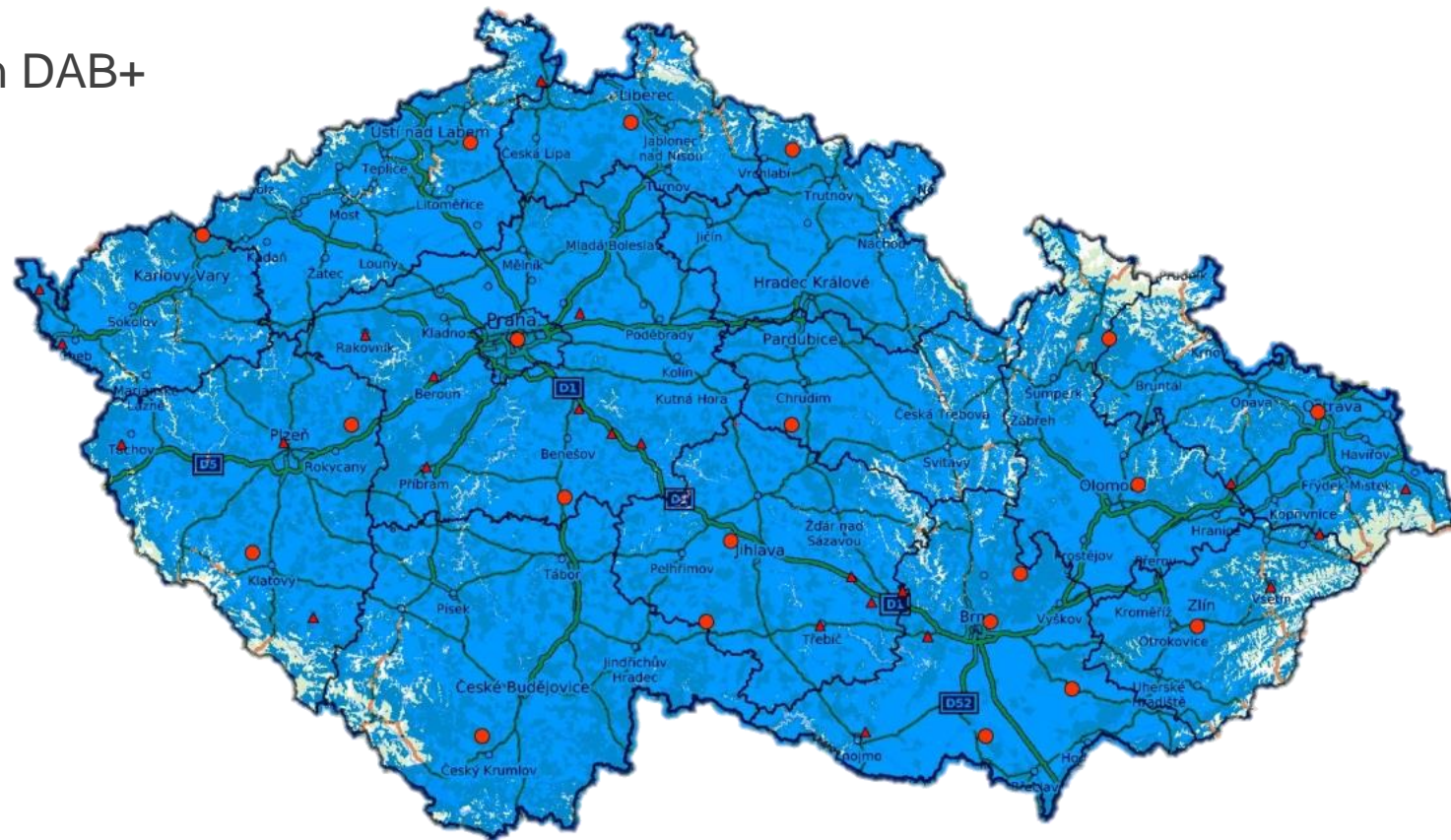


THE CZECH REPUBLIC

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CURRENT SITUATION

- Czech Radio is a long-term DAB pioneer
- Coverage: 97% of the population
- 96% of new cars have DAB+
- All 24 Czech Radio stations broadcast in DAB+
- Seven digital-only



CURRENT SITUATION

- The major private broadcasters are still waiting or resisting
- Penetration of DAB+ radio receivers is still only 15%
- 75% of all receivers sold in the last year are FM only



CURRENT SITUATION

- DAB+ is highly developed in the Czech Republic
- However, the participation of private broadcasters is essential for successful digitization



NEW NETWORKS FOR PRIVATE BROADCASTERS

- Auction of DAB+ networks (end of 2023)
- 2 nationwide networks and 27 regional networks
- Eight operators
- The condition: 80% of the population and highways must be covered by August 2026, 50% by October 2025 (for nationwide networks)

