

**10 November 2016**

# **DIGITAL RADIO NL**

**INGREDIENTS FASTEST  
DAB+ LAUNCH TO DATE**

**JACQUELINE BIERHORST**

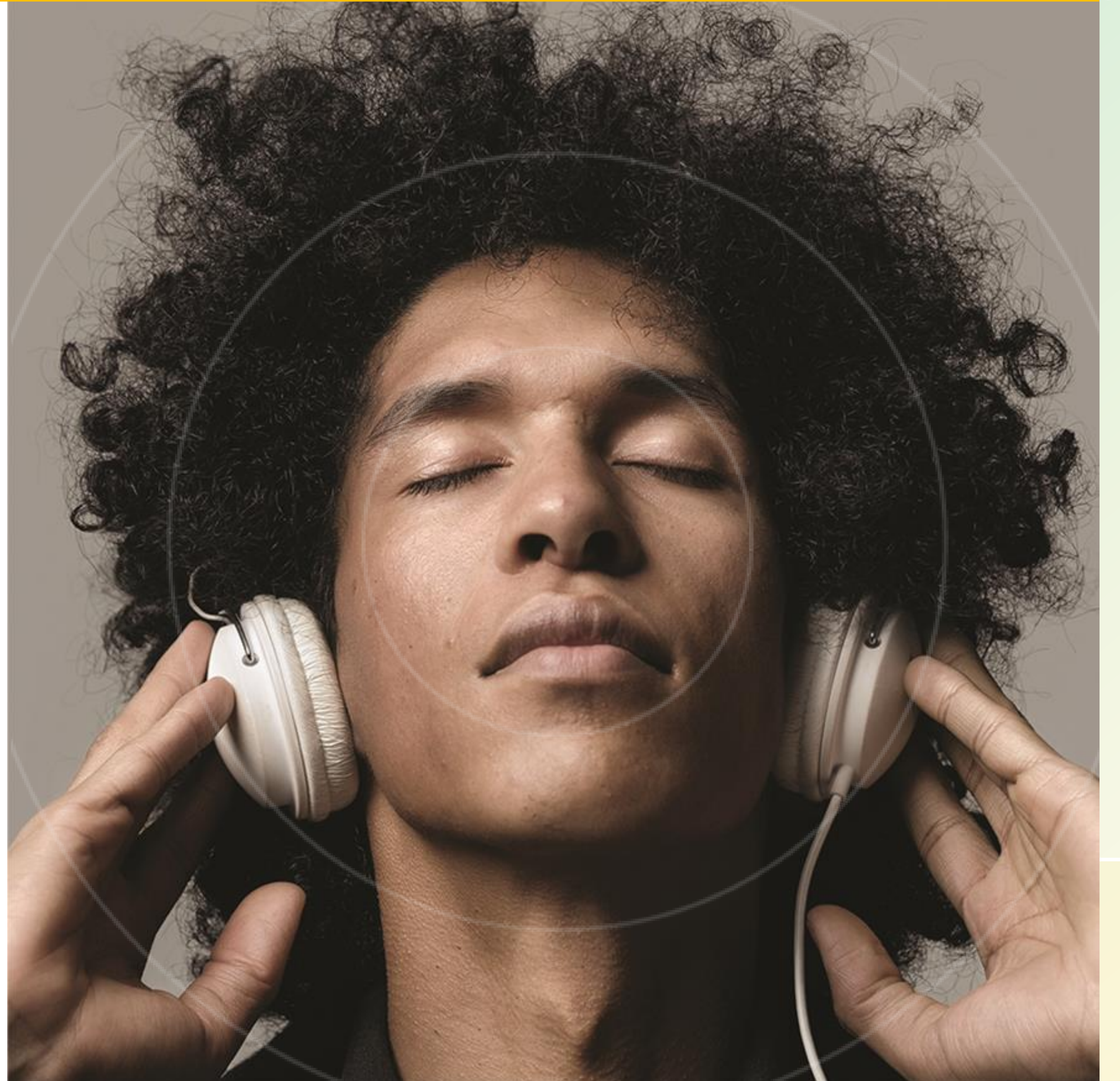
**PROJECT DIRECTOR DIGITAL RADIO NL**

**MEMBER STEERING BOARD WORLDDAB**





# RADIO LISTENING





# WHY BROADCAST RADIO IS A SUCCESS

- **LIVE & NOW**
- **CLOSE & APPROACHABLE**
- **CHEERS YOU UP**
- **CONNECTING WITH THE WORLD AROUND YOU**
- **PRESENTERS / DJ'S**

