



PRESS RELEASE

DAB+ on display at the 95th European Motor Show Brussels

13 January 2017, Brussels, Belgium: Interested in buying a new car? Choose the model and the colour but, ask your dealer for DAB+ digital radio! This is a key message being conveyed to consumers by Norkring Belgium, maRadio.be, VRT and FEBIAC at the European Motor Show in Brussels over the coming week.

Norkring Belgium, maRadio.be, VRT and FEBIAC are emphasising how digital radio is at a tipping point and noted that DAB+ digital radio can take consumers 100% into the digital age, following the switch to digital television some years ago.

Listeners in Belgium currently listen to around four hours of radio per day. The majority of this listening happens in the car, which provides a huge opportunity for DAB+ digital radio.

In Belgium, analogue FM radio will be replaced by DAB+ digital radio. A new car bought today can be future-proofed by ensuring that it has DAB+ digital radio on board.

Across the world, DAB+ is becoming the standard format for digital radio broadcasting. Earlier this week, Norway became the first country in the world to begin switching off its FM network and moving to digital radio via DAB+.

The resale value of cars without DAB+ digital radio will probably be lower and therefore the consumers must ask for this feature.

Belgian listeners are not yet aware that they can already listen to free-to-air digital radio at home, in their car or at work via DAB / DAB+. For this reason, the major radio industry players are uniting to jointly run an information campaign at this year's European Motor Show, including VRT and Norkring Belgium, the DAB+ operator for VRT and the private Flemish-language radio stations, and maRadio.be, the digital radio platform bringing together RTBF and French-speaking private radio stations.

The advantages of DAB+ are numerous: better reception quality, more radio stations, more efficient traffic information, images and associated data to illustrate current programs.

For more information visit: www.digitalradio.be



About Norkring Belgium – www.norkring.be & www.digitalradio.vlaanderen

Norkring Belgium is a network operator with the most innovative broadcasting infrastructure for wireless digital television and digital radio.

Since 2009, Norkring België is the owner of the transmission park in Flanders and Brussels. In 2009, Norkring also obtained the licences to offer a television and radio broadcast network and the accompanying digital frequency packages.

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About maRadio.be - www.maradio.be/DAB+

MaRadio.be is a SCRL created in 2013 by RTBF and French-language private radio stations (including Bel RTL, Radio Contact, Fun Radio, Radio Nostalgie and several other network radios and local stations) to promote digital radio in all its forms.

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