



Digital Radio+ NL

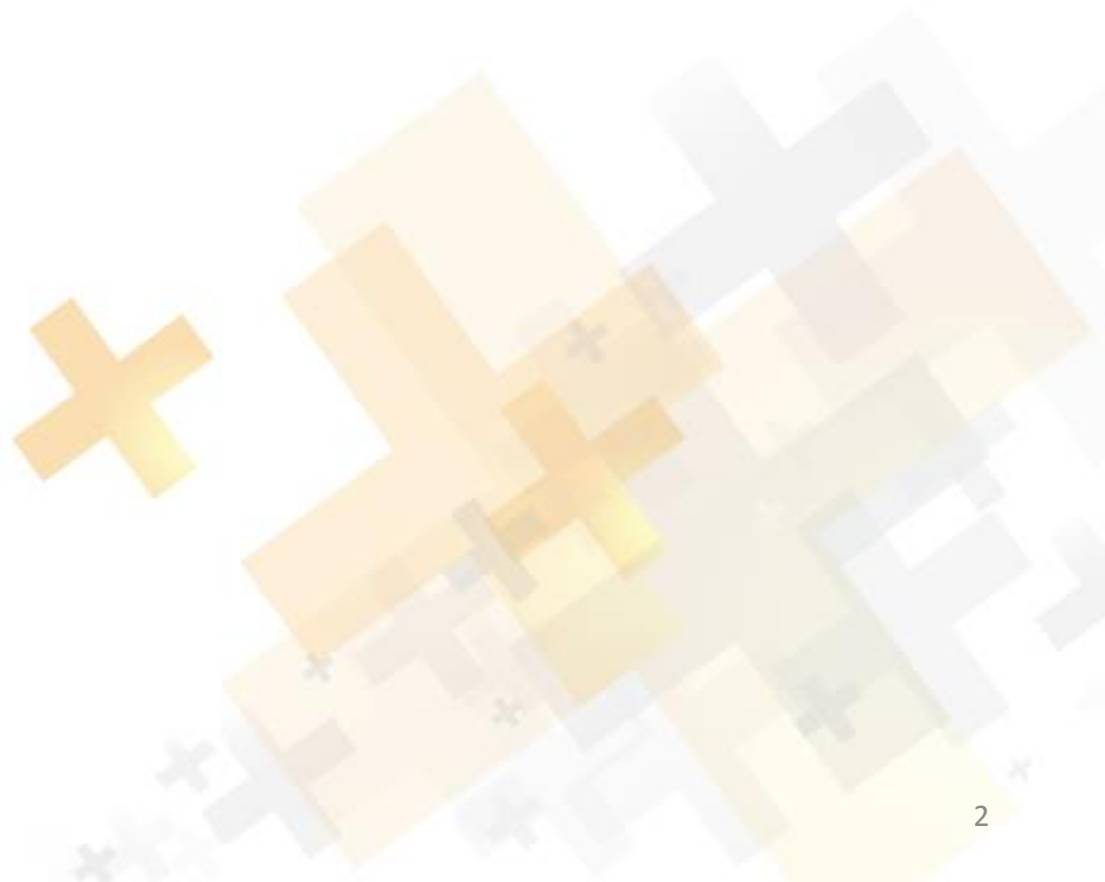
Public, commercial channels, RAB &
The Ministry of Economic affairs
joined forces

6 November 2013
Jacqueline Bierhorst



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...Like to introduce: the licensees



public

commercial



Nieuws2

4





History

- Feb '11: public broadcasters:
license digital broadcast extended till September 2017
- Apr/Jul/Aug '11: commercial broadcasters:
FM licenses extended and new licenses for digital
broadcast granted till September 2017
- Oct '11: commercial broadcasters signed:
cooperation agreement to jointly operate the multiplex (11C)
- Autumn'11: public broadcasters: started the tender on 12C (DAB+)
- Spring'12: public broadcasters:
signed agreement with KPN to distribute the programs on
12C



History

June '12:

public & commercial broadcasters:
signed memorandum of understanding with intention to jointly bring the introduction of Digital Radio+ to a success. Working together on technique, marketing/pr together with the Ministry of Economic Affairs

March '13:

commercial broadcasters:
signed agreement with Broadcast Partners to distribute the programs on 11C