- **MANAGED CONTENT**
- **EASY**
- **COMMUNITY**
- **NO SUBSCRIPTION / LOGIN**
- **FREE-TO-AIR**



**RADIO 82%**

**OWN MUSIC 10%**

**INTERNET 8%**

**RADIO  
IS HOT**

SOURCE: GFK 2015 | NLO DISTRIBUTIEONDERZOEK



**FM 54%**

**RADIO VIA CABLE 24%**

**INTERNET 16%**

**DAB+ 6%**

# **RADIO DISTRIBUTION ANNO 2015**

# RADIO ANNO 2016

## BRAND



## CONTENT

### 'MULTI-MEDIA'

#### AUDIO

LINEAIR / SHORT / ON-DEMAND

#### VIDEO

LINEAIR / SHORT / ON-DEMAND

EVENTS / LIVE PHOTO TEXT

## DISTRIBUTION

### 'HYBRID'

**BROADCAST ANALOGUE**  
FM  
ANALOGUE CABLE

**INTERNET (KABEL / WIFI / 4G)**  
SIMULCAST / UNICAST  
ON-DEMAND  
WEBSITE  
APP  
SOCIAL  
O.T.T. (SMART)

**BROADCAST DIGITAL**  
DIGITAL CABLE (SETTOP)  
DAB+

## DEVICES

**PORTABLE RADIO**  
FM / DAB+ / IP

**SMARTPHONE**  
IP / DAB+

**AUTORADIO**  
FM / DAB+ / IP

### 'ANY DEVICE'

**TUNER**  
FM / DAB+ / IP / CABLE

**HOME THEATRE**  
FM / DAB+ / IP / CABLE

**TABLET / PAD**  
IP

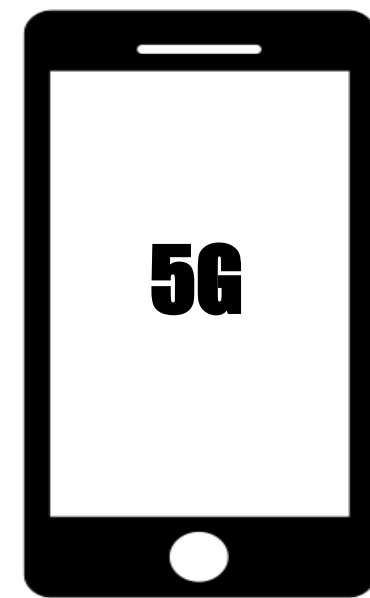
**HYBRID AUDIO SYSTEM**  
FM / DAB+ / IP / CABLE

