

Italy update

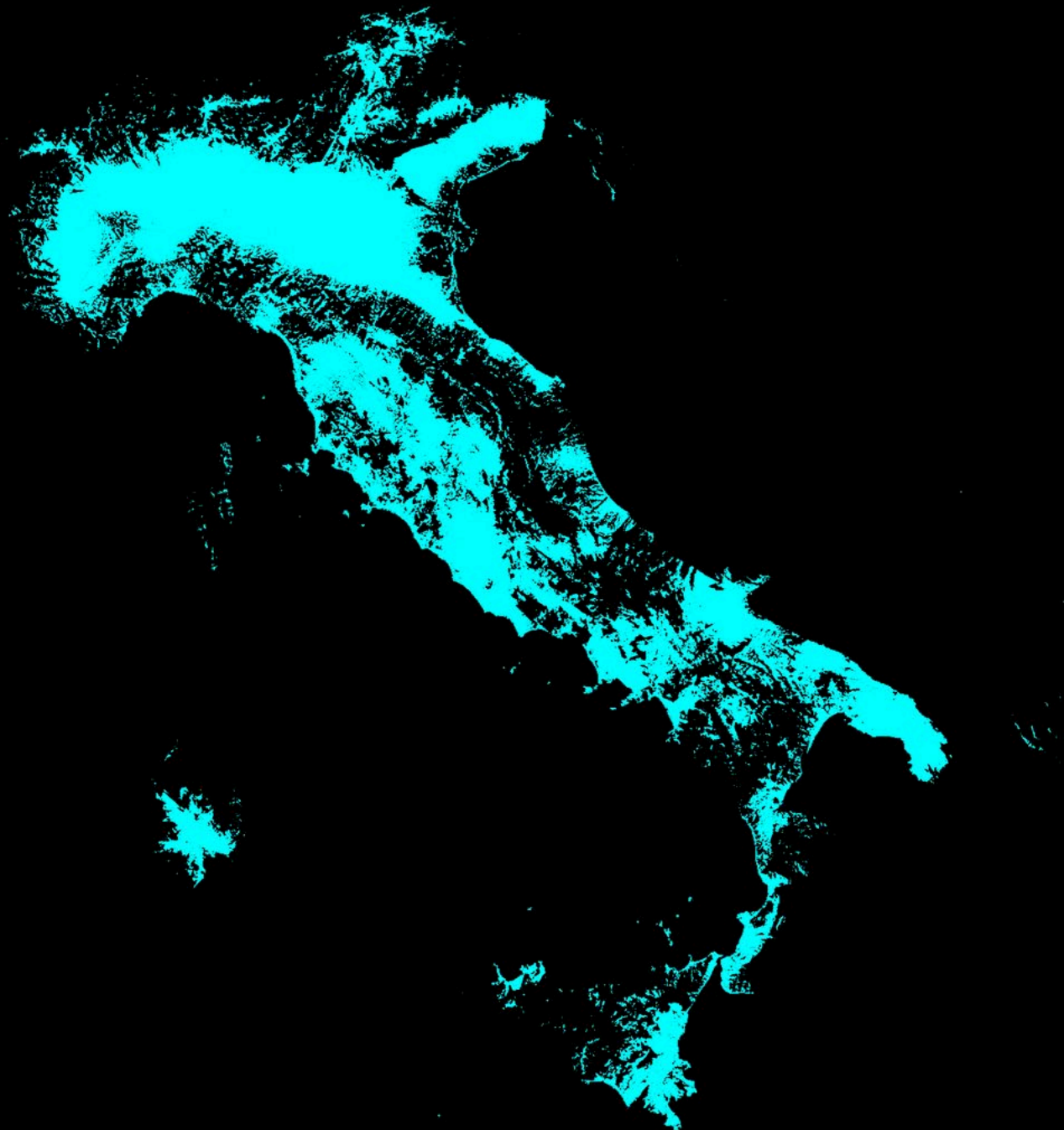
November 2018

WorldDAB General Assembly

Berlin

Hanns Wolter, DAB Italia s.c.p.a.





