

dab+ in Croatia

Tigran Vržina, Chief Technical Advisor, OIV

OIV Digital signals and networks



OIV general information

- 100% state owned limited liability company
- **Founded in 2002** as a spin-off from public broadcaster HRT
 - 95 years of radio broadcasting experience
 - 65 years TV broadcasting experience
- **Human resources**
 - ≈ 300 employees
 - > 50% hold university degrees
- **Certifications**
 - ISO 9001, ISO 14001, ISO 50001, OHSAS 18001
 - Business security certificate



Broadcasting services

Network services

Multimedia services

Professional services

OIV Fire Detect AI service

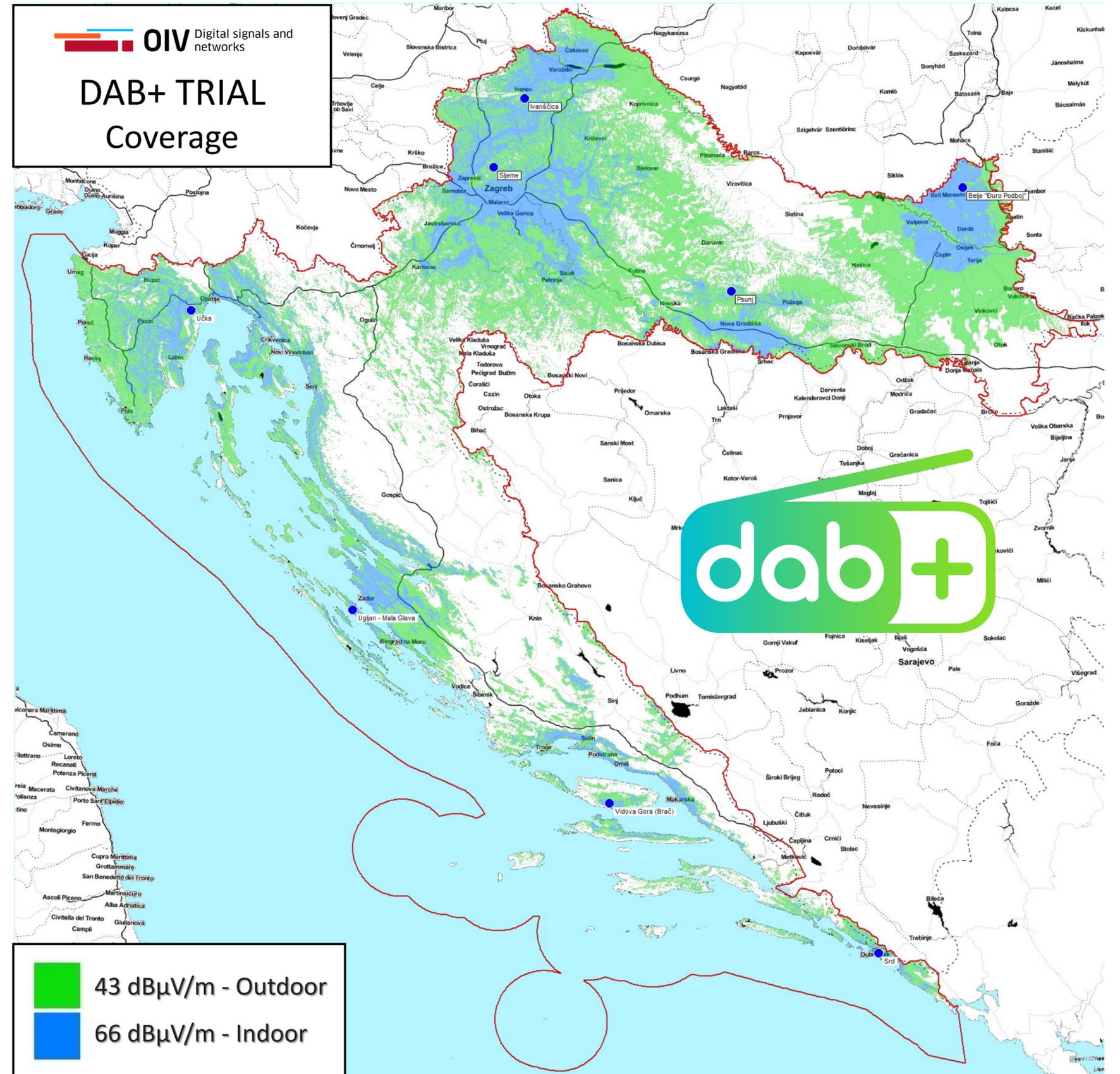
OIV Pano 360 HD services

OIV Smartino IoT services

OVM Technology Alliance

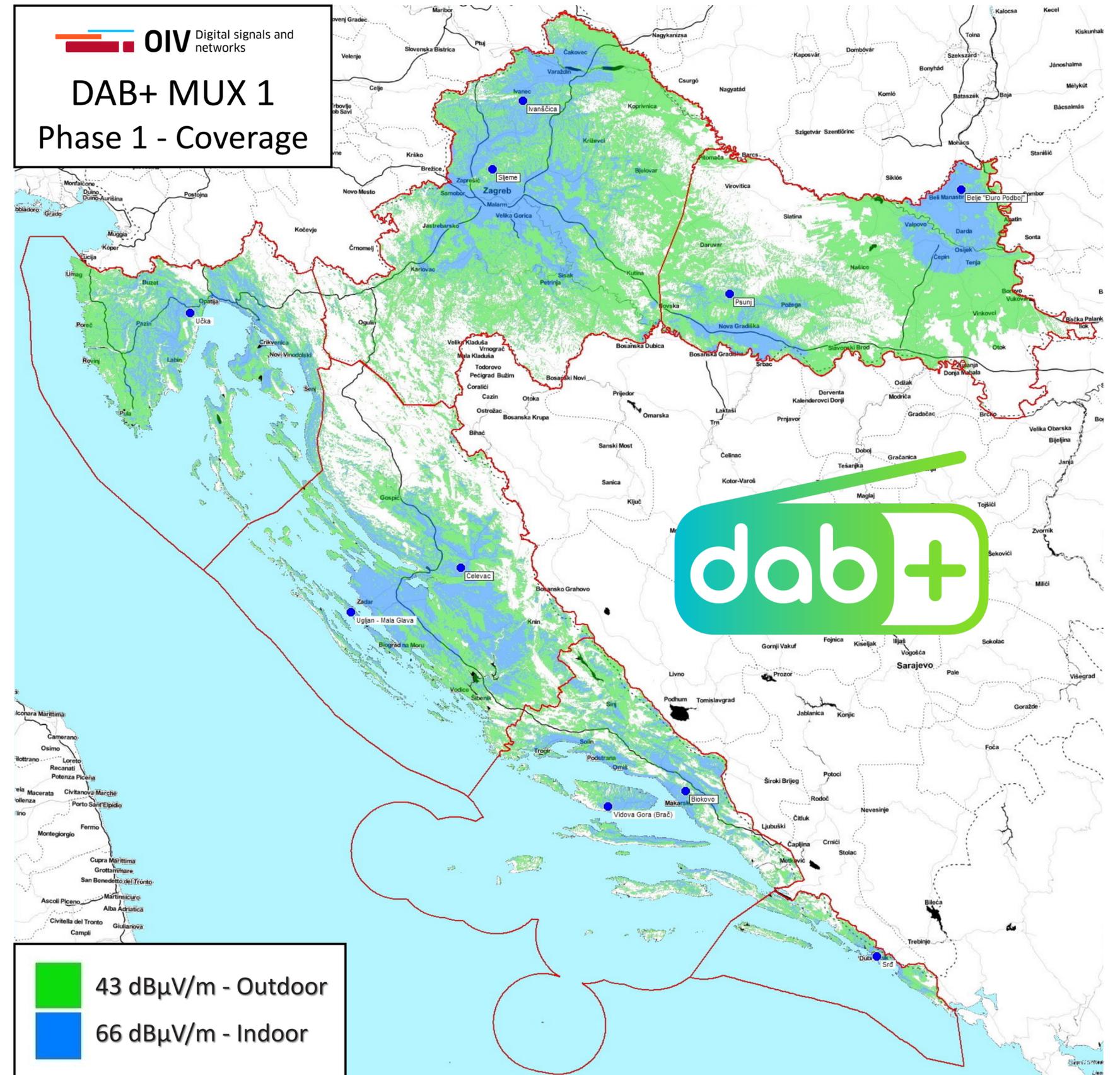
DAB+ in Croatia - Current status

- Fourth year of the trial
- 8 Tx locations
- Coverage - national:
 - Portable indoor = 53.1% of the population
 - Mobile outdoor = 88% of the population
 - Highways = 67%
- 12 radio programmes of which 2 **digital only**