**TV**  
SETTOP / SMART



# 2023 RADIO LISTENING MAINLY DIGITAL

MOBILE



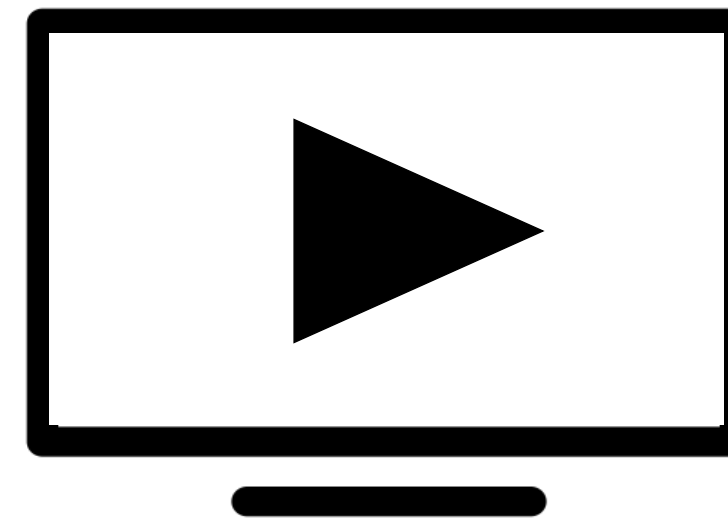
ONLINE



DAB+



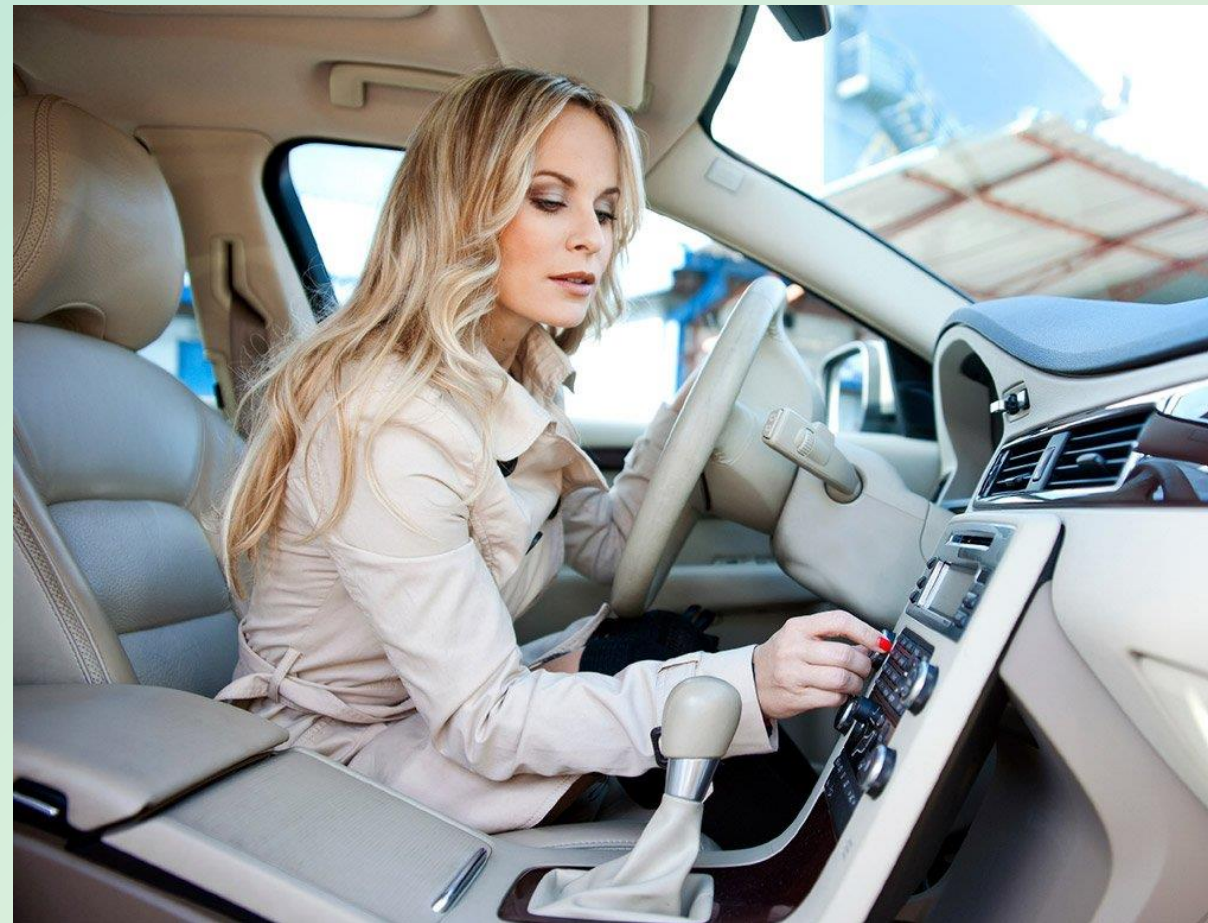
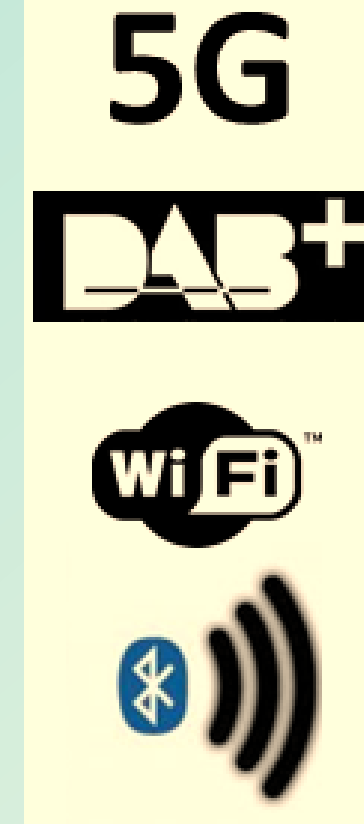
SETTOPBOX





