

WorldDAB Automotive 2019 Belgium

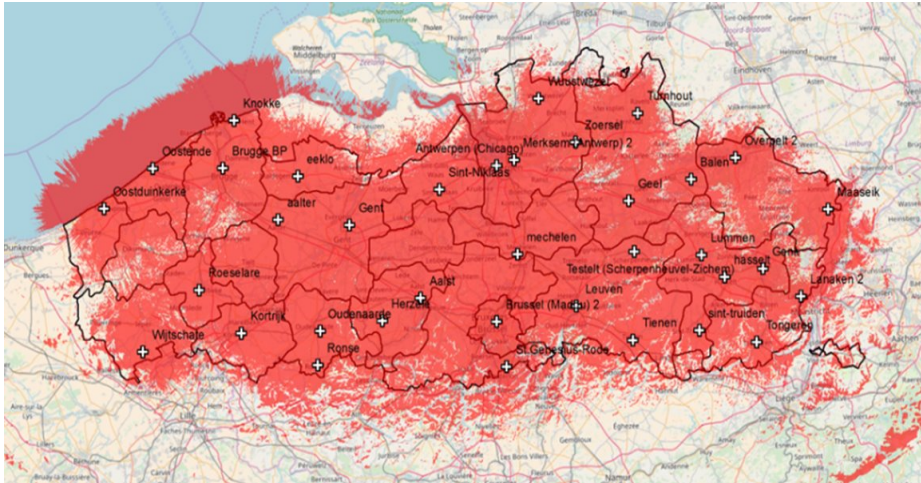
Jacqueline Bierhorst

Coverage Update

Belgium (Flanders)

Coverage Update

- Multiplex 12A
- Lincense: VRT
- Operator: Broadcast Partners
- Indoor: $\geq 90\%$ & Outdoor: 99,9%
- Operational since: March 2019



Source: VRT



Coverage Update

- Multiplex: 11A and 5A/5D
- Lincense: Norkring
- Operator: Norkring
- Operational since:

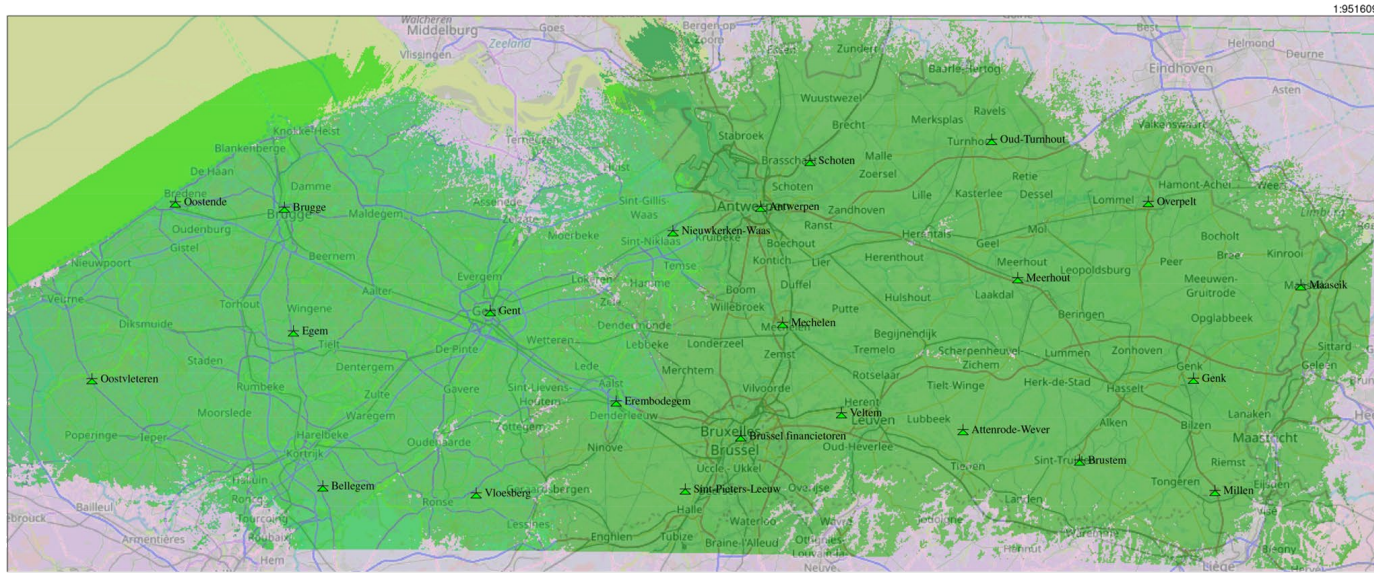
- 11A May 2015
- 5A/5D March 2019

	06/2015
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	DAB+ 03/2019
	DAB+ 03-09/2019
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Coverage Update

