



# WorldDAB Automotive 2019 Italy

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## An open workgroup

Digitalradio DAB+ is the **marketing and communication board** that arises from the **collaboration** among the three national network operators DAB Italia + EuroDAB + RAI and a growing number of regional network operators

## One campaign

Since 2015 we promote - together - the benefits of DAB+ and the services provided by the operators with **one advertising campaign**

**mainly radio ADS**

managed and produced by the marketing team

**aired by a growing number of radio stations**, in both FM and DAB+

## A wide coverage, targeting drivers

Radio reaches 83% of Italian population 14+ in a given week

About 70% of the listeners in the average day listen to radio in car

Therefore...

we proudly use **our media only** to **broadcast the message** that mainly **targets drivers, early adopters, industry key people**

# 2014. Discover

Catch listeners attention. It is impossible to resist innovation. MOVE ON!

# 2015. Learn

It's time to EXPLAIN. DIGITAL RADIO NEWS

# 2016. Use

It's time to USE the Digital Radio. Travel situations.

## 2017-2018. Meet

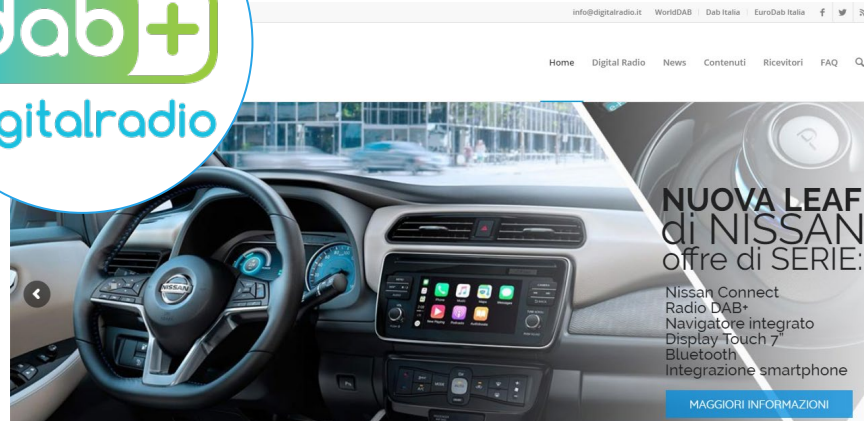
DARE, entertain, encourage the interest and the recognition of the Digital Radio in car in a most surprising way

DIBIDIDOBIDIDAB!

The new Visual Logo

The new consumer website

Social Media



Operators **increase the offer of DAB content** on air (more stations)

Operators continue to grow the outdoor service (now 81%, 95% of HW) with the short-term **goal of covering all highways and strengthening the indoor** (now 55% pop.) and **of reaching a coverage comparable to the FM** in the long term.

# 2019. DAB+ radio will be mandatory in all new vehicles

## 2019

repeat the lucky and memorable campaign, the magic of DAB+ with more funny stories DIBIDIDOBIDIDAB!

**Acknowledge drivers** that from the end of the year DAB+ radio will be mandatory in all new vehicles

**It's time to change, choose a new car with the DAB+ as standard**



La magia della **DigitalRadio DAB+** è già nella tua auto: **dal 2019 in tutte le auto nuove!** Una buona notizia per gli amanti della radio che oggi celebrano, insieme a noi, il **WorldRadioDay** promosso da Unesco.

**dab+**  
www.digitalradio.it

A special print AD on most trusted financial newspaper on World Radio Day



# Thank you