Overview

- New DAB logo
- Marketing
- Receiver sales & Receiver legislation
- Commitment



New logo

- The Italian marketing platform www.digitalradio.it has already adopted the new DAB+ logo for all its media communication initiatives



The image shows a screenshot of the digitalradio.it website. At the top, the 'dab+ digitalradio' logo is visible. The main banner features a KIA You Soul car with the text: 'Sulla nuova KIA You Soul la radio digitale DAB+ di è di serie.' Below this, there is a news article titled 'Radio digitale DAB+: valori di campo minimo utili per i ricevitori radiofonici mobili e automobilistici', dated Wednesday, October 17, 2018. The article text includes: 'In Italia la percentuale di automobili equipaggiate con DAB+ è in costante crescita e la regolamentazione di legge impone la ricezione della radio digitale, per tutti gli apparati sia domestici sia automobilistici, venduti a partire dal 1° gennaio 2020, il medesimo obbligo sarà in vigore dal 1° Giugno 2019 per l'approvvigionamento dei predetti ricevitori ai fini dello stoccaggio prevenida. La perfetta e continua ricezione in...'. To the right of the article is a large image of a sailboat with a yellow sail featuring a 'dab+' logo and the text 'MIAMI SWING' and 'Renzo Barbore'. The sailboat's hull number is '807' and the name 'BARRANDA' is visible. At the bottom right, there is a 'DIGITALRADIO IL SUONO PERFETTO' logo and social media icons for Facebook, Twitter, Google+, and Pinterest.

Marketing B2C

- In 2018 the Marketing Campaign will include 5 flights during the year, each with a duration of 2 weeks
- 4 flights have already gone on air on all national stations and many major local stations who are also broadcasting in DAB+
- The next flight will go on air in November
- Claim: la radio è magia, la DigitalRadio è magia nella tua auto
 - -> Radio is magic and Digital Radio brings magic into your car



DAB receiver sales

- More than 3.7 million Italians own a DAB+ receiver
- Over 11 million Italians are aware of the DAB+ system
- Listeners choose DAB+ digital radio because:
 - They have bought a car with a DAB+ receiver
 - They get better and interference free sound
 - They have a greater choice of programs



