

# Digital Radio Flanders

**Digital Radio Flanders**

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Consultant Flemish Government/Digital Radio Flanders



# Radio Is Strong In Flanders

80% of all Flemish people listen to radio daily

Highest listening time EU:  
average 4,5 hours

# Digital Hybrid Is Now & Future Of Radio



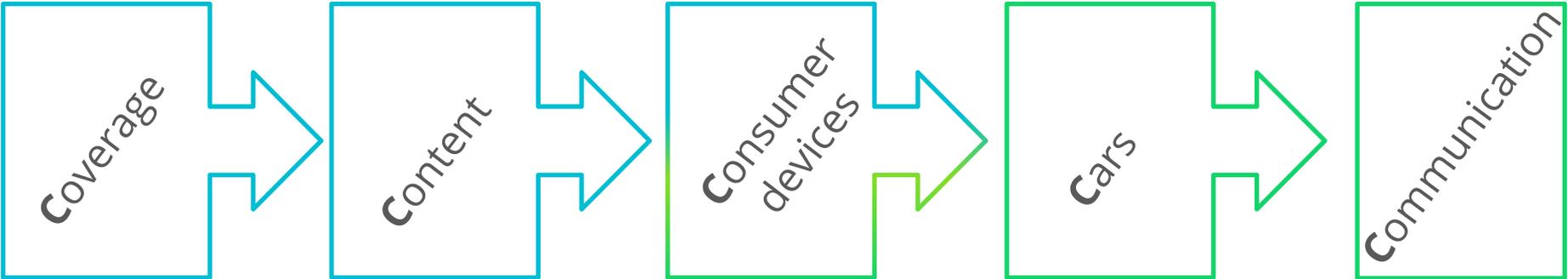
4G 5G



connected  
DAB+ & IP

# Collaboration Key To Success: 5 C's

← Policy & Regulation →



← Collaboration Industry →

# Digital Radio Flanders



MEDIALAAN

*NOSTALGIE*



**Flanders**  
State of the Art

MoU Flanders; Plan of Approach  $\geq 2018$ ; MoU French Region Belgium

## **DAB+ RADIO PARTNERS:**

British Broadcasting Corporation Ltd | FamilyRadio Vlaanderen vzw | Radio Club FM vzw | Radio Maria vzw | TOPradio nv | VBRO MEDIA bvba |

## **AUTOMOTIVE SECTOR:**

Febiac vzw

## **MANUFACTURERS:**

Artsound | Denver | Imperial | JVC/Kenwood | Lenco | Pioneer | Phillips | Pure | Sangean | Sony | Technisat | Tivoli

## **RETAIL:**

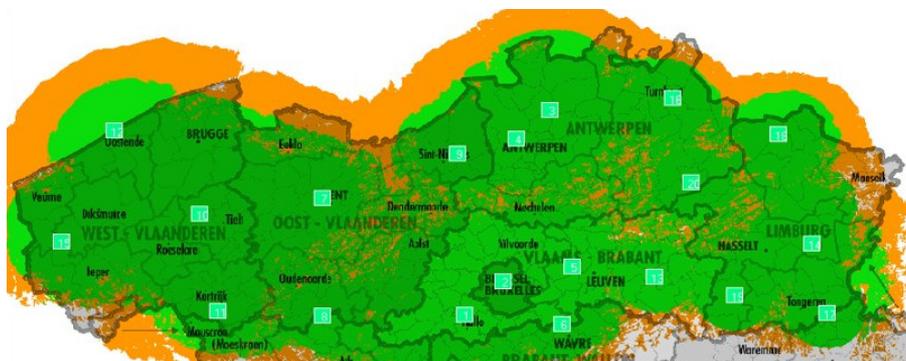
Exellent (federatie Nelectra) | FNAC | Krëfel | Selexion (federatie Nelectra) | Vandenborre | Eldi | Carrefour

# VRT: 12A

- Licence holder: VRT
- Multiplex operator: Norkring Belgium (<3/19)
- Status multiplex: 100% full

Coverage:

Mobile Indoor



DAB+ 96kbit/s (80 audio + 16 slideshow)



R2 ANTW 96kbit/s (80 audio + 16 slideshow)

R2 LIM 96kbit/s (80 audio + 16 slideshow)

R2 O-VL 96kbit/s (80 audio + 16 slideshow)

R2 V-BR 96kbit/s (80 audio + 16 slideshow)

R2 W-VL 96kbit/s (80 audio + 16 slideshow)



DAB+ 96kbit/s (80 audio + 16 slideshow)



DAB+ 96kbit/s (80 audio + 16 slideshow)



DAB+ 96kbit/s (80 audio + 16 slideshow)



DAB+ 96kbit/s (80 audio + 16 slideshow)



DAB+ 96kbit/s (80 audio + 16 slideshow)



DAB+ 72 kbit/s (48 audio + 16 slideshow)



Data 16 kbit/s, sinds 2012



# Norkring: 11A

- License holder: Norkring
- Multiplex operator: Norkring
- Multiplex operational per: May 2015