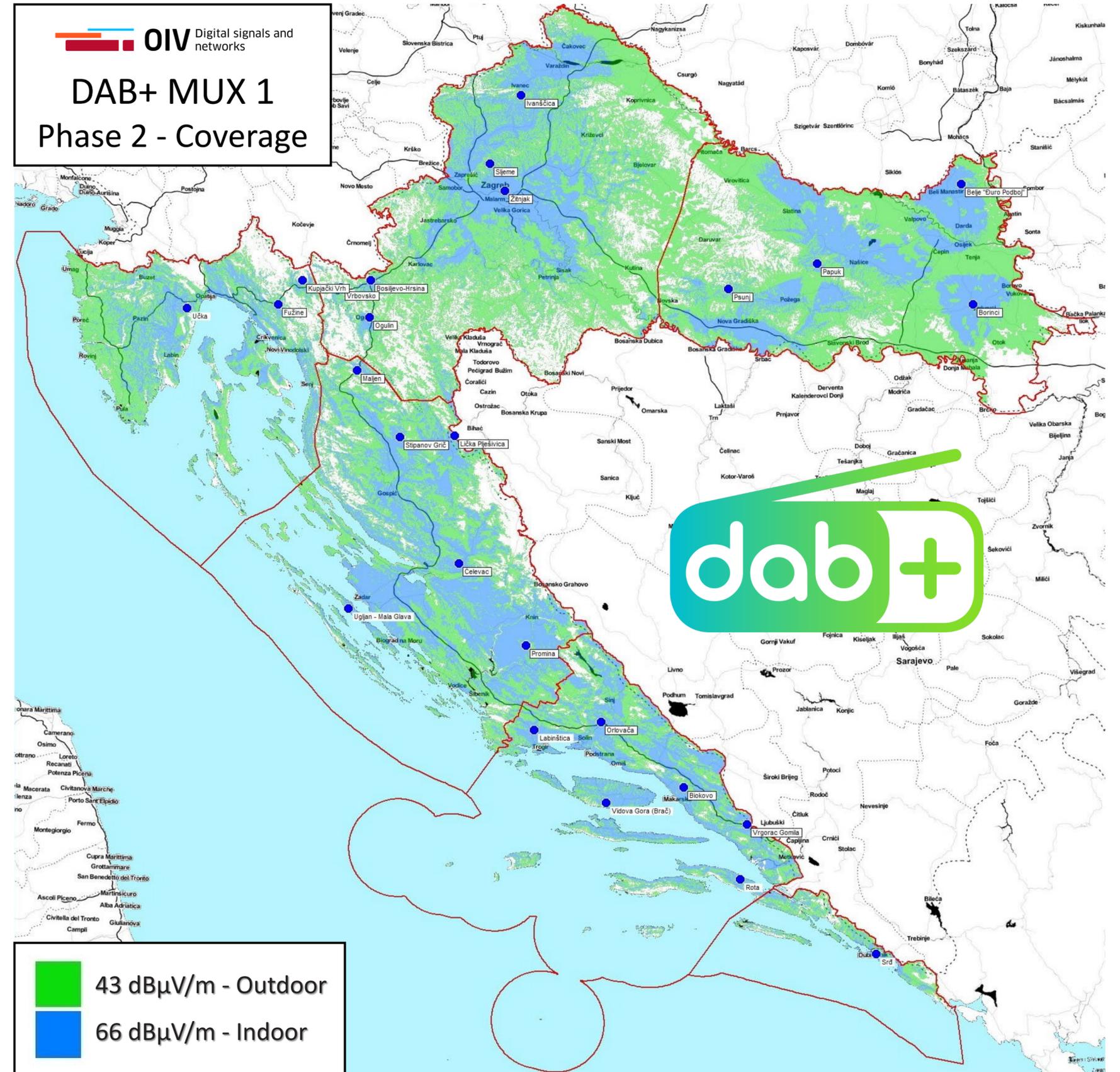
Next steps - Phase 1

- **Regular transmission** - from 16 November 2021
- National/regional mux (6 regions)
- 10 Tx locations
- Coverage - national:
 - Portable indoor = 55.6% of the population
 - Mobile outdoor = 90.3% of the population
 - Highways = 76%
- Coverage – regional – more than 77% of the population of each region (mobile outdoor)



Next steps - Phase 2

- **Network expansion** - from 16 November 2022
- National/regional mux (6 regions)
- 26 Tx locations
- Coverage:
 - Portable indoor = 61.1% of the population
 - Mobile outdoor = 96.3% of the population
 - Highways = 93%
- Coverage – regional – more than 90% of the population of each region (mobile outdoor)



Activities



In cooperation with the Croatian Vehicle Centre, OIV conducted a survey on the number of DAB+ receivers in vehicles. Almost nine thousand vehicles manufactured from 2014 to 2020 were inspected at technical inspection stations throughout Croatia, and the results of the research showed a **30.4%** share of vehicles with a DAB+ receiver!

The DAB+ **marketing campaign** will be focused on two crucial target groups, radio broadcasters and listeners, with intention to present the DAB+ Digital Radio as the radio for today and for the future and with the purpose of accomplishing the following aims:

- Raising awareness and popularization of the DAB+ platform
- Emphasizing all the benefits of this service
- Education of target groups and public as a whole
- Provoking a reaction/response





radio is here to stay!

Thank you for your attention!

OIV DAB+ Digital
Radio
New era of radio.



www.oiv.hr | E: oiv@oiv.hr
T: +385 1 6186 000