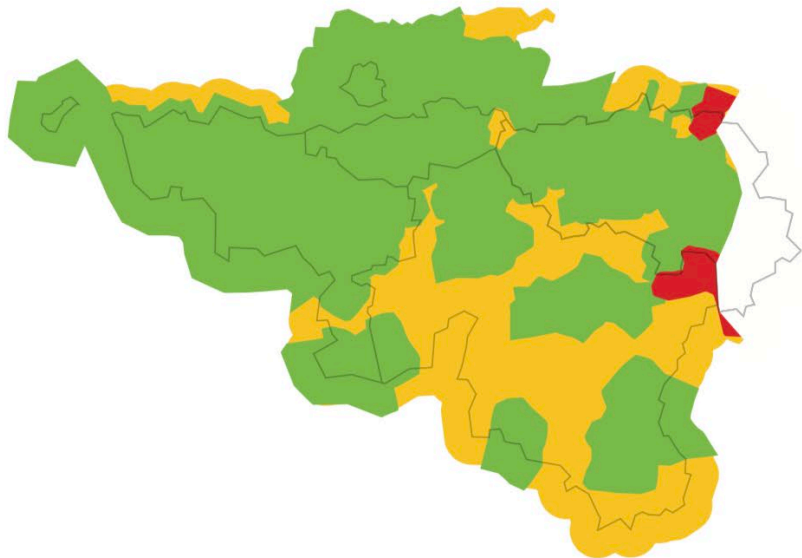


Coverage Update

French-speaking Belgium

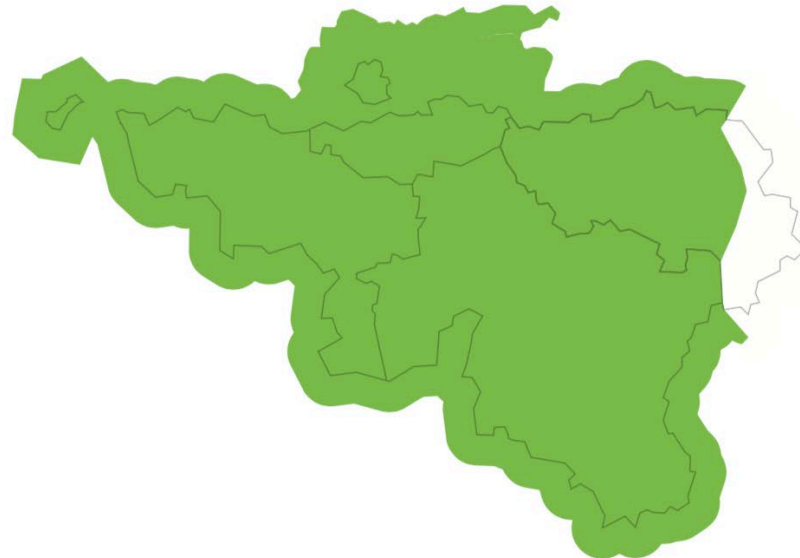
Coverage Update => deployment in 2 phases

**Forecast for Autumn 2019
(~ 95% of the population)**



- Based on a total of 24 Tx sites
- Currently, 20 Tx sites in operation (pre-launch)

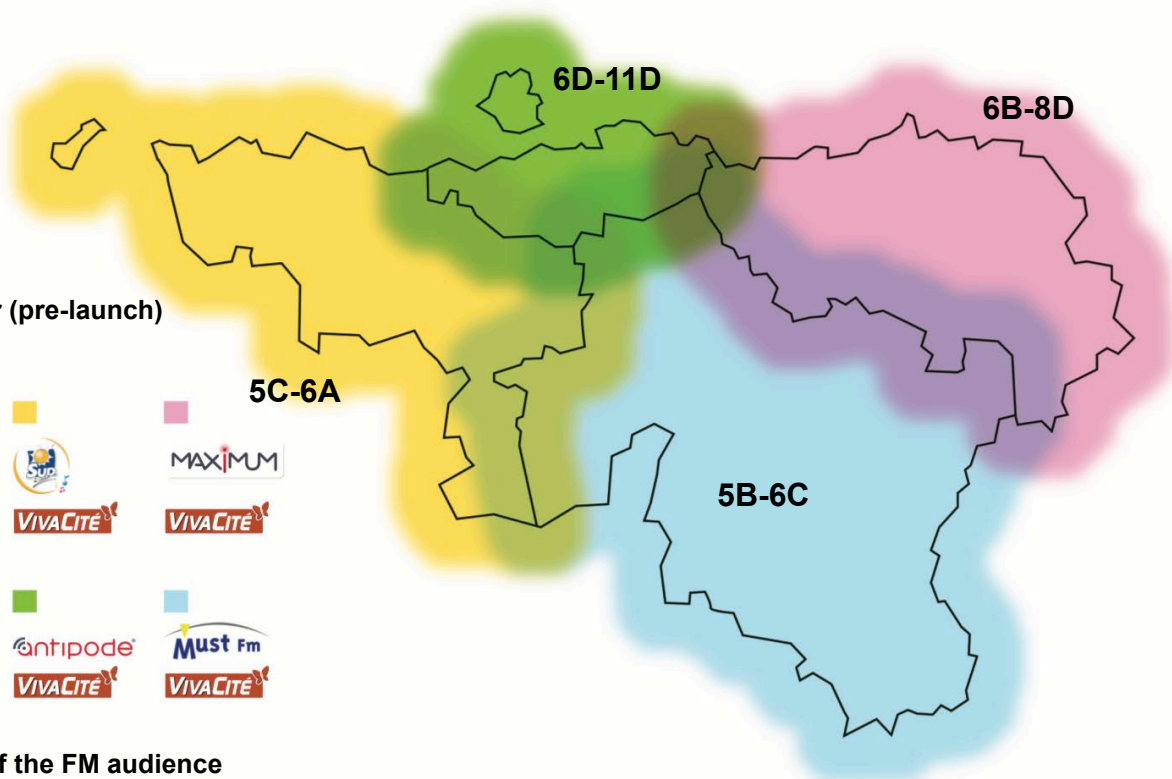
**Forecast for 2021
(~100% of the population)**