# 'DIGITAL HYBRIDE' IS NOW & FUTURE OF RADIO

**(CONNECTED DAB+ & IP)**





**ALL RADIO STATIONS IN THE NETHERLANDS**  
**PUSH DAB+ AS**  
**BROADCASTING BACKBONE**



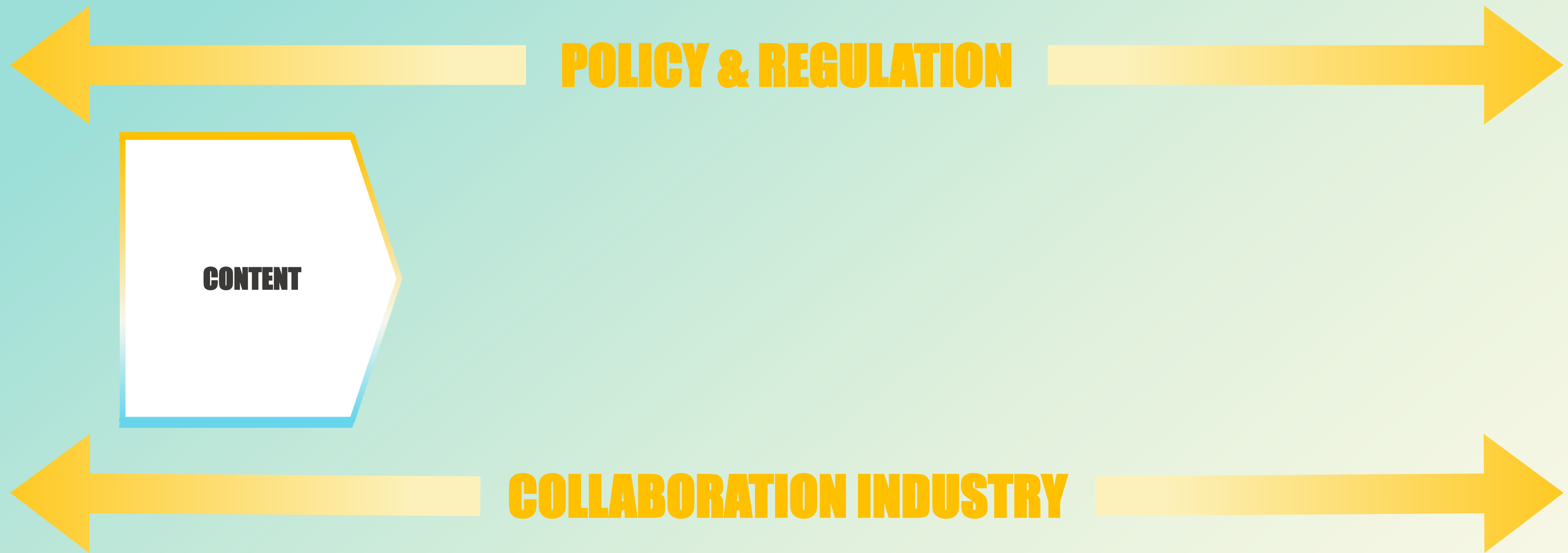
**NETHERLANDS**

**AND NL IS PART OF THE  
DIGITAL RADIO WAVE  
THROUGH EUROPE**





# **COLLABORATION** KEY TO SUCCESS



# DIGITAL RADIO NL



Ministerie van Economische Zaken



NLCR:



Rijwiel en Automobiel Industrie

UNETO-VNI



FIRCE  
consumer electronics



# DAB+ = SUCCESSOR OF FM

**100% COMMITMENT:**

**GOVERNMENT**

**BROADCASTERS**

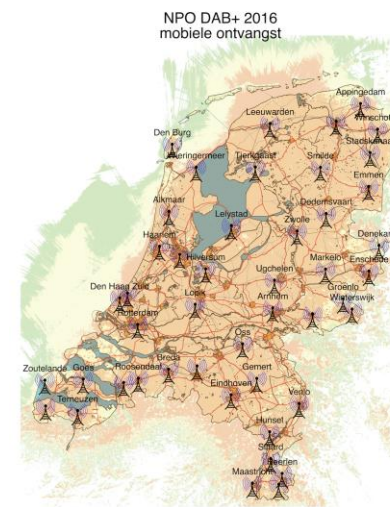
**YEARLY PLAN OF APPROACH**

**(looking forward to 2023)**

# DAB+ NETWORKS

## NPO

- 4 on FM -> 14 on DAB+
- Population mobile: 99%
- Population indoor: 87%

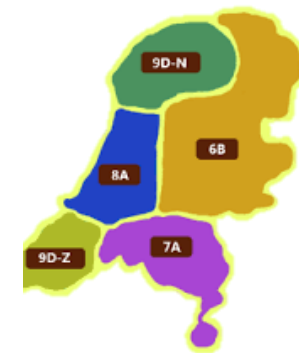


## VCR

- 9 on FM -> 18 on DAB+
- Coverage: > 95%
- Network upgrade ready in 2017

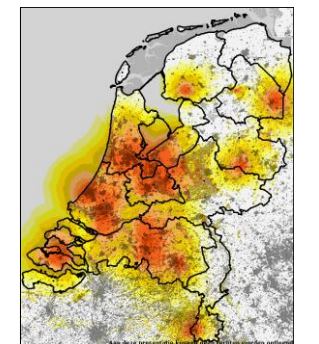
## ROOS & NLCR + OTHER REGIONAL STATIONS

- 6B; 7A; 9D-N; 9D-Z: geographic mobile 100%
- 8A: geographic mobile 69%



## MTV NL

- Population mobile: 80% -> 95% in 2017



## LOCAL BROADCASTERS

- Tests



# >60 RADIO STATIONS ON DAB+

RADIO 100%NL  
DE MUZIEK VAN NEDERLAND

RADIO 10  
DE GROOTSTE HITS  
ALLER TIJDEN!

radio 538

RADIO VERONICA

npo radio 1

Q music

BNR

npo radio 2

npo 3FM

SkyRadio

SLAM!  
play music, play life

npo radio 4

SUBLIME FM  
fresh jazzy sounds

538 TOP 10

538 NONSTOP

ARROW CLASSIC ROCK

npo 3FM ALTERNATIVE

npo 3FM

npo radio 4  
Concerten

Q music NON-STOP

60 & 70'S HITS

npo radio 5

RADIO MARIA NEDERLAND

SkyRadio HITS

npo Soul & Jazz

SUBLIMEYOU

npo Nieuws & Evenementen

npo Sterren.nl

CLASSIC fm

npo FUNX

npo FUNX DANCE

npo FUNX SLOW JAMZ

Omrop Fryslân

RTV NOORD  
radio • televisie • online

rtv drenthe

NH

omroep flevoland

rtv Oost

west  
radio tv internet

RTV Utrecht

omroep gld

RTV Rijnmond

OMROEP BRABANT

omroep zeeland

Limburg

AmorFM

FREEZ FM  
THE POP & ROCK STATION

Q music

FreshFM

JoyRadio  
HITS ONLY!

PUUR NL

WILD FM

RADIO 8 FM

radio continu  
altijd gezellig!

RADIO DECIBEL

RADIONL  
Hollandse Hart

SIMONE FM

Sleutelstad 93.7 fm

WATERSTAD FM  
jouw radio!