Coverage:

Mobile Indoor



-  DAB+ 09/2017
-  DAB+ 08/2018
-  DAB+ 09/2017
-  DAB+ 08/2018
-  DAB+ 08/2018
-  DAB+ 08/2018
-  DAB+ 11/2015
-  DAB+ 06/2015
-  DAB+ 01/2017
-  DAB+ 06/2015
-  DAB+ 06/2015
-  DAB+ 06/2015
-  DAB+ 06/2015

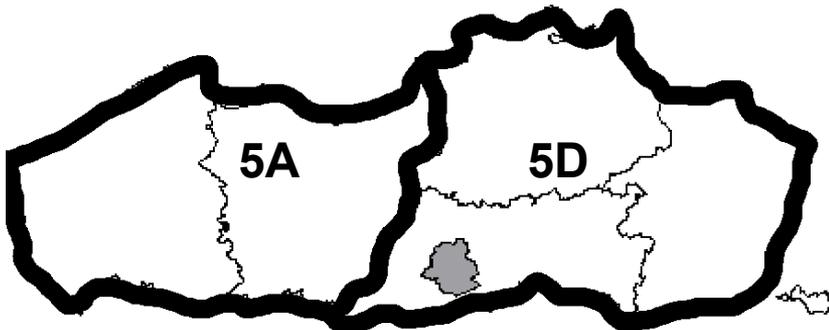
*Note: situation per 9/2018, subject to changes*



# Norkring: 5A + 5D

- License holder: Norkring
- Multiplex operator: Norkring
- License start date : 22 October 2018

Multiplex not operational yet



# DAB+ Radio Stations: 25 -11 digital only-

## Public



## Private



# Digital Radio Flanders Activities

## On Air

TV commercials

Radio commercials

Week of the Digital Radio

- News and info on DAB+ in program

## Online

TV commercials on websites

Website [dabplus.be](http://dabplus.be) and social media

Tbd: Newsletters / press releases

## Off air and POS

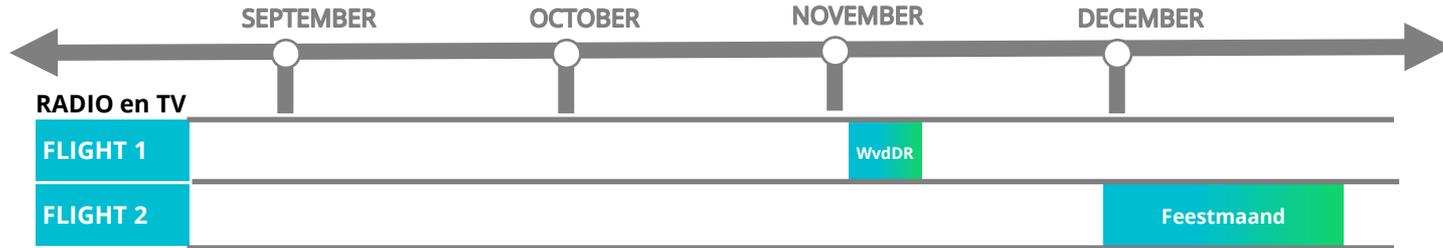
Automotive / Events

- Febiac Academy
- Auto Salon January 2019
- Fleet presentations

Retail & etail & manufacturers

- Visits to initiate collaboration
- New logo DAB+
- Logo Week of digital radio & USP's

# Campaign



12-16 November: Digital Radio Week

- All (DAB+) radio stations participate
- Awareness DAB+ and it's advantages
- Stores put DAB+ devices in the spotlight

Party month December

- DAB+ radio awareness campaign

# On Air Spots & Online

Radio spots: 2 versions 30"

Radio add on's: 4 versions 10"

Television spots: 2 versions 30"