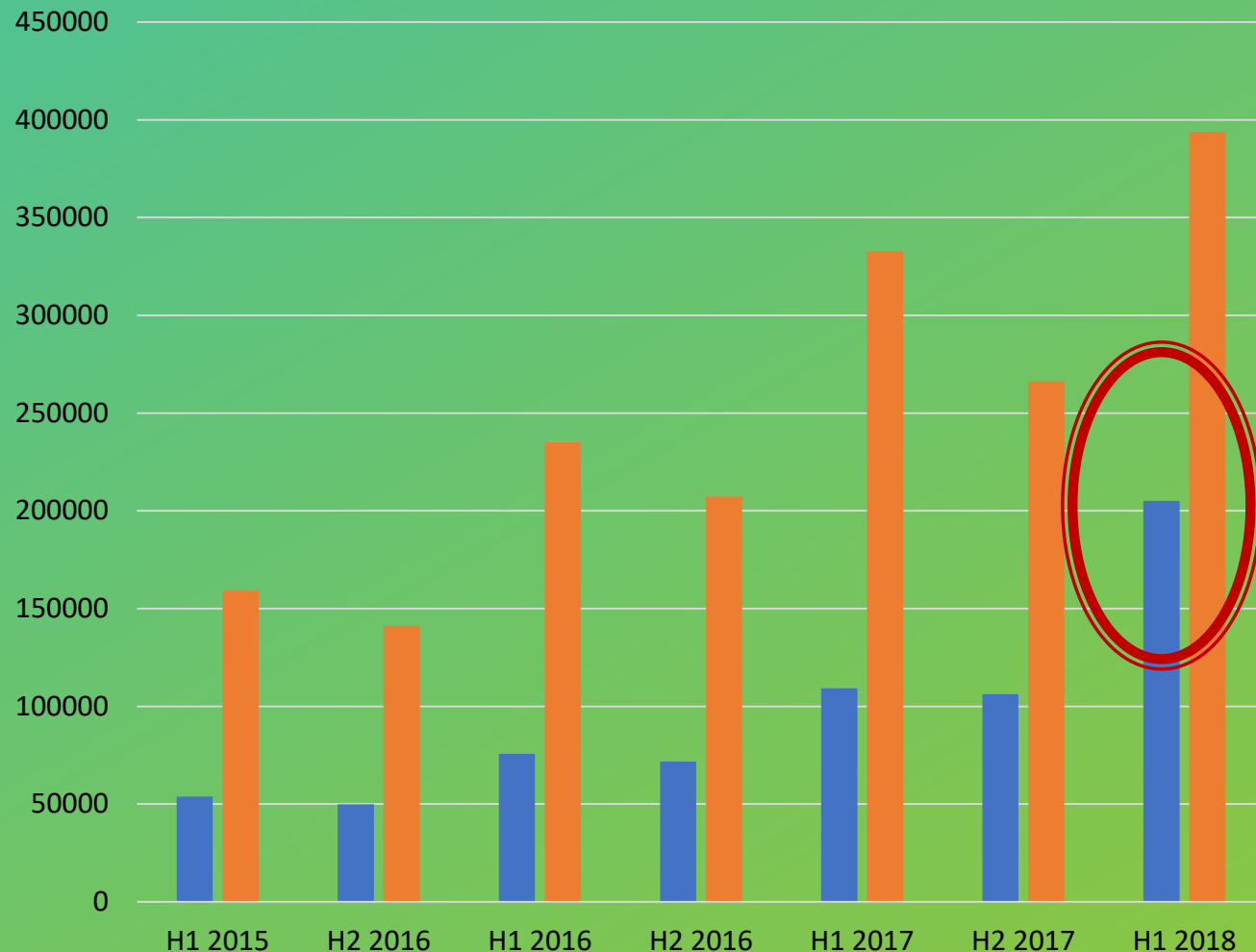
DAB receiver sales - automotive

- Sales of cars with line fit DAB+ receivers have been growing since 2015
- Currently 46% of new cars sold have DAB+
- Interesting H1 2018 spike
- Line fit sales have grown from H2 2017 to H1 2018 by **92,9%** to **205.011!!!**