- Based on 32 Tx sites
- Densification

- DAB+ pour le moment inaccessible... mais on y travaille!
- DAB+ accessible... et va s'améliorer
- Bonne couverture DAB+

2 layers of 4 Multiplex (for RTBF and commercial networks)



- HAINAUT1, HAINAUT2
- BXL-BW1, BXL-BW2
- LIEGE1, LIEGE2
- NAM-LUX1, NAM-LUX2

Currently on air (pre-launch)



Already >88% of the FM audience
more stations to come > autumn 2019
 (new authorisations on 16/07/2019)

+12 new local DAB+ mux to come

Marketing Campaigns to drivers

French-speaking Belgium

Automotive (in coordination with FEBIAC)



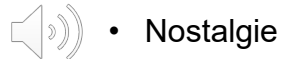
Gagnez un autoradio numérique DAB+ et la Mitsubishi Space Star qui va autour.

Rendez-vous au patio du Salon de l'auto ou dès maintenant sur dabplus.be/fr pour tenter de gagner une Mitsubishi Space Star équipée d'un autoradio numérique DAB+.

dab+ Pas de voiture sans radio DAB+



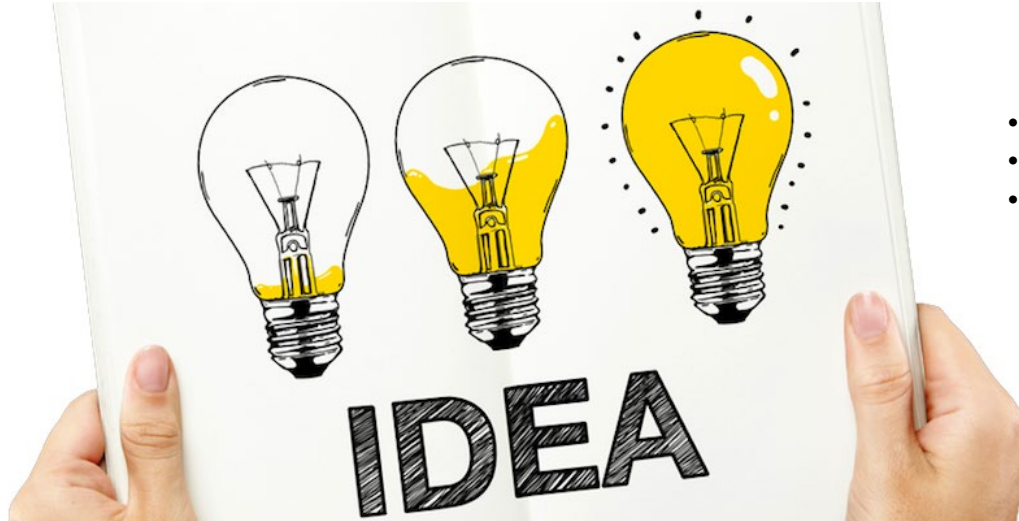
- Our first action during the Brussels Motor Show in Jan 2018 will be replicate in 2019
- >10.000 participants
- Developed by the marketing committee and adapted by the radios stations



Important Information on my market

French-speaking Belgium

Marketing Committee



- Meetings ~ every two weeks
- With B2C agency
- To define and validate the B2C communication

