Driving Digitalisation

Update Digital Radio+ NL

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Digital Radio+: cooperation

Marketing communication plan & funding
Beginning of 2014: Outdoor coverage >95%
September 2013: Coverage >95%
Outlines communication plan

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

**Goals & Timing:** per targetgroup

**Advertising Agency:** DEAR

**Campaign idea:** see coming slides
Let’s get all of Holland excited about Digital Radio+ 
Via a.o. radio, tv and online
Let’s
Inspire everyone to change
to a new way to listening to radio
Let’s include everyone
all radiostations work together
Let’s do so in a way that is radio-perfect:

a musical ‘call to action’
Let’s combine the old with the new

radio doesn’t change…
Let’s combine the old with the new

…it’s only getting better
Let’s do it with the people who are first in place to do so: the dj’s
Campaign launched May 2014

TV commercial
Let’s get digital

Meer zenders onder één knop en digitale geluidskwaliteit.

- TV Commercial
- Banners
- Pre-rolls
- Radio commercial

Budget: > 4,5 mio euro (’13 & ’14)
Results so far

% awareness name (2014) + 30%

Source: GfK

Source: NPO Map
Results so far

% purchase intention DAB+ digital radio devices (2014)

Source: GfK

Source: NPO Map
Results so far

# of sold DAB+ digital radio devices

Source: GfK
Automotive initiatives (1)

Background

• In the Netherlands 19% of the total radio listening time is in the car
• For a successful roll out of Digital Radio+ it is therefore crucial to work together with the automotive industry in the Netherlands and get DAB+ digital radio devices in cars
Automotive initiatives (2)

• In the Netherlands there are about 8 mio cars
  – Yearly 400.000 new cars are sold
• Currently there are a few brands offering DAB+
digital radio device as an option
  – Skoda; SEAT; Volkswagen; Audi; BMW; Mercedes

With regards to roll out Digital Radio+ in the Netherlands, we are distinguishing two different channels:
• new cars
• existing cars
New Cars

• To setup the right information flow to the importers we are working together with the RAI
• On October 17th we are launching an event around the Car Show of Radiostation BNR
• During this event all importers and relevant marketing people are invited. Objective is to inform the Dutch automotive importers and brands on the developments around radio and Digital Radio+ in specific
BNR DE NATIONALE AUTOSHOW


Luister iedere vrijdag van 15:00 tot 16:00 uur.
Existing Cars (after market)

- During information sessions in May ’14 we have informed about 200 automotive retailers about Digital Radio+. This session was organised by Pioneer & ASN automotive.
- Some of the retailers have taken this into action in offering specific offers.
Let’s get digital

Nederland gaat over op Digital Radio+

Meer info www.digitalradio.nl
Kansen: Groeimarkt!

Binnen 2 jaar 400.000 (5%) auto's voorzien van DAB+

Nu (0,1%) van de auto's

Meer info www.digitalradio.nl

Klik hier
Kansen: Margestijging
De gemiddelde verkoopprijs van een radio met DAB+ ligt ruim € 75,- hoger als van één zonder!
Meer info www.digitalradio.nl
Radio goes digital…

Let’s

Drive digitalisation of radio

the worlds most popular medium!