MOBIELE TV NL

SEMI-NATIONAAL:

groot nieuws Radio

KIDS RADIO

+1 JULI 2016

LOKALE & REGIONALE COMMERCIELE:

TEAM FM

GIGANT FM

MEXICO FM  
DE GEZELLIGSTE VAN BRABANT

HOT RADIO hits

RADIO JND

REGIONALE GAP-FILLERS:

NH

west  
radio tv internet

+2

Havenstad FM

RADIO WESTERWOLDE

RTV Logo  
Lokale Omroep  
Generieke Omroep

527

RADIO E747 AM  
EMMELOORD

OZO

Neerlandika  
radio

Urk FM

# FACTS & FIGURES

## NETHERLANDS

>4.800 KM

DAB+ ROAD COVERAGE

>60%

NAME AWARENESS DIGITAL RADIO / DAB+  
(doubled compared to Sept 2014)

SOURCE NPO MAP OCTOBER 2016

23%

1st half 2016  
DAB+ AS STANDARD

45%

1st half 2016:  
DAB+ AS OPTION

BRON: SOURCE JATO DYNAMICS/WorldDAB 2016

↑55%

SALES GROWTH DIGITAL RADIO'S WITH DAB+

NETHERLANDS 'BEST IN CLASS' EUROPE

(COMPARISON 1<sup>ST</sup> TWO YEARS AFTER LAUNCHING DAB+ DIGITAL RADIO)