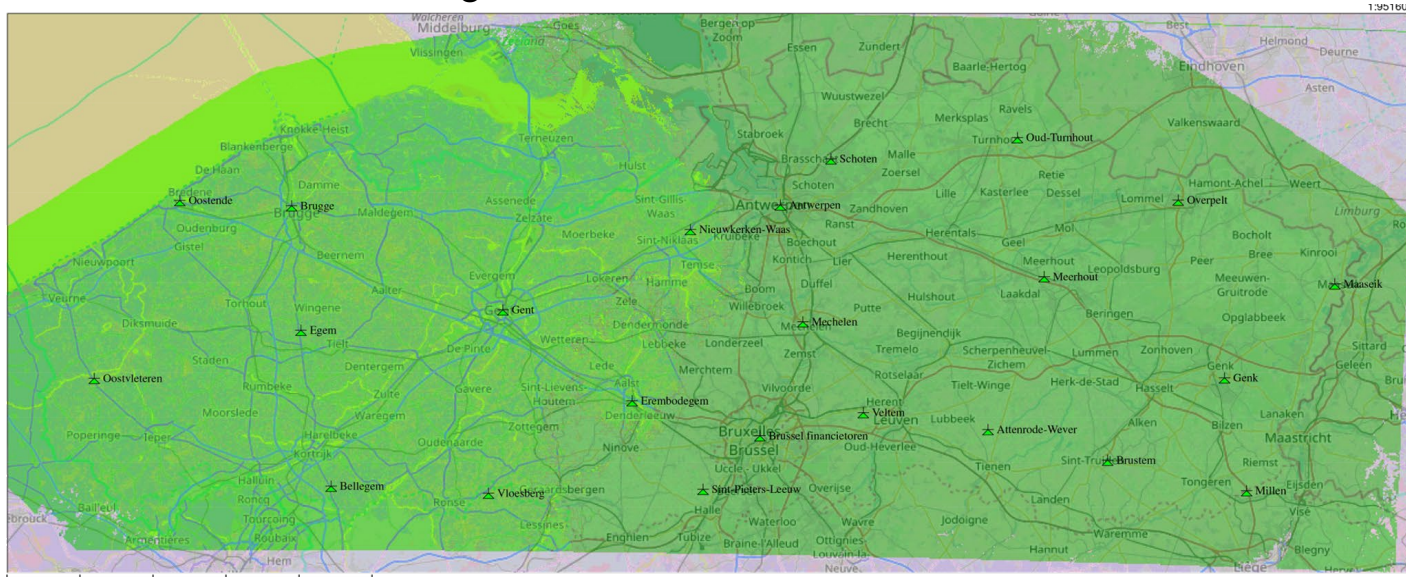
- Multiplex 11A and 5A/5D
- Predicted indoor coverage Flanders and Brussels: 97% of the **population**



Source: Norcking

Coverage Update

- Multiplex 11A and 5A/5D
- Predicted mobile coverage Flanders and Brussels: 99,9% of the **surface**



Source: Norkring

Marketing Campaigns to drivers

Belgium (Flanders)

Week of the Digital Radio 2018

Month of celebrations December 2018

Campaign period January 2019

New stations were added -> press releases & interviews

New DAB+ campaign May 2019

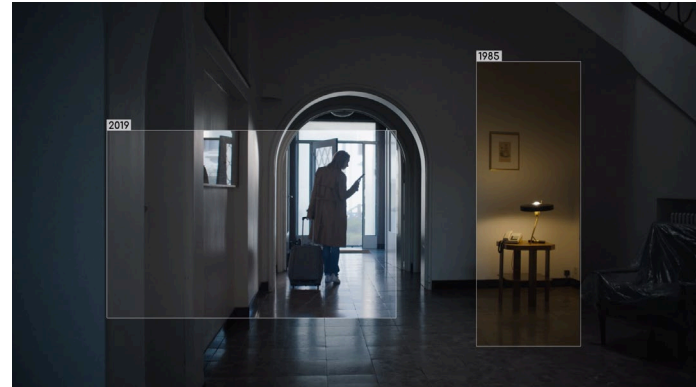
Marketing Update

- Week of the Digital Radio 2018
Party month December 2018
- 2 television commercials
3 radio commercials
- Focus: Ready for the future



Marketing Update

- May 2019
- 1 television commercial
- 2 radio commercials
- Focus:
 - More stations
 - Listening in the car
 - Today



Important Information on my market

Belgium

Country Information Update

Febiac Academy 14/12/18

Press conference at Auto Salon Brussels 2019

New stations were & will be added in the passed & coming months

Car manufacturers and importers visits

New campaign period September 2019

(Quick) implementation EECC

Week of the Digital Radio: starts on 4/11/19

Month of celebrations December 2019

