



Planning for DAB+ road coverage in France

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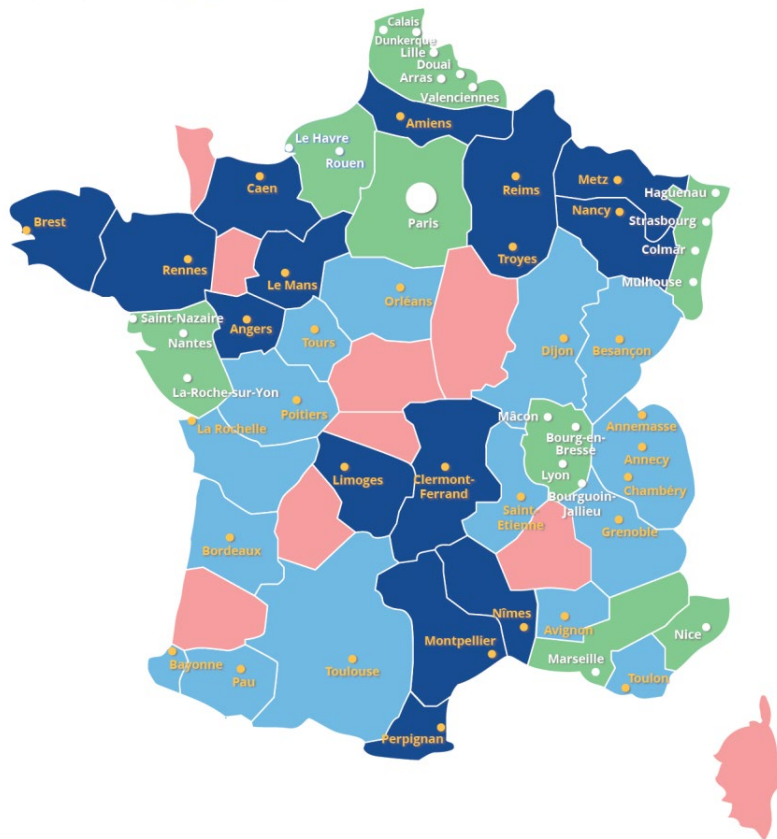
WorldDAB AG, Bruxelles,
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French DAB+ roll-out overview

DAB+ coverage: 25% of French population



- 3 different scales:
 - National
 - 2 multiplexes, 24 radios
 - Regional
 - 46 multiplexes planned
 - 31 in call for candidates
 - 6 multiplexes on air
 - Local
 - 209 multiplexes planned
 - 35 in call for candidates
 - 36 already on air



FM Road coverage: a nearly accidental consequence

- Some public radios do not have a very dense FM coverage
- No national FM license for private radios
 - FM road coverage depends on
 - ◆ Local FM call for candidates outcome
 - ◆ Car receiver performance
 - ◆ Frequency planning evolution
- Only one FM network built for road coverage: 107.7 MHz (motorway information and security)
 - 107.7 MHz does not cover all motorways (only those under concession agreement)



Road Coverage: a key objective for DAB+ roll-out

- Broadcasting Networks Advantages compared to (mobile) IP networks
 - Free for listeners (no subscription fee)
 - Audio quality
 - Receiver easy to use
 - Very dense coverage (but only for a limited number of radios)
- Broadcasting Networks Drawbacks (FM) :
 - Limited offer which is essentially local
- Radios and cars:
 - Car: 1st place to listen to radio. In-car listening: around 30% of radio listening.
 - Radio: 1st media in car.

DAB+ objective: improving road coverage for a significant number of national radios and seamless listening when driving



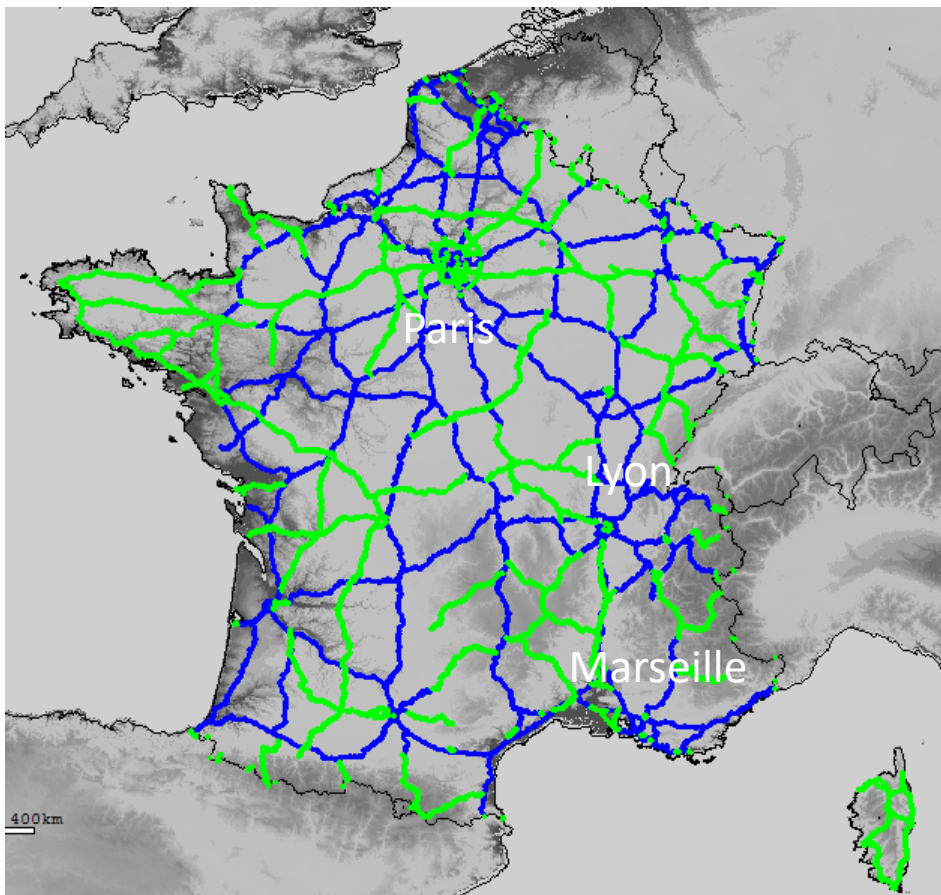
Road Coverage: an objective for national multiplexes

Local multiplexes coverage obligations		Regional and national multiplexes coverage obligation			
Indoor listening		Outdoor listening			
National multiplexes coverage obligation	Start	2 years later	4 years later	6 years later	8 years later
Population	20 %	20 %	20 %	60 %	75 %
Motorways	20 %	50 %	70 %	90 %	90 %
Brittany main roads		20 %	50 %	70 %	80 %
Corsica main roads		20 %	50 %	70 %	80 %

- Daily road trips covering achieved through population and main roads obligation coverage



French motorways and main roads



- Motorways
- Other Main roads
- **Paris-Lyon-Marseille: national multiplexes first roll-out step expected in 2020**