SOURCE GFK JUNE 2015

# CAMPAGNE '16: > € 3,3 MIO

FEBRUARI

MAART

APRIL

MEI

JUNI

JULI

AUGUSTUS

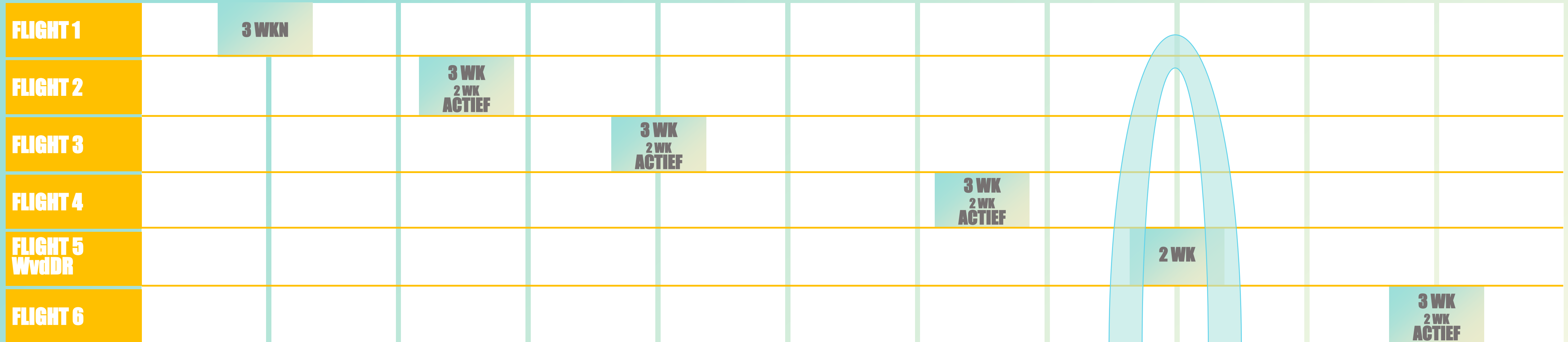
SEPTEMBER

OKTOBER

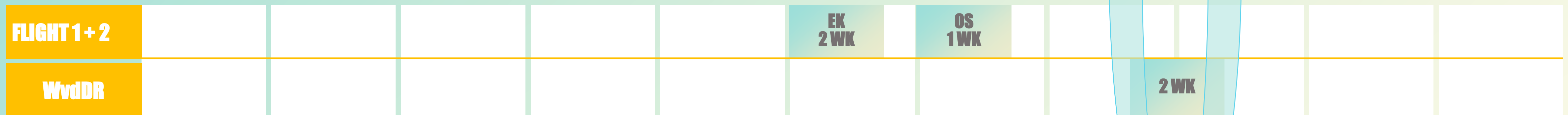
NOVEMBER

DECEMBER

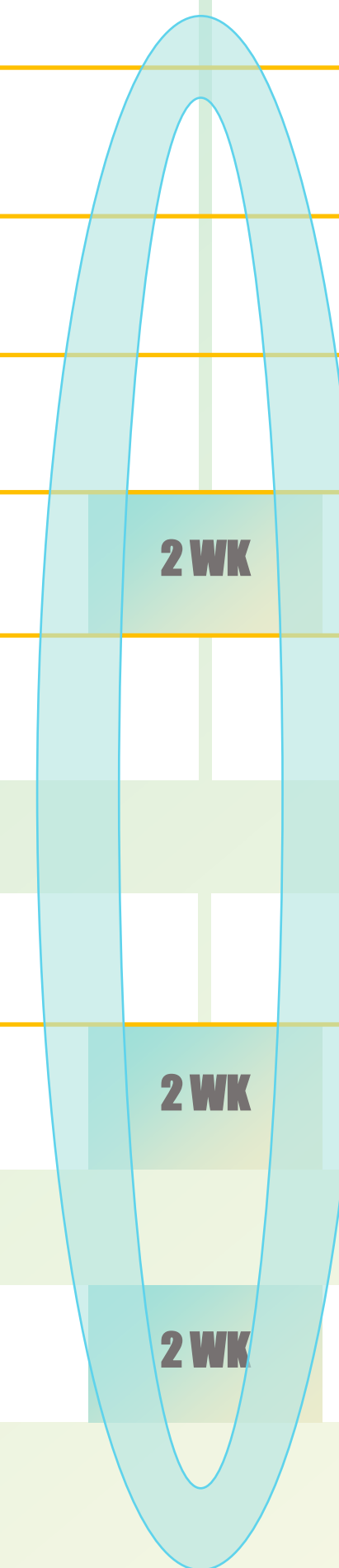
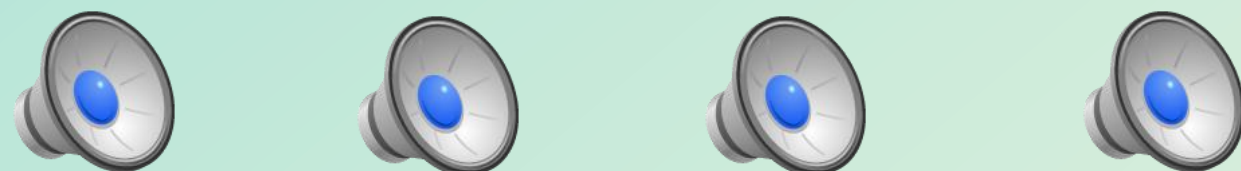
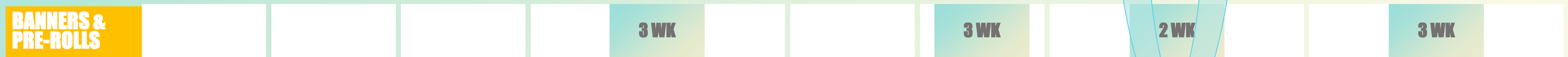
## RADIO



## TELEVISIE



## ONLINE







# COLLABORATION

**RETAIL/E-TAIL**

**MANUFACTURERS**

**AUTOMOTIVE**

**TELECOM/MOBILE**



**Week** van  
de  
**Digitale  
Radio**



# Wecycle

Advertentie en web-banner voor rode bakken



## Radiospot Wecycle



# UNETO-VNI



- MediaMarkt
- BCC
- SCHEER FOPPEN
- UNITED RETAIL
- EP: ElectronicPartner
- MAXWELL EP: Maxwell
- expert
- Hi-Fi klubben
- NO FORMULA