■ Line Fit
■ Cumulative

Cars sold with DAB+ receiver



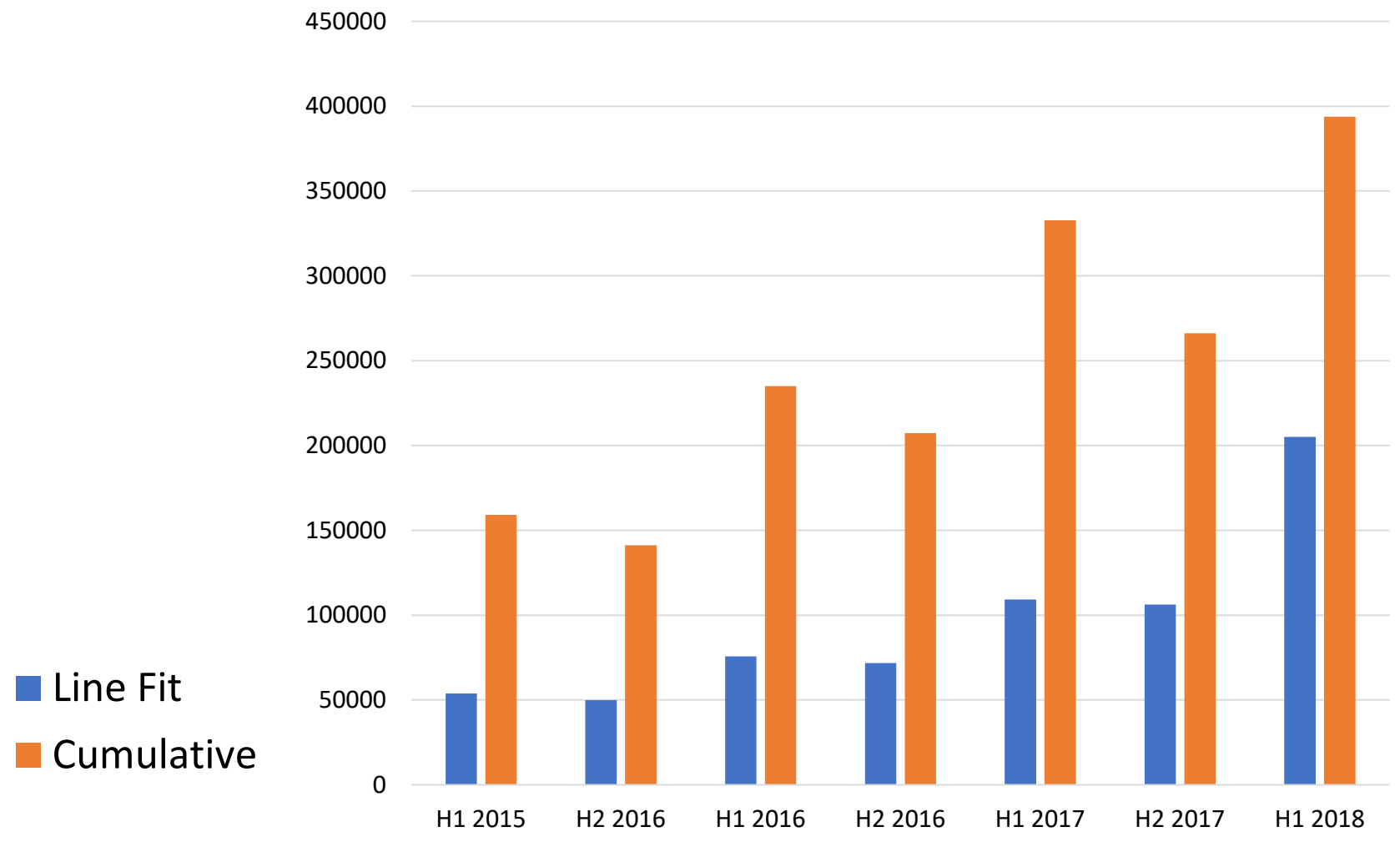
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Cars sold with DAB+ receiver



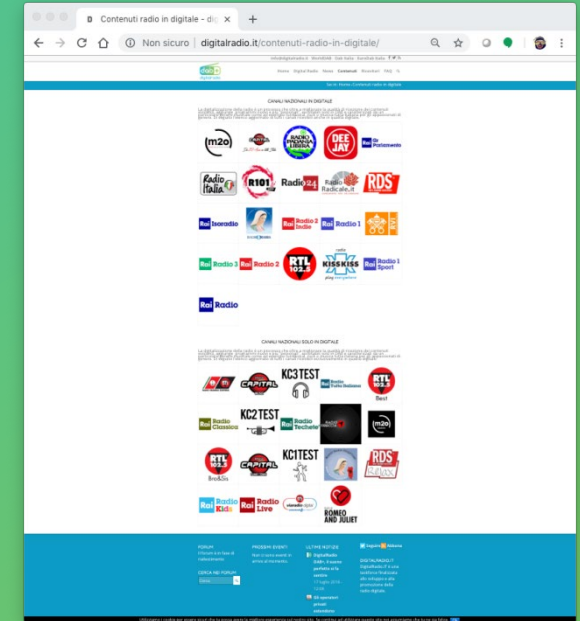
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Commitment

- The 3 national operators are extending their networks to increase coverage
- 18 local muxes on air, more awaiting their licenses
- Currently:
 - Over 6.500 Km of Highways covered (out of 7000 Km)
 - Over 80% of the population covered at least 1 DAB multiplex
 - 42 national stations on air, 19 DAB-only stations
 - 200 local stations on air



Thank you for your attention!

More information available here:

www.dab.it

www.digitalradio.it

www.eurodab.it

www.rai.it

www.ras.bz.it

