

WorldDAB Automotive 2019 The Netherlands

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Coverage Update

THE NETHERLANDS

Coverage Update

- Coverage >97%
- Specifically Road coverage 95% (4.800 km)
- Future coverage plans Upgrade 2020 VCR

- New national multiplex 2020 -> new national channels

Marketing Campaigns to drivers

THE NETHERLANDS

Campaign Netherlands

TV commercial (universal) 30"

Radio commercial (universal) 30"

Regional tag-on for TV and radio 10"

Pre-roll 10"

Pre-roll Facebook 30"

Personalized Radio commercials 20-30"

DAB+, the new sound of radio (het nieuwe geluid van radio)

Ambassadors new DAB+ campaign



these 10 famous Dutch DJ's/presenters
from public & private channels

The Message: DAB+ the new sound of radio

7

Copy universal TV Commercial and Radio commercial:

Gerard Ekdorf – Radio 10
Marieke Elsinga – Qmusic
Fernando Halman – NPO FunX
Willemijn Veenhoven – NPO Radio 1
Jeroen van Inkel – NPO Radio 5
Barry Paf – 100% NL
Sander de Heer – Sublime
Eva Koreman – NPO 3FM
Frank Dane – Radio 538
Ruud de Wild – NPO Radio 2

ALL

We're always here and we're everywhere
At home, on your bike, in your car
We make you laugh
Tell you what's going on in the world
And play your favourite music
We're here when you're by yourself... or together
You can't see us...
But you can hear us
Listen today to digital radio of tomorrow
Listen to any of us via **DAB+**,

The new sound of radio.

> 65 Radio Stations

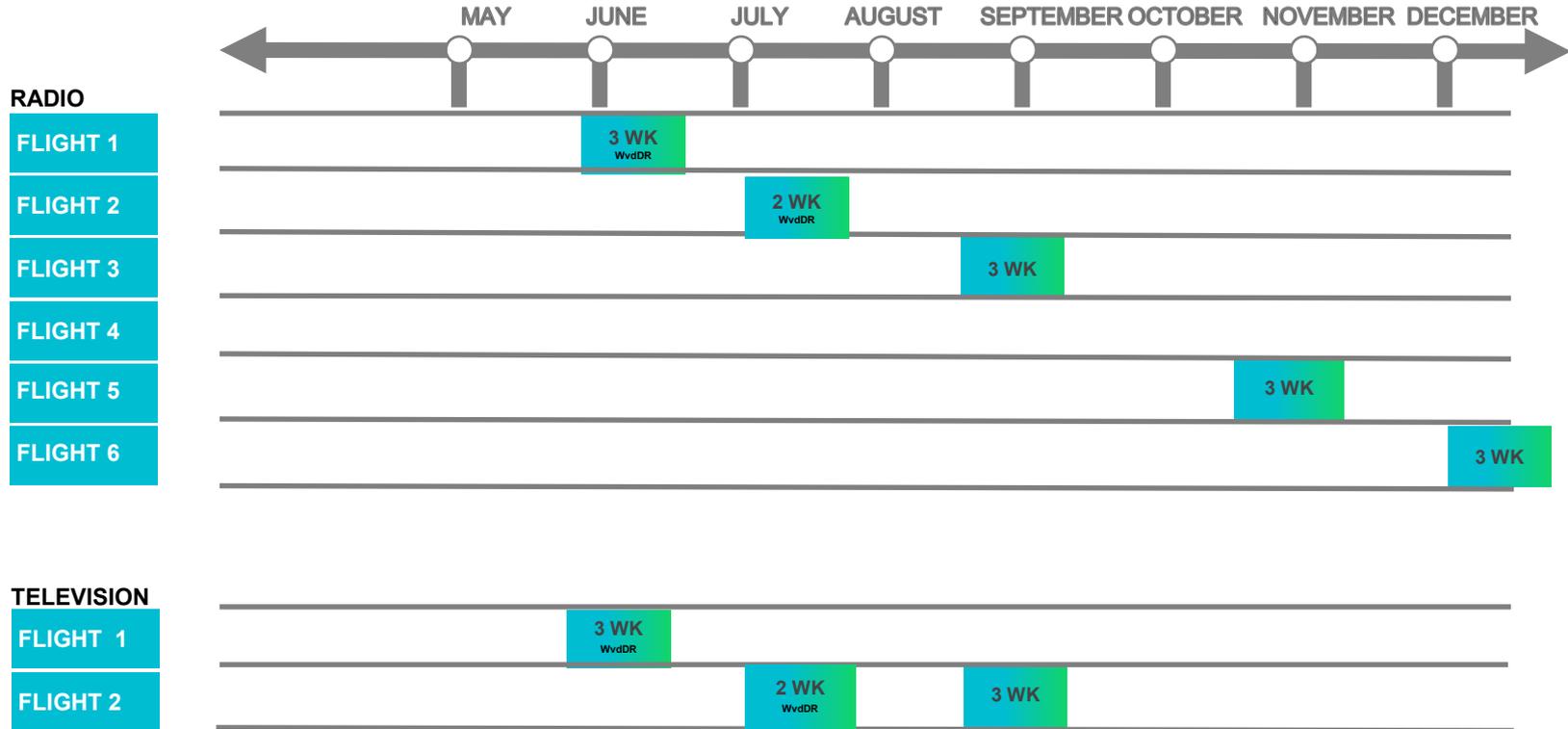
100%NL radio 10
radio 538 RADIO VERONICA
npo radio 1 Q music BNR
npo radio 2 npo 3FM
SkyRadio SLAM!
npo radio 4 SUBLIME

