



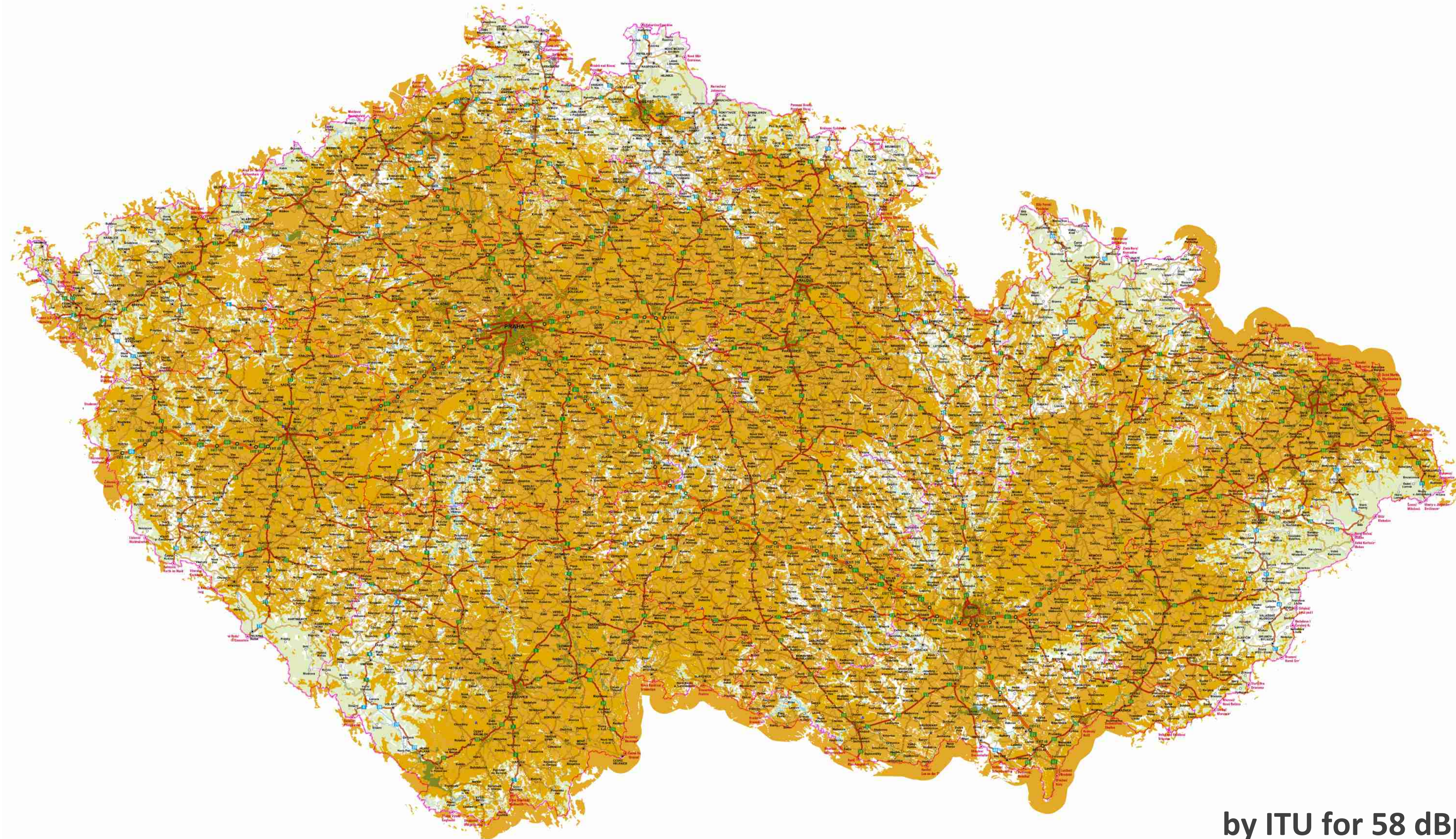
DAB+ development in the Czech Republic

NEW LEGISLATION

- Permanent DAB+ multiplex for **public service Czech Radio**.
- Start of permanent licensing for **private broadcasting**.
- **EECC Law**: DAB+ receivers mandatory in cars.



95% of population covered by DAB+



by ITU for 58 dB μ V/m and FEC 2A

CONTENT

- All **24** Czech Radio **stations in DAB+**
- **Seven** of them **digital-only**
- This year **two new** stations: a **sports station** and a **station for senior listeners**. Both digital-only.

