

DAB+ Marketing in France : Promising first steps

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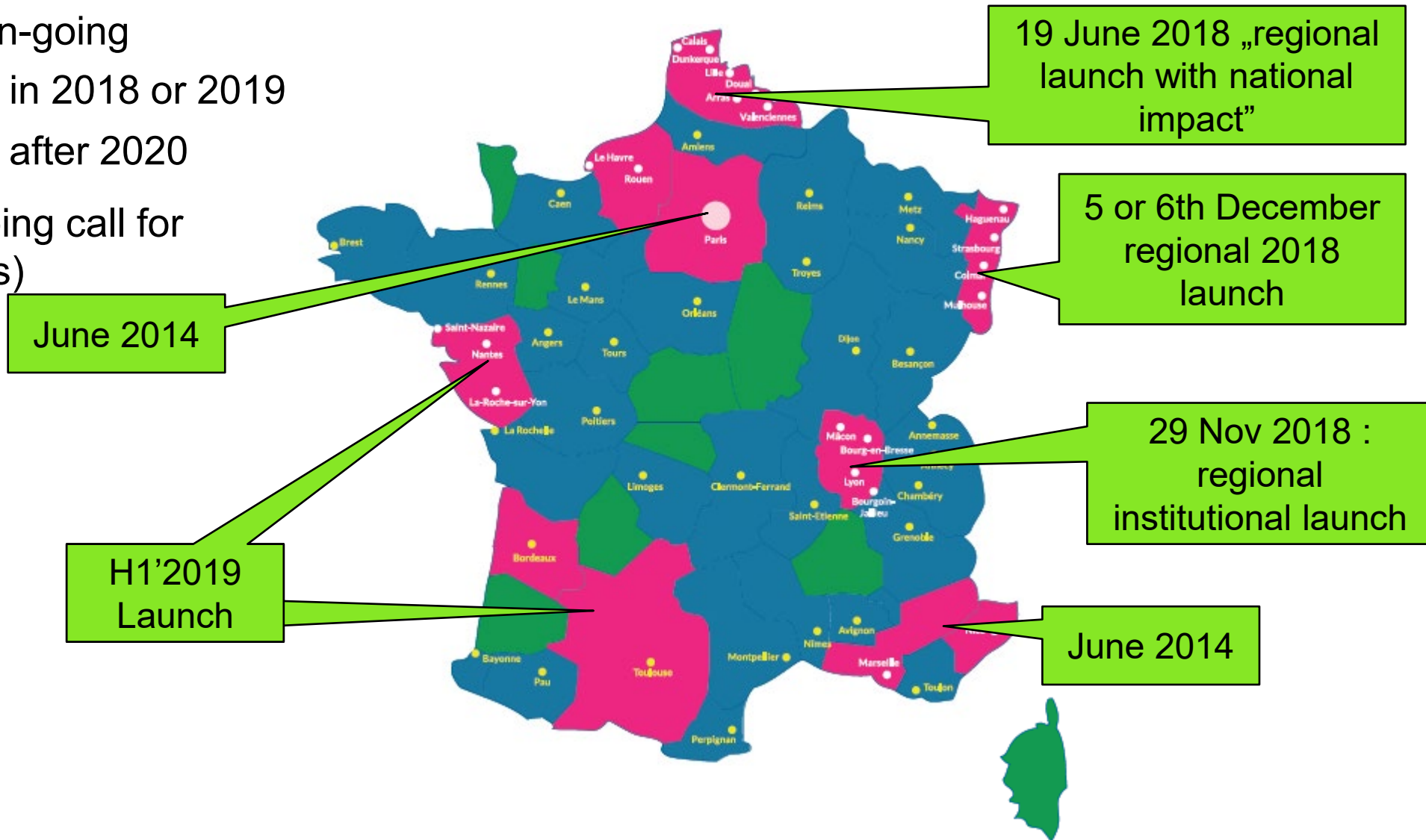
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France: the train is accelerating



Marketing driven by the deployment map

- Deployed or on-going
- Call for tender in 2018 or 2019
- Call for tender after 2020
- Plus a national on going call for application (highways)



Lille : a regional event with national impact



First use of the new logo



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Unique venue; > 200 people; press conference followed by the launch; regional, national and international political endorsement; 10 partners; all the radios;