Sept '13:

commercial broadcasters & public channels:
launched digital radio+

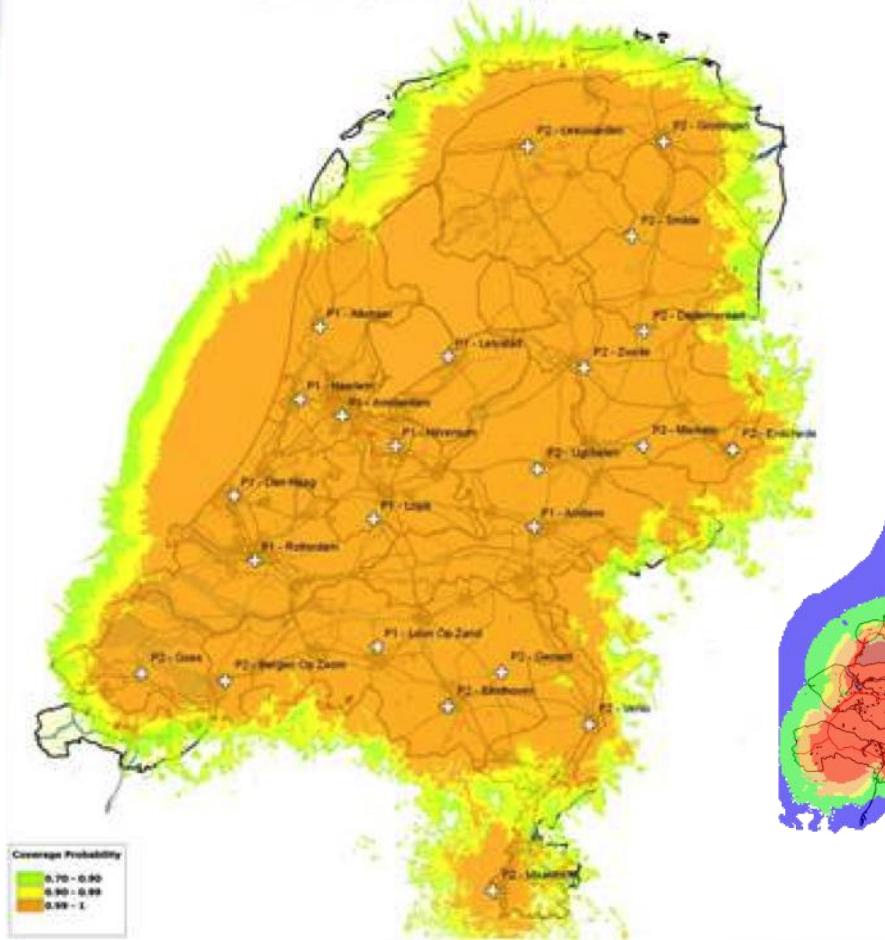
Oct '13:

public broadcasters: **switched from DAB to DAB+**

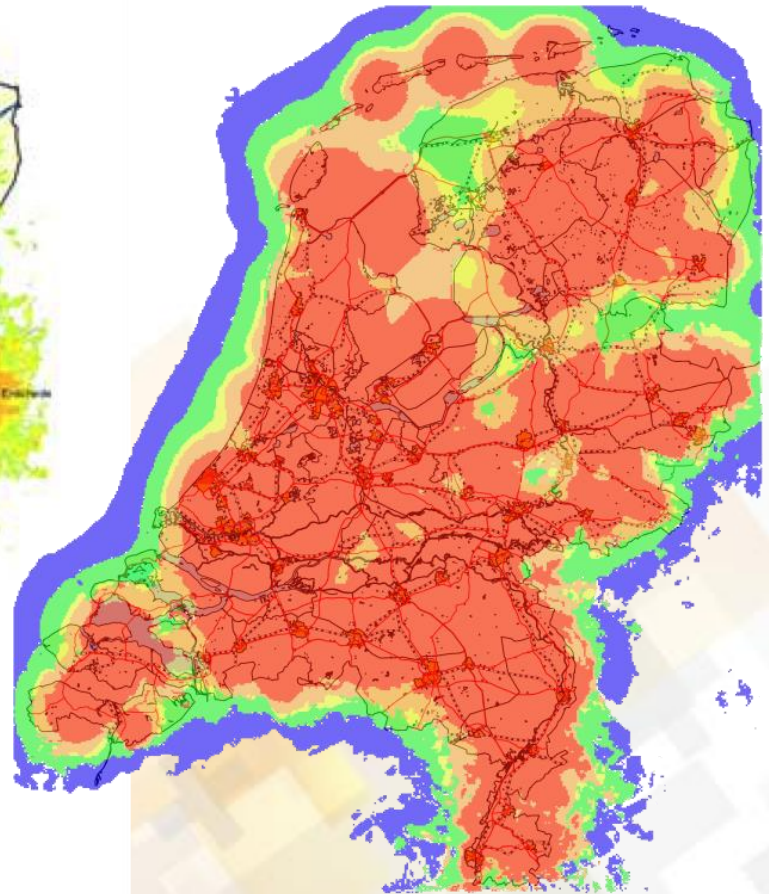


Coverage

NPO DAB Phase 2 Mobile reception



Commercial Broadcasters



- Outdoordekking
- Current: 40% surface NL
- 68% bpopulation

Beginning of 2014: Outdoor coverage >95%

September 2013: Coverage >95%



1st of September 2013



Nieuws24



NEW





1st of September 2013

Digitalradio.nl

The screenshot shows the homepage of Digitalradio.nl. At the top, there's a navigation bar with the Digital Radio logo and a quote: "Het geluid van Q-music? Het geluid is kraakhelder!" attributed to Jeroen en Eva. Below this is a grid of four orange boxes: "Digitale radio wat is het?", "Digitale radio hoe werkt het?", "Digitale radio stations", and "Digitale radio faq's". The main content area features "Over Digital Radio" with a description of the service, "Je favoriete zenders" with a list of 538 stations including 100% NL, Radio Veronica, and RNS Nieuwsradio, and "en meer+++ nieuwe zenders" with logos for Utz, Nieuws 24, Sublimeyou, Music nonstop, and Sky Radio Christmas. A footer contains navigation links like "Over ons", "Bereik", "Nieuws", "Faq's", "Hoe te gebruiken", "Sitemap", "Links", "Adverteerders", and "Contact". At the bottom, there are four columns: "Meer Aanbod", "Meer Kwaliteit", "Meer Gemak", and "Meer Mogelijk", each with a brief description. The slogan "Voor al je favoriete zenders en meer+++ is repeated at the bottom.

Facebook

The screenshot shows the Facebook page for Digitalradio.nl. The header features the website logo and the slogan "Voor al je favoriete zenders en meer+++". Below the header, there's a post from Nanda Finardi asking for likes to support the website. The page shows 286 likes and a list of friends who liked the page, including Jelle Verburg, Lisa Rosendahl, and Thom Huisman. The page also has a "Vriend of Pagina" button.

Twitter

The screenshot shows the Twitter profile for Digitalradio.nl (@Digitalradio_nl). The profile bio reads: "Vergroot je luisterervaring met Digital Radio+. Altijd en overal jouw favoriete radiozenders digitaal in de ether. Luisteren in Nederland zonder onderweg opnieuw af te hoeven stemmen." The profile shows 44 followers and 14 tweets. Recent tweets include announcements about the NPO DAB+ service and the website's launch.



...In the meantime



Public broadcasters



Commercial broadcasters



RAB



&

the Ministry of Economical Affairs



**worked on:
the marketing communication plan & funding**



...Outlines communication plan

Targetgroups:

1. Listeners
2. Distribution market: Retailers/manufacturers/automotive
3. Advertisers/media agencies
4. Employees, stakeholders

Goals & Timing: per targetgroup have been put in place

Proposition: Radio as you know it and more+++

Resources: our own and third parties

Budget: > 4,5 mio euro



Planning

- November 2013: Subsidy application
Communication briefing / Pitch
- December 2013: Go “concept”
- Januari 2014: Expand network Public Broadcasters
Retail/Manufacturers day
development campaign
- February 2014: 1st flight campaign
- June 2014: 2nd flight campaign
- October 2014: 3rd flight campaign
- 2014: ongoing attention own recourses



... the movie



...On to the future!