50  
73  
56  
300  
475  
16  
140  
6  
50

**= 90% OF ALL RETAILERS**

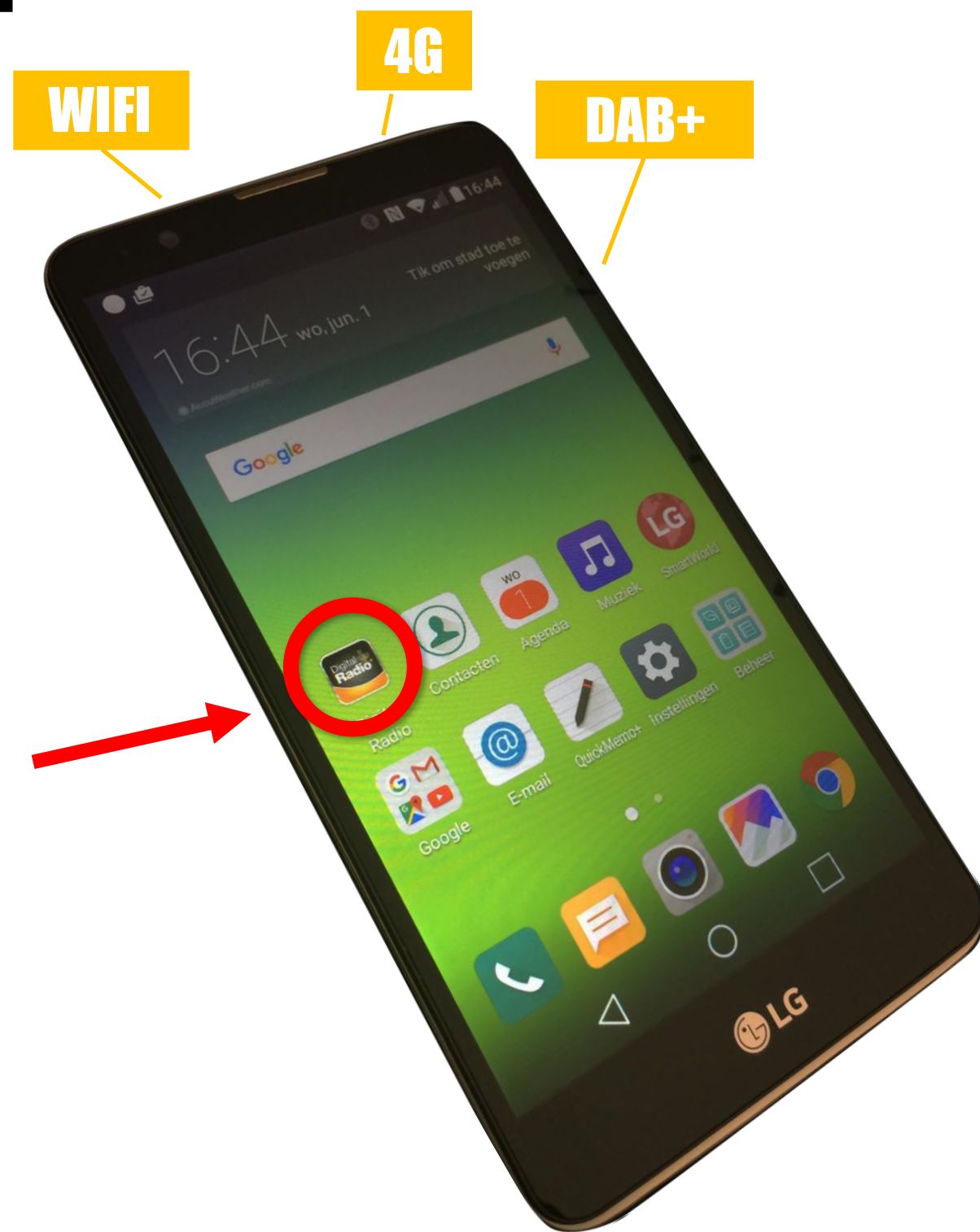
**# STORES 1.166**

**99% Wecycle  
recycle bin**

**Periode:**  
Media period: 10 – 21 oktober  
NPO 1 en 2 / SKY / ORN  
Minimaal 6 spotjes per dag per zender

**De aankoopbonnen kunnen de hele maand oktober en november worden ingestuurd naar Wecycle. Er worden 35 winnaars geloot (maximaal € 100,- per winnaar)**

# DRNL APP



## June 7<sup>th</sup> 2016

- Introduction Digital Radio NL app
- All channels on DAB+ & IP (wifi/3G/4G/5G)

## August 2016:

- Update

## November/December 2016:

- iOS

**2023**

# **DIGITAL RADIO**

**> 70%**

**OUR AMBITION:  
ANY RADIO SOLD,  
CAN RECEIVE DIGITAL**



NOVEMBER 2016

**THANK  
YOU**