TOP 50 3root news Radio Q music NON-STOP
npo 3FM ALTERNATIVE npo 3FM KX RADIO npo radio 4 Concerten
SkyRadio HITS radio 10 60'S & 70'S HITS npo radio 5
RADIO MARIA NEDERLAND npo radio 2 SOUL & JAZZ npo 4 Categorie 4
npo FUNX SLOW JAZZ npo FUNX DANCE
XINK

Omrop Fryslân RTV NOORD rtv drenthe
NH omroep flevoland rtv Oost
west RTV Utrecht omroep gld
Rijnmond OMROEP BRABANT omroep zeeland
Limburg Q music limburg RADIO DECIBEL
JoyRadio RADIO 8 FM WILD FM
radio continu RADIONL WATERSTAD FM
SIMONE FM AmorFM

MOBIELE TV NL
SEMI-NATIONAL: BBC WORLD SERVICE
LOCAL & REGIONAL COMMERCIAL: RADIO IND TEAM FM
KBC RADIO NL MIDLAND FM OF BEELDELIJKE VAN BRABANT gold
REGIONAL GAP-FILLERS: NH west
OVERIG AANBOD: UJALA RADIO UR RADIO casttime radio 1000 stand radio radio Seagull
uction

DAB+ Campaign 2019



Important Information on my market

THE NETHERLANDS

EECC guideline:

- the draft legal texts are currently being written
- Consultation June/July: internetconsultatie.nl (appr 6 weeks)
- After (if necessary) adjustments, legal texts are submitted to the second chamber
- Implementation date ultimately 20/12/2020

Vision Broadcasters implementation of both in legal texts:

- All new vehicles must be able to receive digital radio.

And

- Every radio should be able to receive digital radio (DAB+/IP/hybrid)

RadioDNS:

- Implemented by public & commercial radio stations before end of June 2019

2019DRnl visits car manufacturers / importers

- EECC update: DAB+ as standard in all new cars asap
- Option to participate during DRnl flights
- Updates campaign
- Information on Digital Radio Week July 8-12
- Connect importers to radio stations and vice versa



Facts & Figures The Netherlands

> **1.300.000**

DAB+radio's sold, automotive included

Source: GfK Panel Market Sales Units | periode: 2013-2018 + JATO Dynamics / WorldDAB)

72%

Awareness DAB+/Digital Radio

Source: NPO MAP June 2018

40%

Cars sold/standard DAB+
'17: 37% '16: 26%; '15: 16%; '14: 6%

43%

DAB+ as option
'17 41%; '16: 44%; '15: 46%;

Source: JATO DYNAMICS / WorldDAB 2018

32%

Intention to buy a DAB+ radio

Source: NPO MAP June 2018

The Netherlands 'BEST IN CLASS' in Europe