Nationwide stations		Regional stations	
Radiožurnál	Radio Wave	ČRo Region	Brno
Dvojka	Rádio Junior	České Budějovice	Ostrava
Vltava	D-dur	Plzeň	Vysočina
Plus	Jazz	Liberec	Olomouc
	Rádio DAB Praha	Pardubice	Zlín
	Radiožurnál Sport	Karlovy Vary	Hradec Králové
	Pohoda		Sever

 **Radiožurnál Sport**
Český rozhlas

Nové sportovní rádio

V síti DAB+,
na internetu
a v mobilu



Karolína Plíšková
tenistka

#poslouchejsport

radiozurnalsport.cz



Pohoda
Český rozhlas

Český rozhlas Pohoda

Písničky a vzpomínky

Nové
digitální rádio
nejen pro pamětníky

V síti DAB+,
na internetu,
a v televizoru

pohoda.rozhlas.cz



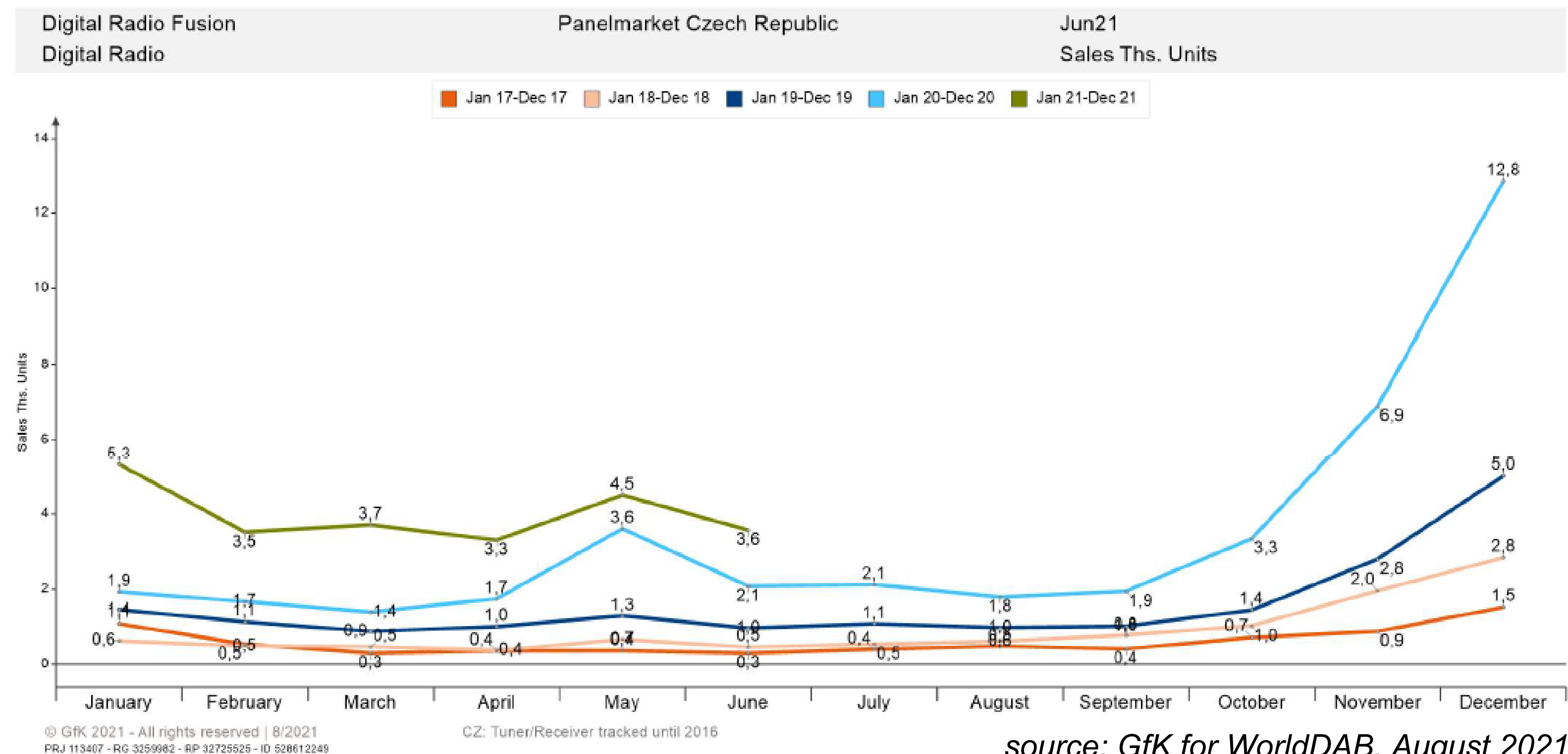
Tomáš Töpfer & Dana Syslová



Více rádia

RECEIVER PENETRATION

- **Growing sales** by more than 100% every year since 2017.
- The **share of DAB+** receivers sold is **constantly increasing**.
- Each **fifth receiver** sold in CR is a **DAB+ receiver**.