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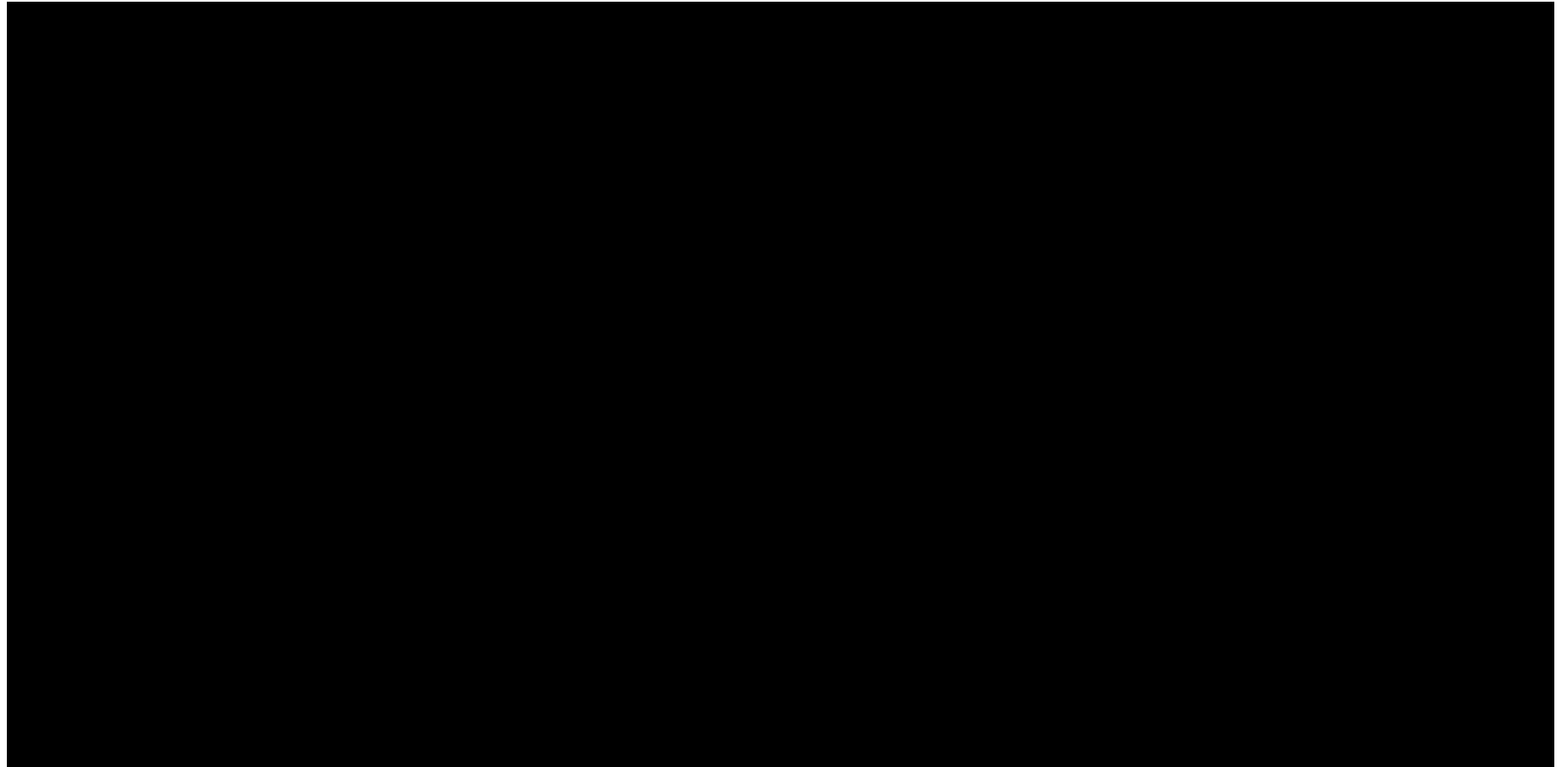
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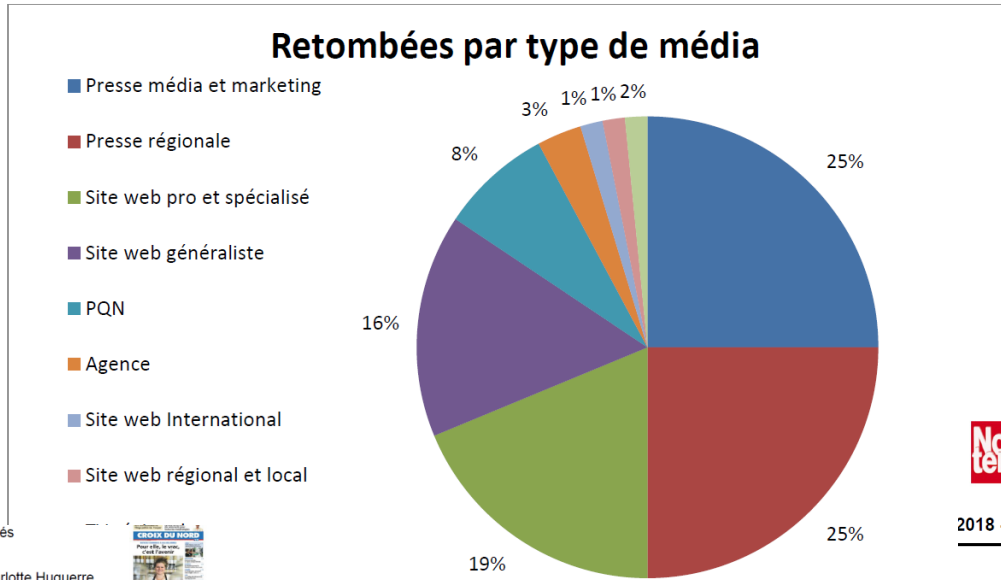
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An educational video highlighting the benefits of DAB+ and listing the radios that are now on air