Composed of marketing specialists of RTBF and Private Networks
currently on DAB+

B2C and B2B strategy

THE MANIFEST
IT'S ABOUT SHARING
AN OPINION

SWK
s a r a w a k
Brussels

Communication agency (B2C)

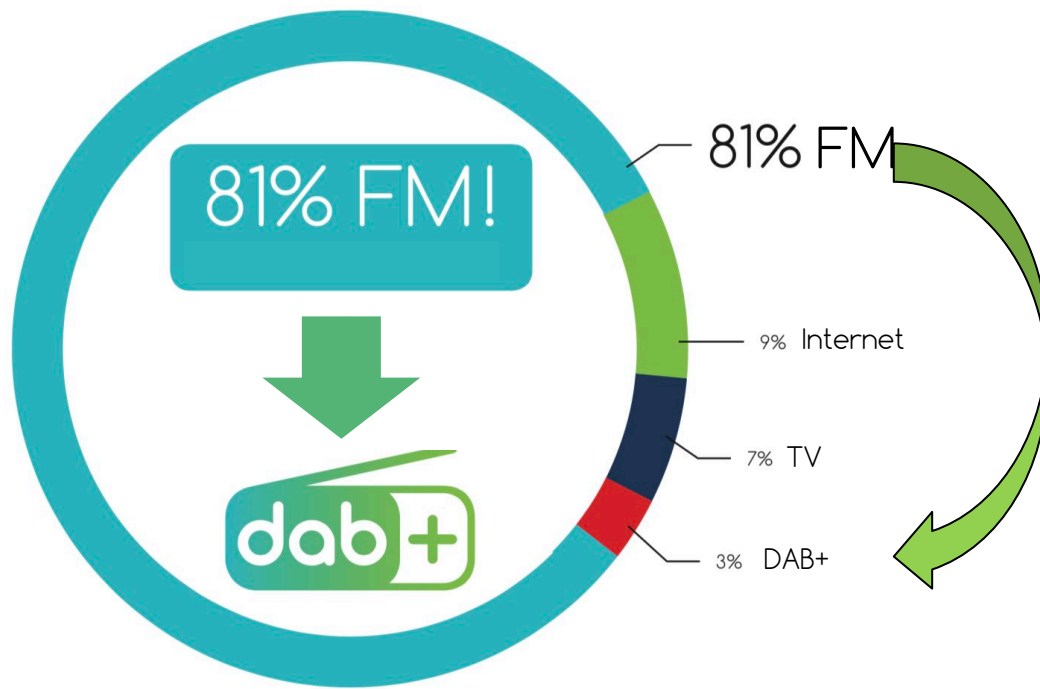
Field marketing agency (B2B)

(will visit ~180 shops)

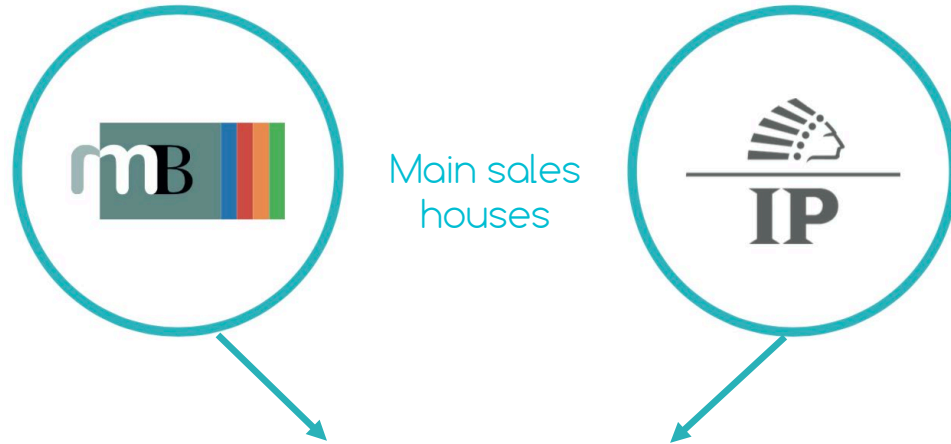


Marketing objectives

% of total listening volume (listeners x minutes - December 2018)



Marketing B2C - Massive campaign



Media advertising spaces (Radio – TV – Web – Press)

Massive campaign during the entire simulcast period
(serveral years)

Marketing B2C – Work in progress

LA FM EST EN ROUTE VERS LE DAB+

LA FM PASSE AU

dab+

L'aventure de la radio continue



Summary



Marketing Committee and B2C agency create campaigns and actions

Coordination with FEBIAC to inform the automotive sector

Field marketing agency inform the brands and visit the retailers

Massive advertising spaces available via the sale houses

B2B actions start this summer

B2C campaigns start in November 2019

For more information:
ncbr@maradio.be