

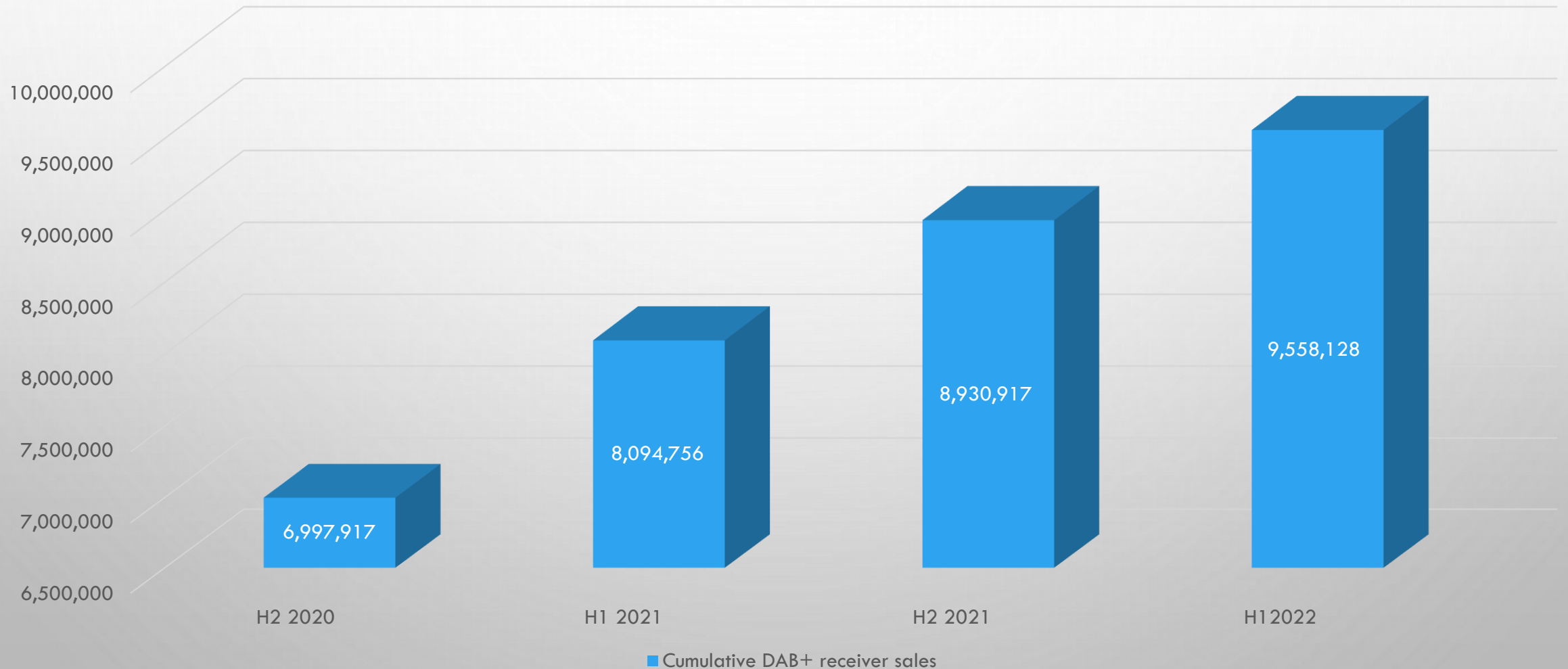
DAB+ IN CARS...IN ITALY!





DAB+ RECEIVERS BOOMING

Cumulative DAB+ receiver sales



DAB+ usage research commissioned by DAB Italia from GfK



- METHODOLOGY: CAWI - 1,200 interviews - Italy
- Representative sample of DAB+ radio owners
- Individuals aged 18+ who either bought a DAB+ device or bought a new car in 2019/2020, aware DAB+ owner
- Individuals who registered a new car either in 2019 or 2020

