

DIGITAL RADIO

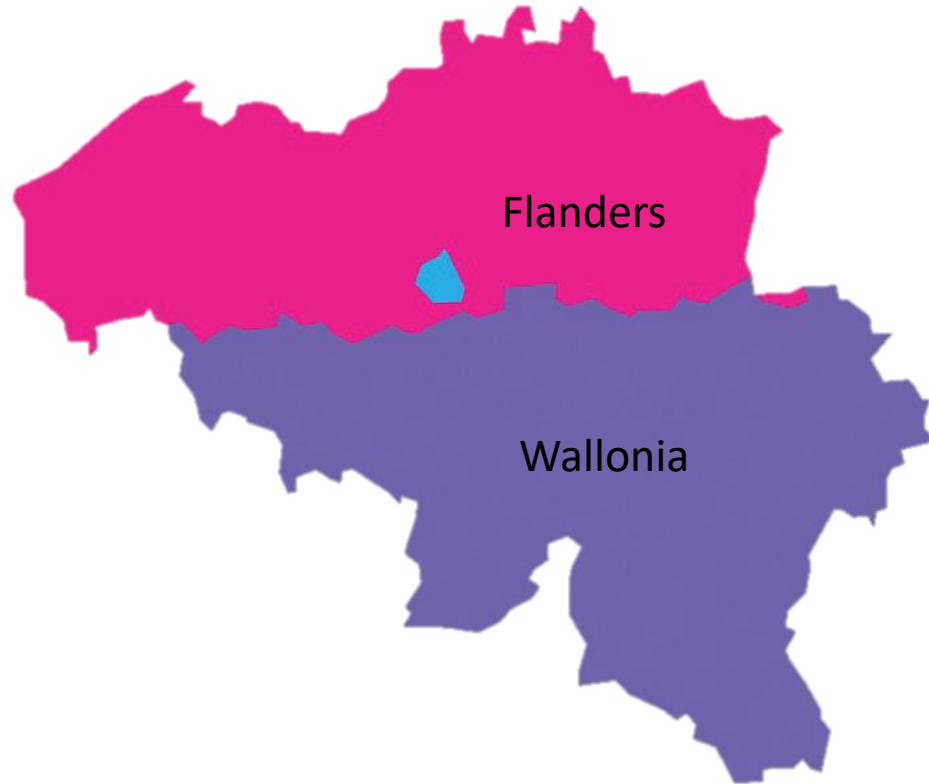


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media : a regional competence



Norkring Belgium



Norkring Belgium is the neutral operator of the transmission park in Flanders and Brussels.

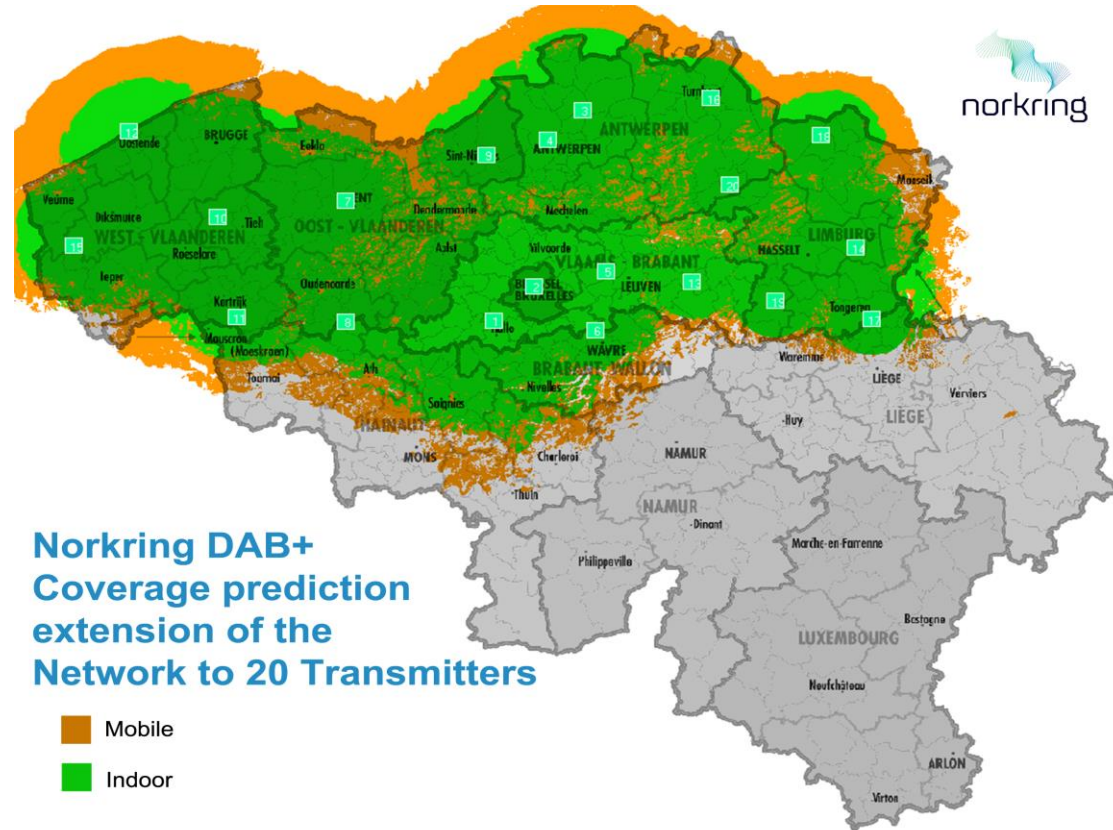
Norkring Belgium obtained the licences to broadcast wireless digital television and digital radio in Flanders and Brussels

Only one community wide DAB(+) licence for Flanders and Brussels

DAB(+) in Flanders

- 1997 VRT public broadcaster launched DAB
- 2015 Norkring brought DAB+ at the fore front by launching commercial DAB+ services
- 2016 Media Minister confirms, in a draft decree, DAB+ as the backbone of digital radio
 - FM licences for national commercial radios will be extended for an extra four years - until 2021
 - Linked with an obligation to broadcast in DAB+ no later than September 1, 2018
 - Obligation for the public broadcaster to switch from DAB to DAB+
 - Intention of DSO: 2 years after reaching 50% of the digital listening time (target 2022-2023)

2017 Norkring DAB+ coverage



Lessons learned

- No free lunch for the radios, DAB+ comes on top of FM
- Less understanding of politics, lot of influencers
- Big players own the “national” FM band and will lobby that way...

- It can only work if all concerned radios are obliged to move to DAB+
- Need of a global approach for a rapid transition to DAB+ (Public & Commercial Radios, Car industry, Politics, Consumer electronic, ...)



Thank you

**By believing in his dreams,
a man turns them into reality - Hergé**