



DPG media DAB+ strategy

An Caers 08/11/2019

About me.



An Caers

Director Radio DPG Media



History.



2016

Dead end situation

- 01 Obligation to start broadcasting on DAB+ to get FM license extension.
- 02 Chicken and egg situation
 - Automotive industry had no interest in DAB+ technology because not all FM stations were present on DAB+.
 - Broadcasters had no interest because DAB+ receivers were not present in all cars.



2016

DPG media: first mover

3 extra stations

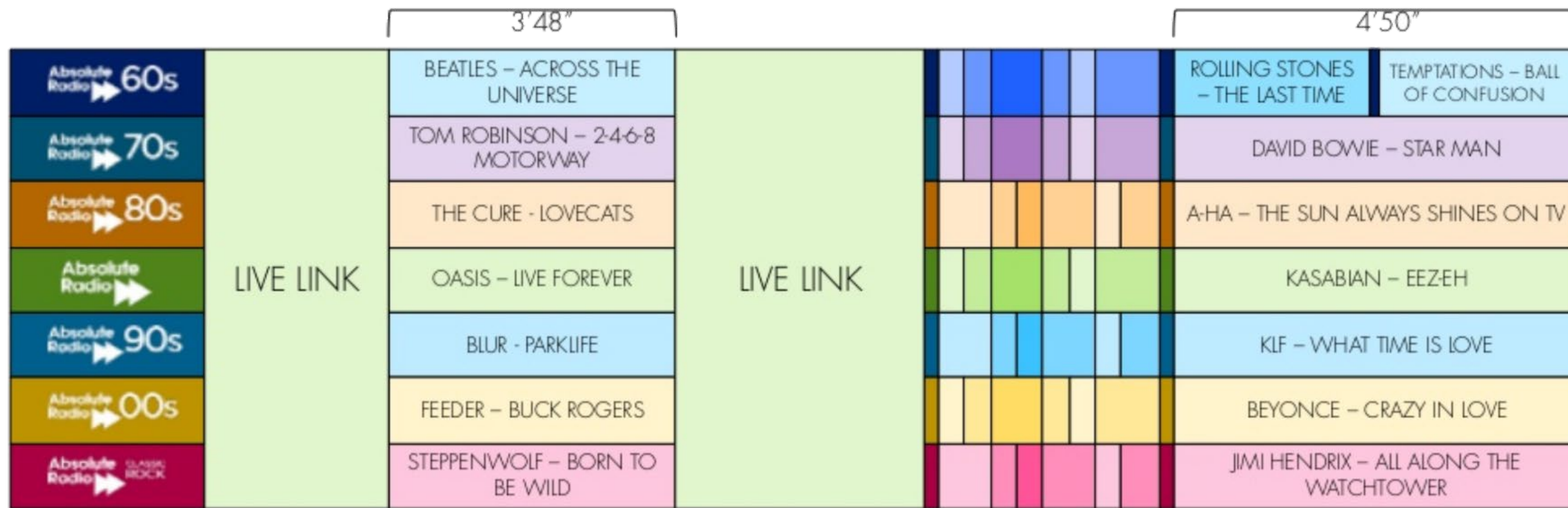
- Extensions of main channels
 - Production is more efficient
 - Promotion is easier