Digital Radio Week 10-16 November

For all broadcasters

# Digital Radio Week Retail & Manufacturers

**BEELD EN GELUID**

*Luister naar de radio in optimale kwaliteit en zonder ruis!*

**DEJNER** Digitale radio DAB+ retro 7700004

**Panasonic** Digitale radio DAB+ 7700004

**Lenca** Radio-CD DAB+ 7700004

**SHARP** Micro-keten DAB+ 7700004

**Lenca** Mp4-speler 7700004

**SONY** Autoradio + CD 7700004

**bigben** Platenspeler encoder 7700004

**Panasonic** Mini-keten 7700004

**SONY** Fototoestel 7700004

**SONY** Draagbare DVD-speler 7700004

**SONY** Blu-ray speler 7700004

**SONY** SD camera FULL HD 7700004

**Encante** Trolley speaker 7700004

**nedis**

**Nedis Digital DAB+ Radio**  
4.5 W | FM | Cook & Alarm

**dab+** Week-digitale radio

**Special offer!**

**RCDB2210BK**

**€ 29,50**

SRP € 45,50

Geldig t/m 30/11/2018

**nedis**

**Nedis Digital DAB+ Radio**  
12 W | FM | Bluetooth®

**dab+** Week-digitale radio

**Special offer!**

**RCDB4100BK**

**€ 39,50**

SRP € 69,99

Geldig t/m 30/11/2018

**nedis**

**Nedis Digitale DAB+ Radio**  
15 W | FM | Bluetooth®

**dab+** Week-digitale radio

**Special offer!**

**RCDB4200BK**

**€ 45,00**

SRP € 79,99

Geldig t/m 30/11/2018

**nedis**

**Nedis Digitale DAB+ radio**  
60 W | FM | Bluetooth®

**dab+** Week-digitale radio

**Special offer!**

**RCDB520BK**

**€ 59,99**

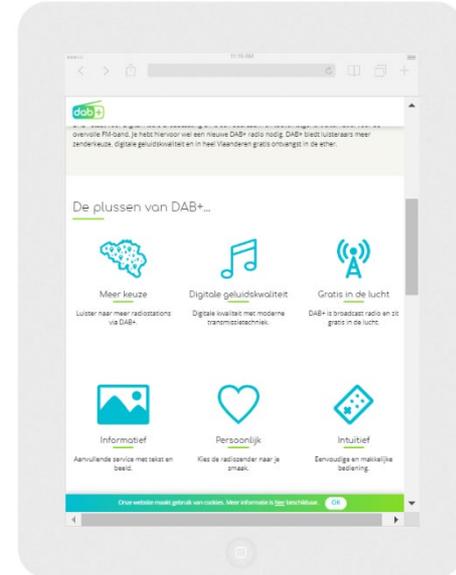
SRP € 104,99

Geldig t/m 30/11/2018



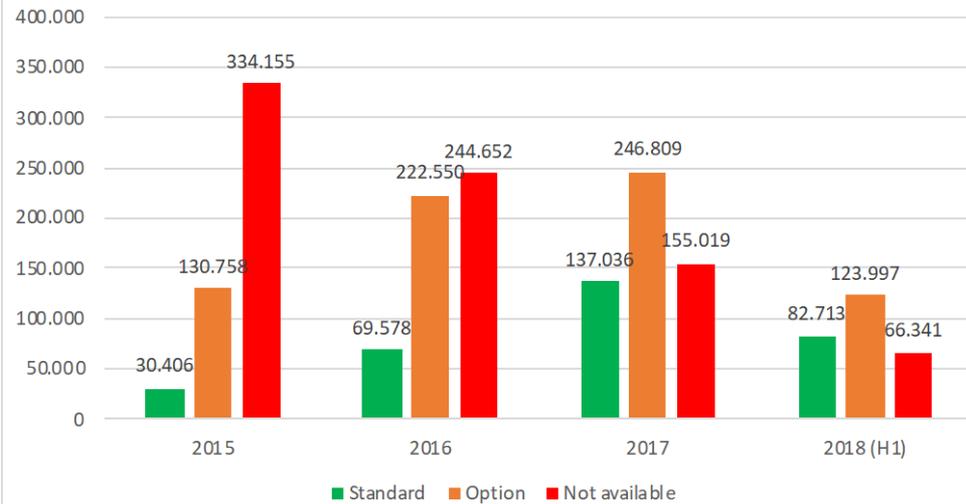
# Website Launch 05-11-18

Structured | Clear | Intuitive | Modular

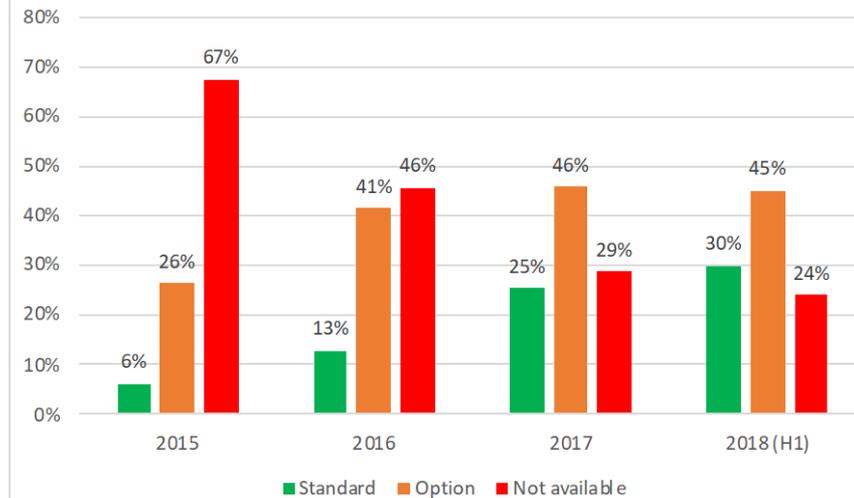


# Automotive

2015 until H1 2018 new sold cars per year  
JATO DYNAMICS: numbers



2015 until H1 2018 new sold cars per year  
JATO Dynamics: percentages



# DAB+, the Digital Successor Of FM

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