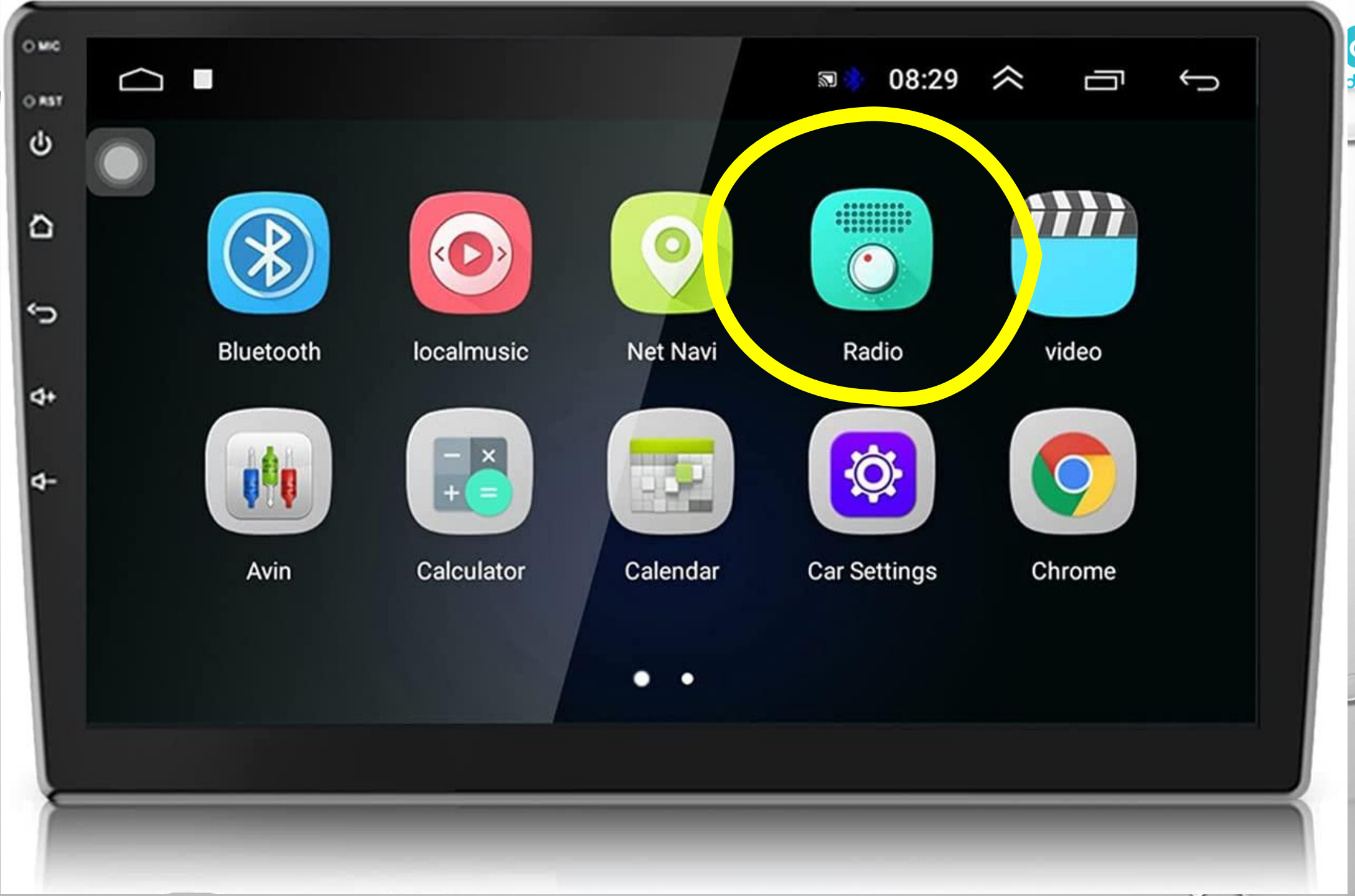
FINDINGS



- THREE MAIN REASONS FOR LIKING RADIO OVER DAB+
 - SOUND AND RECEPTION QUALITY
 - SIMPLE USAGE
- THE BETTER THE COVERAGE THE MORE LISTENER SWITCH TO DAB+
 - NO ADDITIONAL COST
 - COVERAGE IN ITALY IS CONSTANTLY EXPANDING
- 82% OF THOSE WHO OWN IT LISTEN TO DAB+, 40% MAINLY OR EXCLUSIVELY
 - ADDITIONAL LOCAL MULTIPLEXES ARE GOING ON AIR, EXTENDING CHOICE
 - **69% OF THE DAB+ LISTENING HAPPENS IN THE CAR**
 - **26% OF THE DAB+ LISTENING HAPPENS AT HOME**
- INCREASE IN AUDIENCE OF THE YOUNGER POPULATION
- DAB+ LISTENERS LISTEN TO RADIO LONGER THAN FM LISTENERS

COMPLEMENTARY AND NON-COMPETING TECHNOLOGIES

- Radio in recent years has increasingly taken a cross-platform identity
- The two main platforms in addition to analogue FM are DAB and IP streaming
- Radioplayer is the only aggregator managed directly by radio stations.
 - Almost all European countries and beyond have joined. It is working to be on all connected devices, including cars.
- Technological development is moving towards hybrid radio, where the choice will be left to the receiver
- The **user must not be confused by the communication, goal is to allow him to enjoy radio in a simple and exciting way.**
- **No Bluetooth, no cables!**



MIC

RST

Power

Home

Back

Volume Up

Volume Down



08:29



Bluetooth



localmusic



Net Navi



Radio



video



Avin



Calculator



Calendar



Car Settings



Chrome





IF YOU BUILD IT THEY WILL COME...
NOT REALLY!

A NEW COMMUNICATION STRATEGY

CAMPAIGN FOR RADIO!

La Radio

- WE PRODUCED A UNIQUE COMMERCIAL, WHERE WE EMPHASISED THE FACT THAT RADIO IS EVERYWHERE AND PEOPLE CAN LISTEN TO IT VIA:
 - DAB
 - FM
 - IP ON MOBILES
 - SMART SPEAKERS
 - DTT
- THE USER FREE TO CHOOSE THE TECHNOLOGY HE PREFERS (OR JUST LISTEN!)

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

**THANK YOU FOR YOUR
ATTENTION!**

HANNS WOLTER

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