2 new stations = 1 morning show

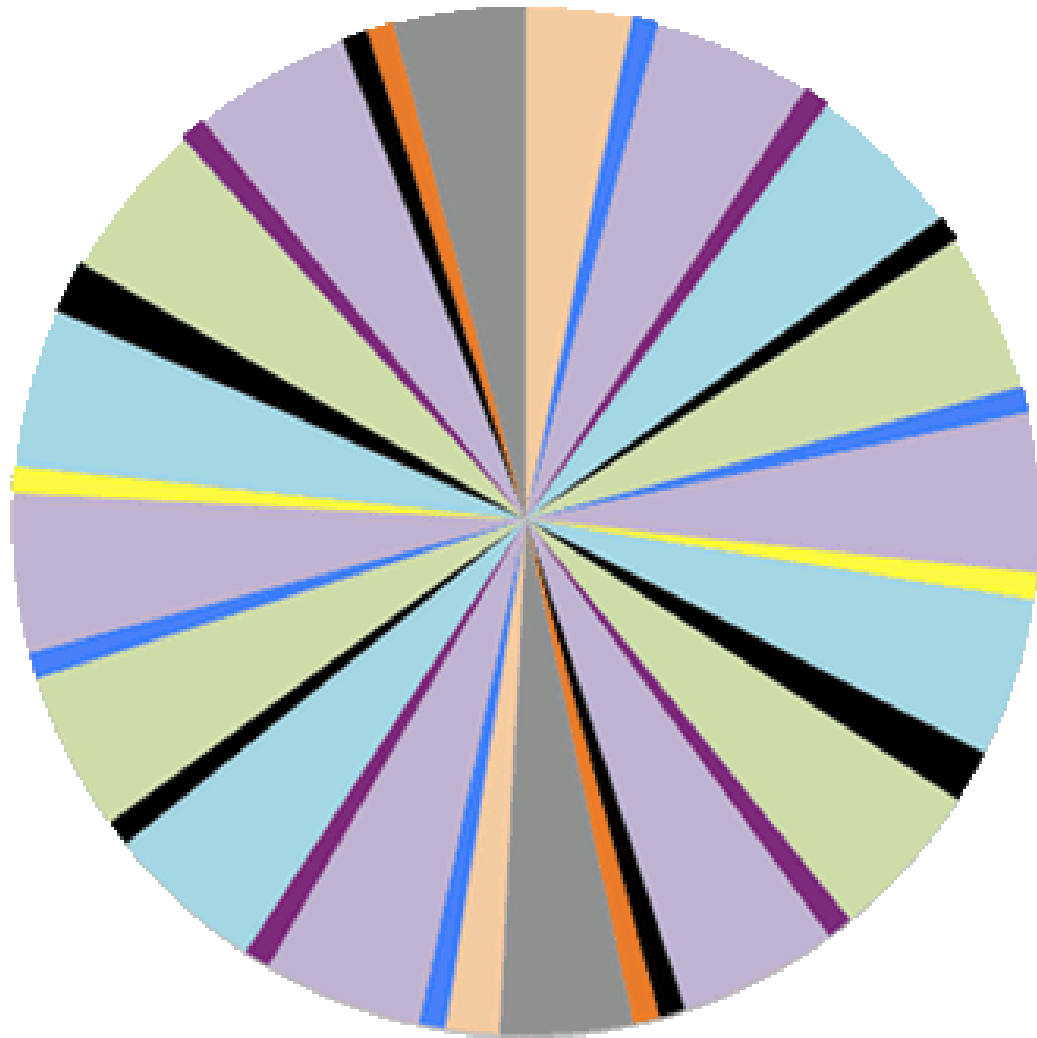


- **Not first.** Absolute radio (Bauer) did this earlier.





