

# WorldDAB Automotive 2019 FRANCE

Jean-Marc Dubreuil

[jean-marc.dubreuil@worlddab.org](mailto:jean-marc.dubreuil@worlddab.org)

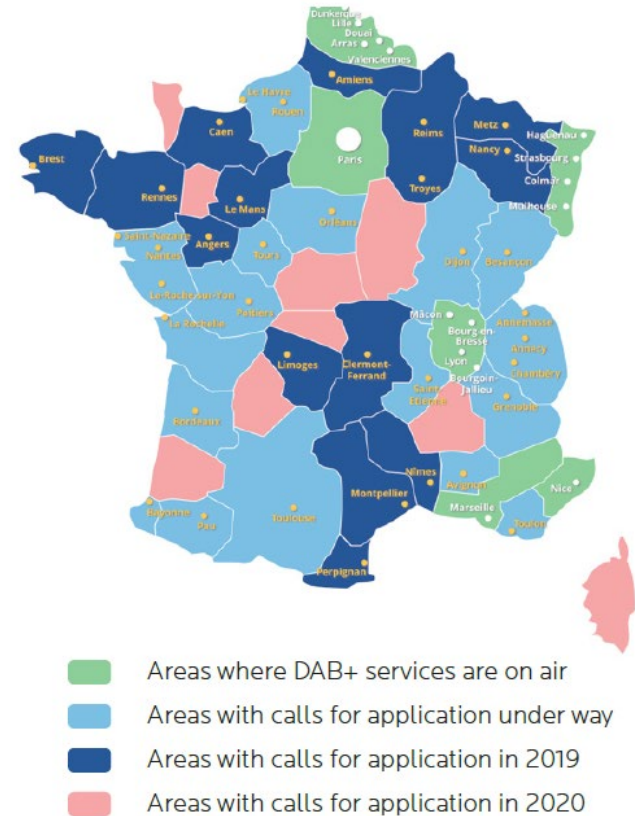
# Coverage Update

FRANCE

## A 2 prong strategy – nodes and arc :

### (1) Regional Coverage (the nodes)

- DAB+ currently available in six regions
  - 7 call for application since 2014
- 21.3% of the population covered
  - Nantes / Rouen starting this year
  - Bordeaux / Toulouse early 2020
  - 15 Metropolitan area in 2020
  - 15 call for application in July'19
  - Public consultation for the remaining local resources in H2'2019
- Mix of public, commercial and community radio.
- In the next two years, coverage will increase rapidly (40% of population by 2020, 70% by 2021)



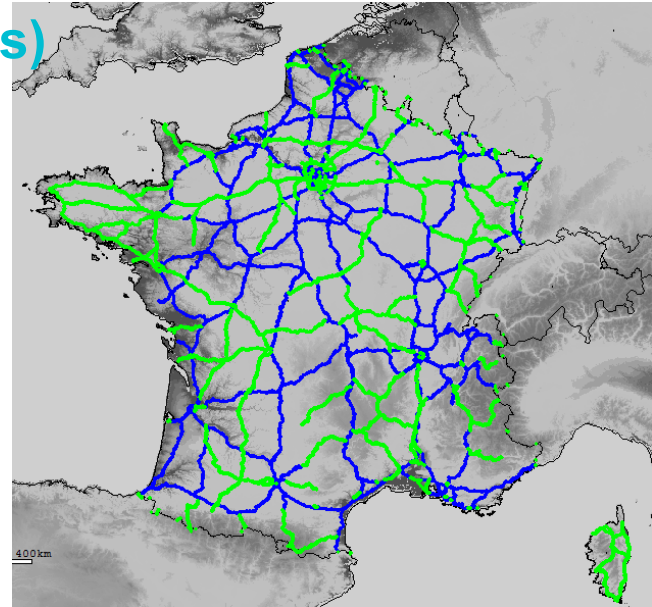
## A 2 prong strategy – nodes and arc : (2) National Mobile Coverage (the arcs)

	Broadcast Start Up $T_0$	$T_0 + 2$ years	$T_0 + 4$ yaers	$T_0 + 6$ years	$T_0 + 8$ years
Metropolitan Area	20 %	20 %	20 %	60 %	75 %
Highways	20 %	50 %	70 %	90 %	90 %
Brittany main roads		20 %	50 %	70 %	80 %
Corsica		20 %	50 %	70 %	80 %

- 2 Multiplexes, tailored for automotive and national networks, to start in H1 2020
- Authorization granted in April'19, multiplexes formed
- Multiplex operator authorisation by June 24th

**With the national and regional networks, expect between 50 and 63 services in each area**

**(25 for FM)**



- Blue : main highways – 11,860km
- Green : national network – 10,056km

# National Content: 24 radios – Public and Commercial networks !

Radios on metropolitan muxes

Launch H1 2020

## Radio France



## Lagardere



## Le Groupe M6



## Next Radio / Altice



## NRJ



## Other



\* Air Zen yet to launch

# Marketing Campaigns to drivers

FRANCE

# France : what is next from a marketing standpoint ?

## Broadcast Working Group



## Be ready for 2020 !

- Beyond local initiatives and retailers training (Medpi), the next big thing is the national launch (H1'2020)
- Tuesday May 28 : creation of a DAB working group under the lead of the CSA
  - car manufacturers did not attend
- First discussions to happen shortly, hosted by Radio France for a marketing and communication group led by radios

# Important Information on my market

France



# July 2020 – One Year to be Ready

- All receivers to be DAB+ capable, new cars included
- > 50% of radio listening is in cars
  - And mostly when drivers go to work
- Expect all major national network to announce the arrival of DAB+ on their FM network H1'2020
- Use the DAB+ logo and signature in retail !
- Your local, French marketing entity can contact us !
  - Opportunity to participate in the working groups



# National Multiplexes organisation

Multiplex 1	
NRJ	D
Chérie FM	D
Nostalgie	D
Rire et Chansons	D
RTL	E
RTL 2	D
Fun Radio	D
Skyrock	D
Radio Classique	D
Air Zen	D
Latina	D
M Radio	D

Multiplex 2	
Europe 1	E
RFM	D
Virgin Radio	D
RMC	E
BFM Business	D
BFM Radio	D
France Inter	SP
France Info	SP
France Culture	SP
France Musique	SP
Mouv'	SP
FIP	SP