



# Digital radio update Italy

WorldDAB Automotive 2017

# Development of DAB+ in Italy

- 65% of Italians listens to radio in the car
- Extension of coverage of national commercial networks is ongoing
- Coverage extension for public service announced and new radio programs launched
- Over 25 local operators, more than half already on air
- Over 20% of new cars have DAB line fit already

# Numbers

- 5000 km of highways and major roads covered with DAB+
- Planned extension in 2017 to 80% of population for mobile reception
- Over 400.000 cars with DAB+ sold in 2016 and a significant increase is expected in 2017
- Over 1000 radio spots on the first flight (out of four flights) for the 2017 campaign broadcasted on national FM stations
- Over 23 million listeners reached by the campaign

# Current marketing campaign



# 2017 Campagin

- Focuses on DAB+ in the car
  - Already installed!
  - Do you know about this?
  - Perfect sound
  - Existing stations and new special contents!
  - More information at [digitalradio.it](http://digitalradio.it)