- **Better.**
 - Object based



- **Isolate every element**
- **Make it available everywhere**





- **Let's Listen.**

Outro

Joe



Joe 80's

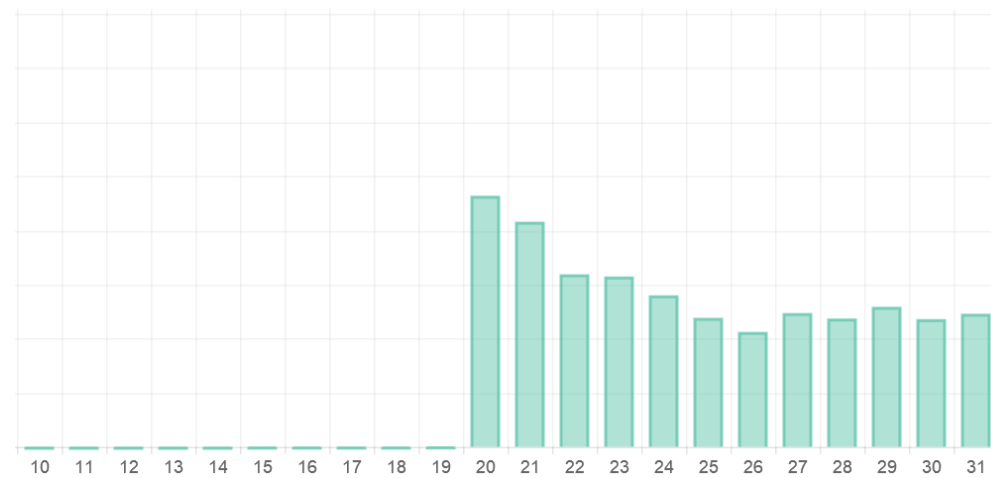
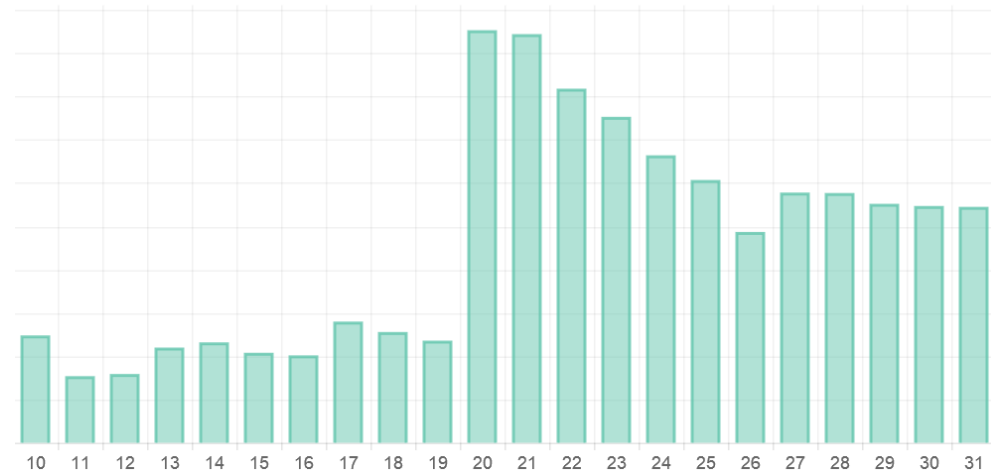


