

# WorldDAB Automotive 2019 Germany – ARD perspective

Dennis Grams - ARD

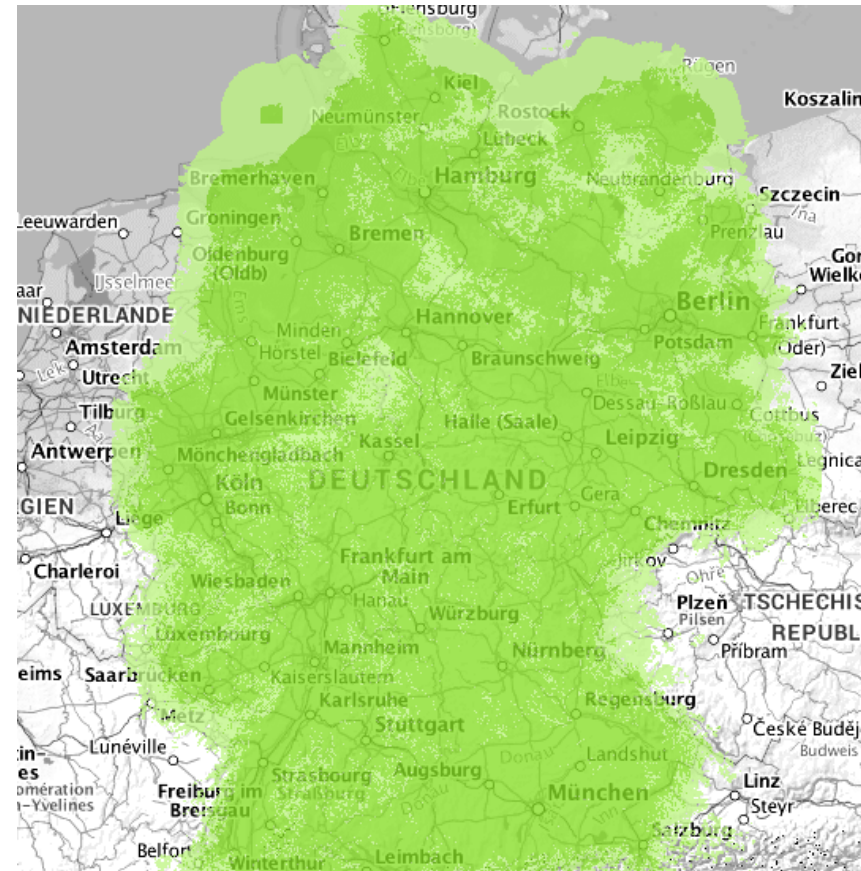
# Coverage Update

Germany

# Coverage Update 2019

- Outdoor coverage reaches 98% of the German population.
- In addition 98% of all German roads are covered.
- Around 89% of the German population reached by indoor coverage.

→ 2020 goal to further bolster network expansion in Germany.



# Important Information on my market

Germany

# Country Information Update

- Steady increase in sales, both of stationary and mobile devices.
- Above-average market growth in regions with DAB+ only services that cater to special interest audiences.
- Latest addition to ARD DAB+ only portfolio: MDR TWEENS.

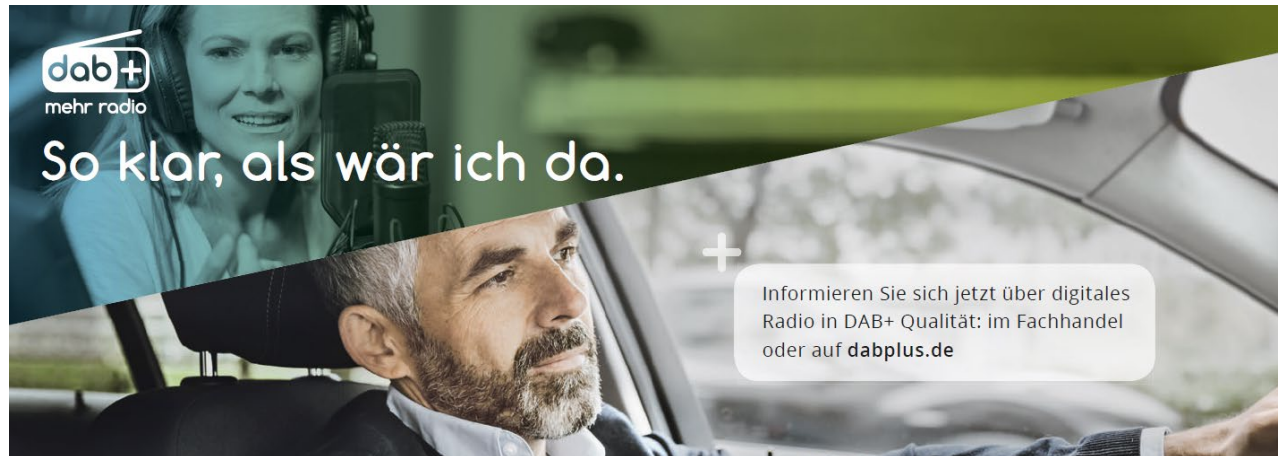


# Marketing Campaigns to drivers

Germany

# Marketing Update

- Usually Germany sees three cross-media DAB+ campaign flights per year.
- In addition to indoor usage, outdoor/car usage is targeted through specific print ads, radio and TV commercials.
- Although campaign flights are mostly focused on overall brand awareness, sales figures indicate that listeners are triggered by campaigns.



- In 2018, around 40% of all newly sold cars had DAB+ installed.
- Which is despite the fact, that DAB+ is mostly a costly extra amongst car manufacturers.
- That leaves 60% of new cars lacking DAB+, which means travel within Europe might lead to a bad awakening for German car owners.



- As a public service broadcaster, we see the need for some kind of communication effort in **2020** that specifically targets drivers.
- The communication effort needs to address two topics:
  - it must raise awareness amongst potential car buyers concerning the effects of the EECC, which comes into effect in Germany on end December 2020 or January 1<sup>st</sup> 2021
  - it will explain the implications of not having DAB+ in car when travelling around Europe.

This should be a joint effort between car makers, Digitalradio Deutschland e.V. and service broadcasters (public and commercial).



dab+

mehr radio