

Raising awareness for DAB+ in The Netherlands

Introduction:

In the first half year of 2017, 35% of cars were sold with DAB+ as standard and 41% of cars sold had DAB+ as option.

In the early stages of deployment there were some complaints over reception, and the upgrade to commercial networks was completed on Jan 1st 2018 with the public network upgrade completed in early 2017.

For new cars DAB+ adaption is on schedule with the objective of having DAB+ sold as standard in all new vehicles. However in the existing fleet knowledge, interest and availability for aftermarket products is low.

Next to the intensive awareness campaign on radio and television, Digital Radio NL continues to visit car manufacturers/importers in order to build awareness of DAB+, connecting people and sharing knowledge.

Digital Radio NL also participated in the 2017 UX-research in cooperation with the UK, Germany and France. The results of this research were shared with automotive in 2017.

The key challenge for The Netherlands is to keep on convincing car manufactures/importers to have DAB+ as standard to make new cars 'futureproof'.

The Netherlands: DAB+ status

Population	17 million
DAB+ coverage	>97%
DAB services on air	65
New cars sold with DAB	35%*
DAB receivers sold	720,000**

*1st ½ 2017

** Jan 2018

The activity

Since the launch of DAB+ in The Netherlands in autumn 2013, the priority was to involve and commit all stakeholders (broadcasters, retail, e-tail, manufacturers, automotive) and make them aware of DAB+ as the digital successor of FM and the benefits of DAB+ for the consumer.

The activities led to the following:

- 60% name awareness for DAB+
- 29% of people considering buying a DAB+ device
- 13% listen to radio via DAB+ (over 2m people)
- 720,000 devices sold

The campaign featured various commercials, with two specifically targeting DAB+ in cars.

If a driver/manufacturer/importer has problems with reception we collaborate with them on solving and sorting the issue.

“Collaboration is the key to success. All stakeholders including automotive are told and informed that every device/radio that is sold from today on should receive digital (FM included). Main priority: Service costumers and make sure that they’re ‘futureproof’ when the DSO is scheduled.”

Jacqueline Bierhorst, Digital Radio Netherlands

“DAB+ is the successor of FM. Depending on model, DAB+ is offered in all of our cars as standard or as option. Consumer wise we get more requests for DAB+ which is a very good sign. In a few years DAB+ will become the new standard for digital radio in cars.”

Robbert van den Heuvel, Communication Manager Fiat Chrysler Automobiles

Conclusions and next steps

With retail and manufacturers of DAB+ products Digital Radio NL is working on an agreement that (from 1st of June 2018) any radio sold can receive digital (including FM). This message helps in visits to car manufacturers to make clear the commitment of all stakeholders, that DAB+ is the digital successor of FM. Also, the WorldDAB UX-Guidelines will be shared with the car manufacturers to make them aware on how to improve the user experience and what action should be taken per stakeholder – for example ensuring the right station logos on screen in cars.

Contact/further information

Project Director

jacqueline.bierhorst@digitalradio.nl

Market Executive

margot.gerritse@digitalradio.nl

www.digitalradio.nl

Digital Radio NL – TV commercial 2017/2018

