Digital Radio:
- a manufacturer’s point of view -

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Radio Market in the Netherlands

- 34% Dutch people are listening to radio every day

- 23,2 hours per week (3,5 hours per day)

- 43% Audio Home System
- 28% Car Radio
- 5% Portable Radio

- 61% listens via cable
- 24% listens via FM/ether

Source: Intomart GfK 2012 | 31923 RAB Radioplatforms 2013 | Mei 2013
Audio Market Potential

Jan-Sep 2013 Growth Data
Netherlands

Source: GfK 2013 | NL Panel Market data | October 2013
People want to listen to the radio Everywhere
**DAB+ Target Consumer**

Ageing population (the Netherlands)

In 2014 almost 3 Million people will be aged 65+ in the Netherlands. In 2040 the aged population will be at 51% of total population.

More than 80% of people aged 65+ prefer to listen to the radio via radio-/home audio system, car radio or clock radio.
Sony Evolution & Legacy of Audio

Morita & Ibuka
1946

Sony
Type-G
1950

Sony
TR-55
1955

Sony
TR-6
1956

Sony
TR-63
1957

Sony
Walkman
1979

Sony
DAB+
2013
Sony DAB+ Radio Solutions available today

Clock Radio

Audio Home System

Sony Portable Radio

Car Radio

Boombox

Docking/ Wireless Speakers
**Consumers about DAB+**

**Purchase intention DAB+ radio receiver**

- Yes, intention to purchase: 12%
- Probably intention to purchase: 27%
- Probably no intention to purchase: 16%
- No intention to purchase: 45%
- I don’t know: 4%

**Reasons to Buy DAB+ radio receiver**

- Better sound quality: 71%
- So I can listen to my favorite radio show on DAB+: 31%
- So I can listen to other radio shows on DAB+: 30%
- Other: 5%
- I don’t know: 7%

Source: Intomart GfK 2012 | 31923 RAB Radioplatforms 2013 | Mei 2013

Almost 1 out of 10 Dutch respondents we were not listening to DAB+ are intending to purchase a DAB+ receiver in the future. Main reason to buy was better sound quality.
People’s familiarity with DAB+

…. However, people’s familiarity with DAB+ is rather low. Almost 78% had no idea what DAB+ is.

Source: Intomart GfK 2012 | 31923 RAB Radioplatforms 2013 | Mei 2013
**DAB+ integration: next steps**

I. Discussions with trading partners (VCR/NPO/EZ)

II. Set general framework together with trading partner

III. Get retailers involved

IV. Support education in-store

V. Create communication and awareness for DAB+

VI. Expansion of consumer activity e.g. "Digital Radio Day"
**Work together for FM Switch-off moment**

- **2004 – 19-2013**: Last switch off moment
- **Voorjaar 2014**: Retailers (availability of devices)
- **2014 – 1-9-2015**: Manufacturers (production of devices)
- **1-9-2016 – 1-9-2019**: Evaluation moment
- **1-9-2019 – 2023**: Last switch off moment FM in NL if DAB successful
- **Switch off FM Denmark**
- **Switch off FM Norway**

**Evaluation moment**
If >50% HH DAB radio then FM switch off?

**Source:** DAB+® Digitale Radio+ Bob Gorter
Sony welcomes DAB+

- Legacy in (high quality) audio
- Line-up competitiveness DAB+ in Personal Audio
- Product expansion with DAB+ receivers in other Home Audio Segments
- Dedicated DAB+ support for retail from Sony
- Retail support needed to get DAB+ in store!

For all DAB+ related questions please contact our Dedicated Sony Product Manager:
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Thank you

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