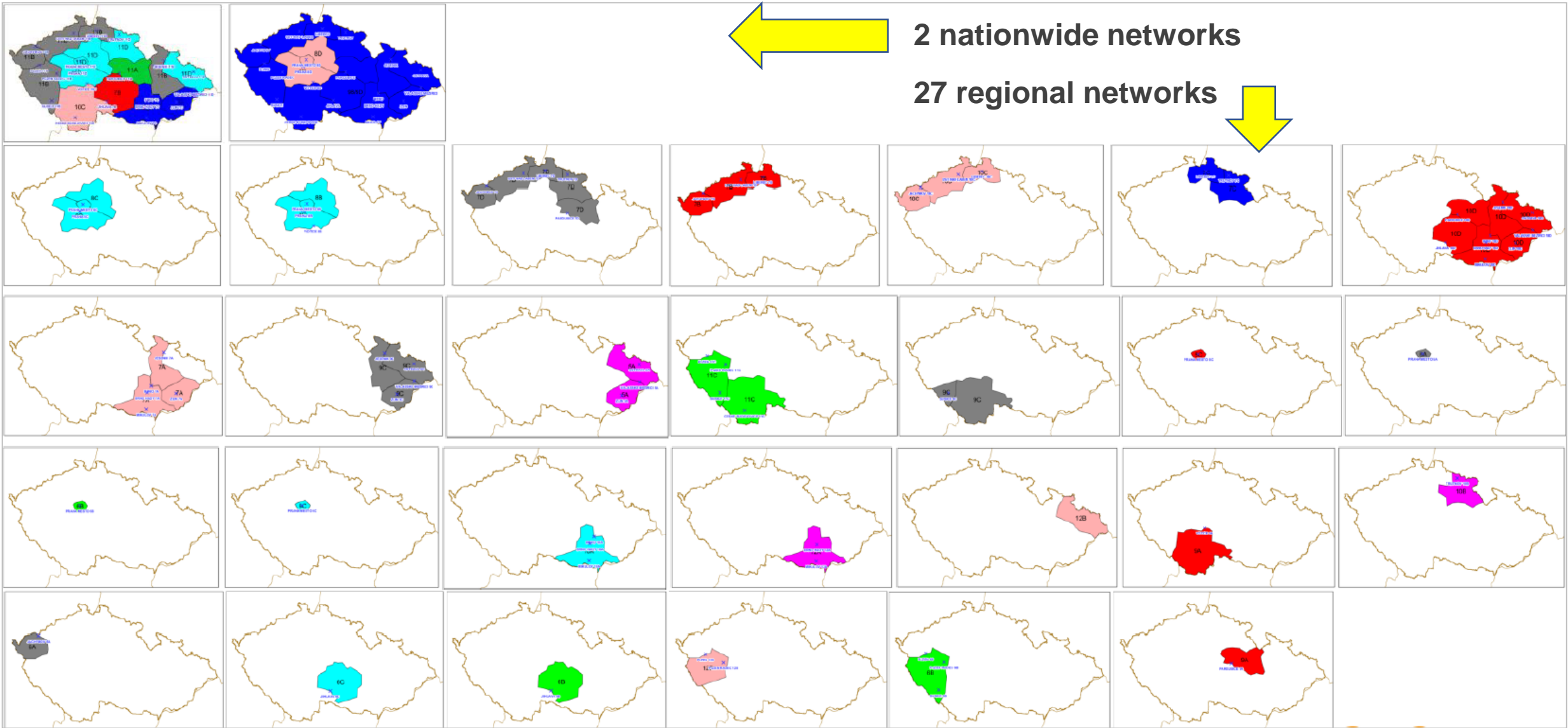


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- Auction of DAB+ networks (end of 2023)
- 2 nationwide networks and 27 regional networks
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- The condition: 80% of the population and highways must be covered by August 2026, 50% by October 2025 (for nationwide networks)
- The construction of new DAB+ networks for the massive entry of private broadcasters has begun



NEW NETWORKS FOR PRIVATE BROADCASTERS



"DAB+ VERIFIED" PROJECT

- Certification of DAB+ receivers suitable for the Czech market
 - Checking the compatibility of DAB+ receivers
 - Customer protection
 - Seller protection
 - Support for the sale of DAB+ receivers
- Operated by CRA (Ceske Radiokomunikace)
- Supported by Czech Radio marketing campaigns
- www.dabovereno.cz



HYBRID RADIO

- Strong cooperation between PSB and private broadcasters
- A unified interface for
 - easy access by listeners
 - wide implementation in cars and in other devices
- Radioplayer
- Hybrid radio as a way to keep the radio on the car dashboard

Radioplayer



SUMMARY

- Participation of private broadcasters is essential
- The construction of new networks for private broadcasters
- Project "DAB+ verified"
- Hybrid radio



THANK YOU