




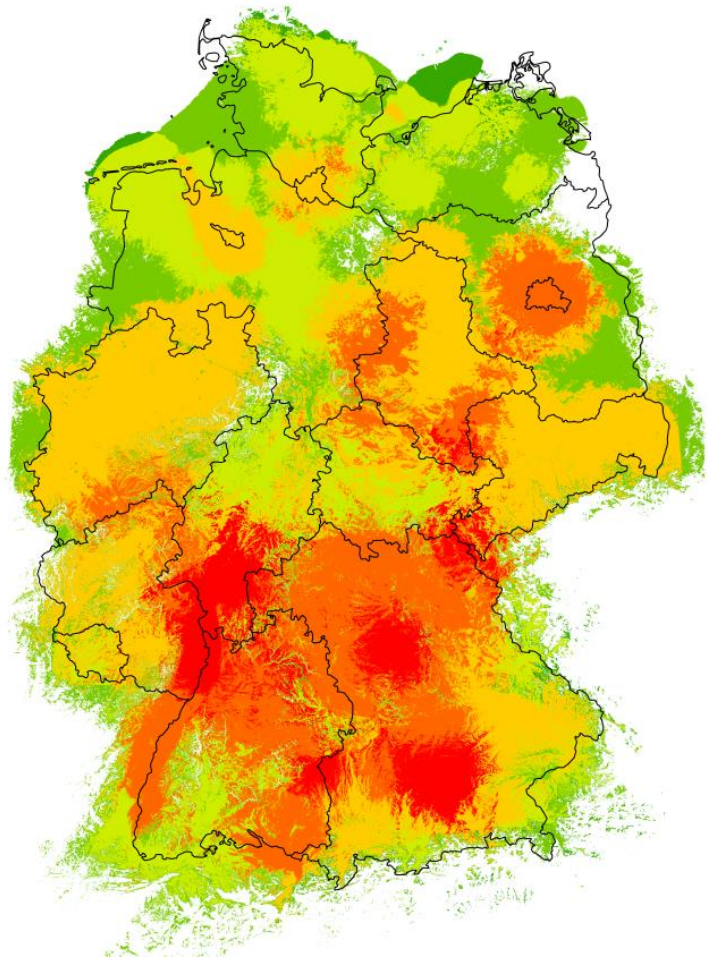
**WorldDAB Automotive 2017**  
**21 June 2017**

**„Country Update Germany“**

**Michael Reichert, BR/ARD**

- Second national multiplex to Media Broadcast/ Absolute Radio: „Antenne Deutschland“
- Political proposal for new Telecom Act: „receivers capable of displaying a station’s name must have a digital radio option“
- New logo launched for corporate advertising campaign 
- Briefing of car industry and electronic markets successful
- Increase of coverage and number of stations

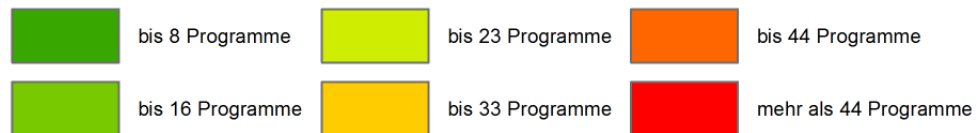
# 87% indoor and 96% mobile coverage of digital radio in mid 2017 reached



Coverage	Deutschland total
Population (Indoor)	87 % 71.3 m
Area (Mobil)	96 %

(status June 2017)

## Number of radio stations (status June 2017)



Landesgrenzen © Bundesamt für Kartographie und Geodäsie, Frankfurt am Main  
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# Status Automotive: Car industry and DAB+ opportunities



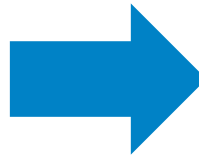
Issue	<ul style="list-style-type: none"><li>➤ Current radio systems in new cars mainly support FM only</li><li>➤ Car industry sales teams are not well informed regarding DAB+ opportunities</li></ul>
Value for BR	<ul style="list-style-type: none"><li>➤ Higher DAB+ penetration also in car radios increases reach</li><li>➤ Cars are a long-term investment, ~over 10 years -&gt; in order to reach current new car customers, more DAB+ able devices need to be built in</li></ul>
Value for car industry	<ul style="list-style-type: none"><li>➤ Sellers can make extra money with special features such as DAB+</li></ul>
Digitalradio actions	<ul style="list-style-type: none"><li>➤ 850 car dealers contacted</li><li>➤ Around 600 car dealers visited personally by commercial agents of Digitalradio office</li><li>➤ 2 to 10 car salesmen/women trained per visit</li></ul>
Next steps	<ul style="list-style-type: none"><li>➤ Further communicate message: “A car with FM only is not fit for the future”</li><li>➤ Increase dialog and trainings of car industry</li></ul>

# Status electronic markets:

## New DAB+ marketing campaign being successfully implemented

### Actions

- Commercial agents place PoS material and train sales staff
- 3,500 contacts in markets
- 2,700 informed on new logo and design
- Commercial agents of Digitalradio office visited 650 markets between Sept 16 and April 17
- Around 300,000 flyer and printed material to be distributed this year



### Effect

- Branding DAB+ in the market to be noticeable
- Smaller dealers very happy with help and information
- Very positive feedback on new Corporate Design of DAB+



## Point of Sale



## Print

### Basis Flyer



### Car Flyer



BR