Joe 70's



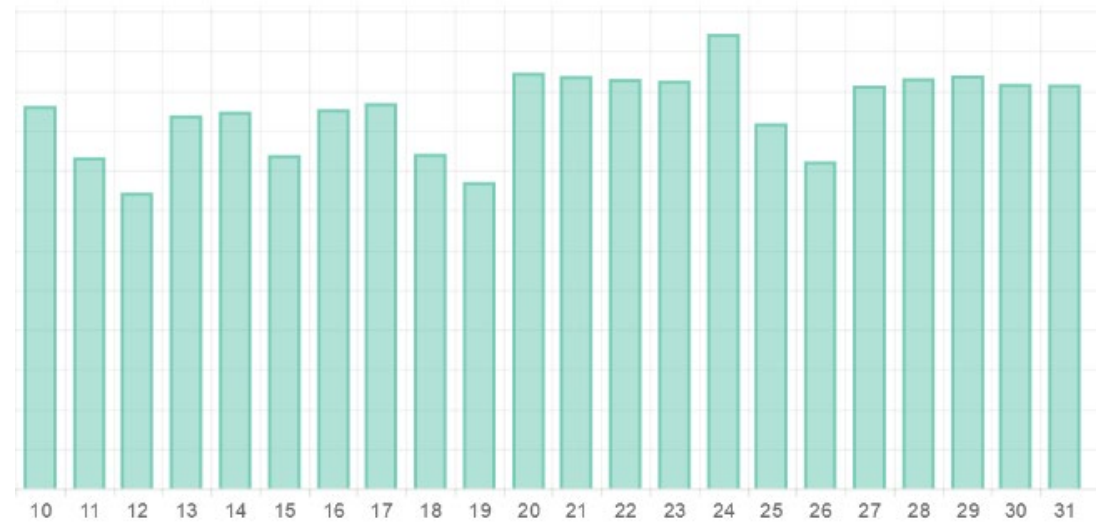


- **First results.**





- **First results.**



After 1 year



0,5% marketshare in 18-54





Q-MAXIMUM

HITS

**Qmusic
Extension**

1st of July

Q-Maximum Hits

Q-Maximum Hits

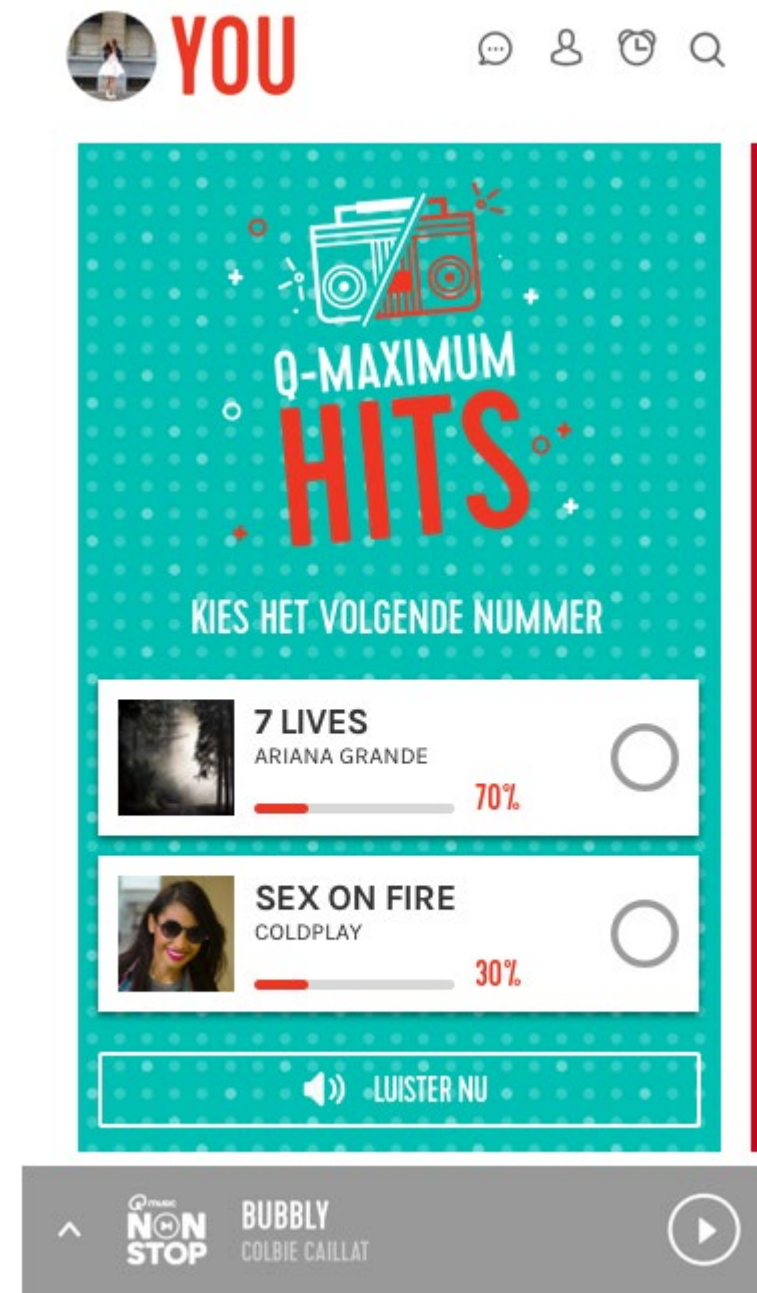


Create a station that's completely controlled
by the listeners

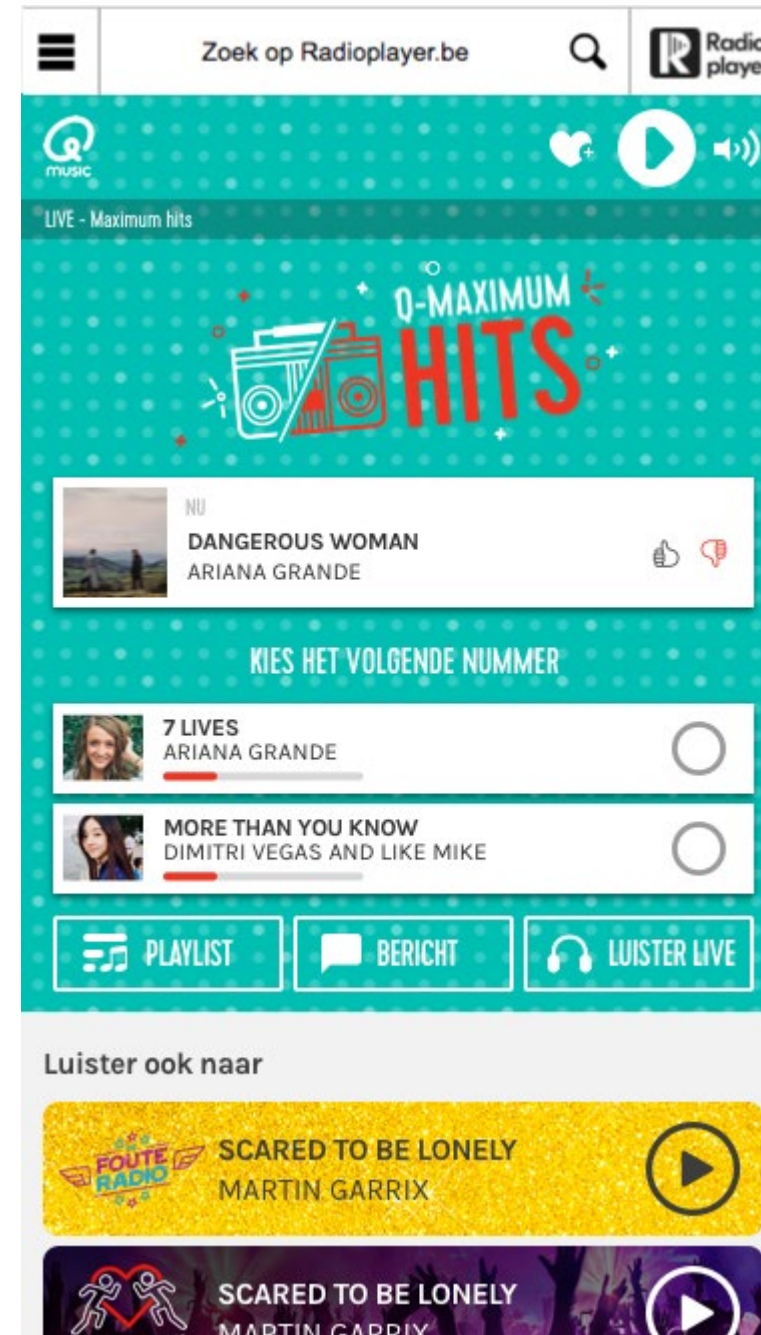
24/7 listeners can choose between 2 tracks. The most
voted song is played immediately.



Q-app.



RadioPlayer.



Q-website.

The screenshot displays the Q-website interface. At the top, a navigation bar includes the Q-music logo and menu items: MUZIEK | VIDEO | NIEUWS | PROGRAMMA'S | ACTIES | INFO | MIJN Q. The main content area features two large featured articles: 'DE 10 MEEST GEGOOGELDE VRAGEN OVER... SVEN DE LEIJER' (dated 15/05/2019) and 'DE MEELOPER MET SAM DE BRUYNE SEAN DHONDT' (dated 15/05/2019). Below these are five music recommendation tiles: 'LUISTER' with a headphones icon, 'Q-MUSIC >' for 'YOU LET ME WALK ALONE' by MICHAEL SCHULTE, 'WORKALICIOUS >' for the same song, 'HET FOUTE UUR >' for the same song, 'Q-MAXIMUM HITS' featuring 'ARIANA GR... 7 RINGS' and 'BAZART GOLD', and 'ALLE KANALEN' with a right arrow. A large video player at the bottom left shows 'DE MEELOPER MET SAM DE BRUYNE SEAN DHONDT' (dated 15/05/2019). To its right is a grid of six smaller video thumbnails, each with a red title bar 'MAARTEN & DOROTHEE' and a white title bar 'TITEL VAN HET ARTIKEL' (dated 15/05/2019). The bottom footer contains social media icons for Spotify, Twitter, Instagram, Facebook, and YouTube, along with a list of legal links: WEDSTRIJDREGELEMENT | PRIVACY & COOKIES | COOKIE INSTELLINGEN | ALGEMENE VOORWAARDEN | CONTACT | VACATURES.





First results

- **Positive perception.** An online survey made clear the ability to make a choice is attractive.
- **Streamstarts +25%** (first month)
- In the first week already > **15000 voters**
- A lot of **user data** (burn/like/...)

Bedankt.

Merci.

Thank you.