Lille : a regional event with national impact



La radio numérique débarque dans les Hauts-de-France

URL : <http://www.notretemps.com/>
 PAYS : France
 TYPE : Web Grand Public



2018 - 13:33

CROIX DU NORD
 PAYS : France
 PAGE(S) : 5
 SURFACE : 21 %
 PERIODICITE : Hebdomadaire
 RUBRIQUE : Actualités
 DIFFUSION : (3427)
 JOURNALISTE : Charlotte Huguette
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0 juin 2018 - N°6059

PAYS : France
 PAGE(S) : 14, 15
 SURFACE : 2 %
 PERIODICITE : Quotidien

radio numérique reprend son élan dans les Hauts-de-France

La radio numérique est arrivée dans les Hauts-de-France



La radio numérique a été lancée officiellement mardi à Lille et dans quatre autres agglomérations des Hauts-de-France, donnant un nouveau souffle à cette technologie qui peine à s'installer en France, a constaté un journaliste de l'AFP.



HAUTS-DE-FRANCE
 RADIO DU FUTUR



18 - N°3304 - Edition Lille Nord

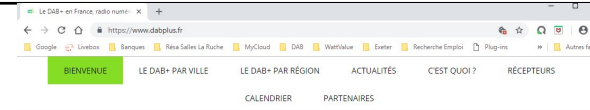
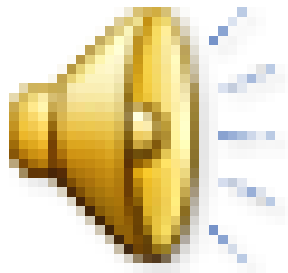
PAYS : France
 PAGE(S) : 5
 SURFACE : 10 %
 PERIODICITE : Quotidien
 DIFFUSION

Top départ pour la radio numérique



Positive ++ Press Coverage (65 articles)

Lille : a regional event with national impact



And the industry started to address the end user, now using the logo

And Now ?

- Planning Lyon and Strasbourg with institutional launches and press conferences later this year
 - Leveraging from the Lille momentum
 - Considering billboards to address the listeners (January)
- Expect a press conference with the CSA when the 20% population coverage will be reached
 - ALL receivers will have to have DAB+ in 2020 including cars !
- Opportunity to participate and contribute to local marketing events
 - Car or receiver manufacturers: understand the opportunity and join a deployment that will cover 70% of the population in 2020 !



One last thing

- After the 100's of radios who believe in DAB+ since the 2014 launch
- After the public service (RFI, Mouv', FIP) joined in Lille, Lyon and Strasbourg,
- Before the metropolitan launch
- One large commercial radio network will be on DAB+ in 2019