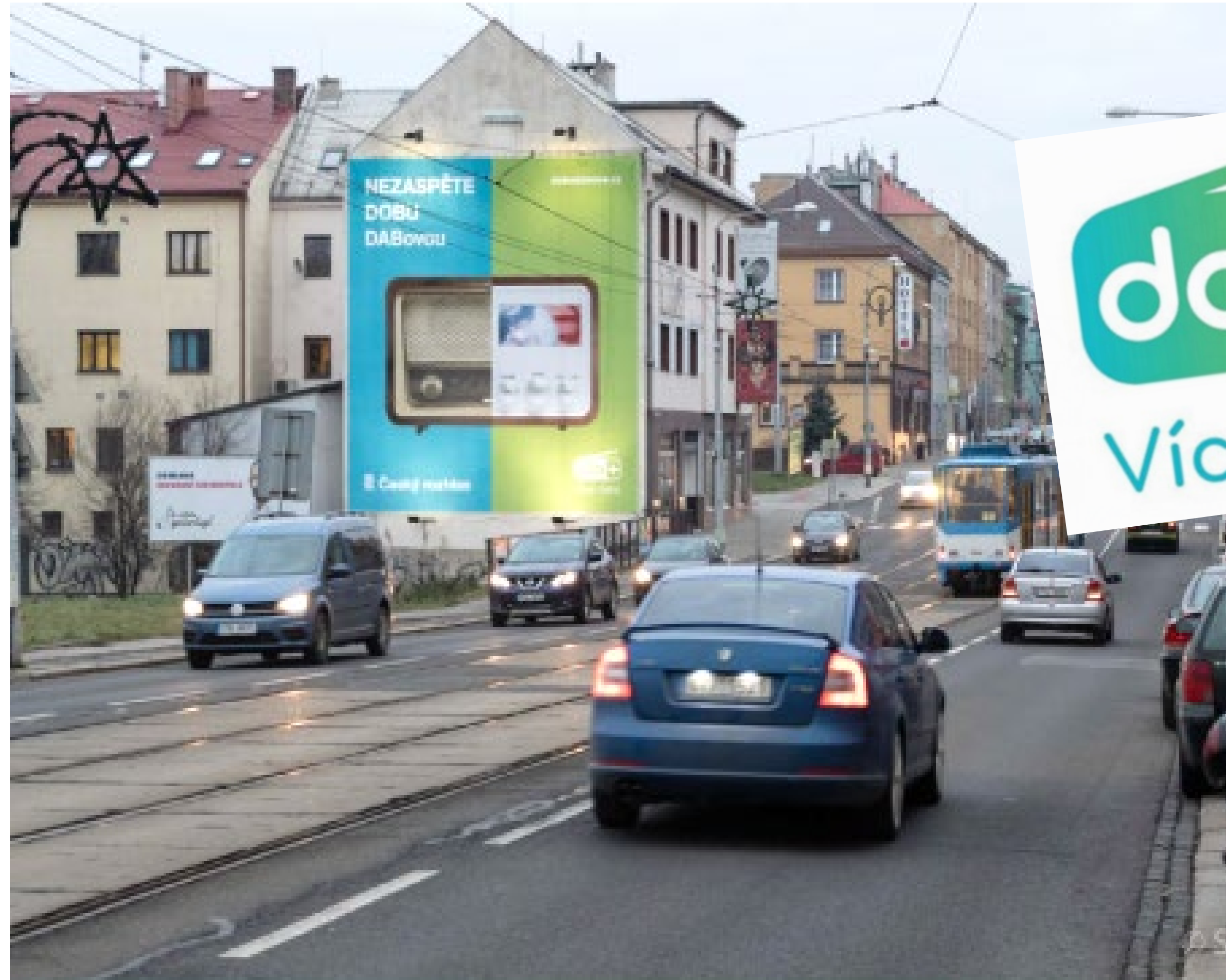


MARKETING CAMPAIGN

- Slogan: "The age of DAB"
- Message: „Replace the old one with the new one"



MARKETING CAMPAIGN



AM SWITCH OFF – 31.12.2021



Thank you for your attention