



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, as the national networks were being built out. For new cars we are working toward all new vehicles to be sold with DAB+. However in the existing car parc, interest and availability for aftermarket products is low.

Next to the awareness campaign on radio and television, Digital Radio NL continues to visit car manufacturers/importers to build awareness of DAB+, connecting people and sharing knowledge. Digital Radio NL contributes to in-car radio UX-research alongside UK, Germany and France. The key challenge for The Netherlands is to keep convincing car manufactures and importers to have DAB+ as standard.

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**



© Vermapro.com

***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, make them aware of DAB+ as the digital successor of FM, and explain about the benefits of DAB+ for the consumer. These activities resulted in:

- 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/manufacture or importer has problems with reception we collaborate with them on resolving 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 option. 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

Digital Radio NL is working with all stakeholders on an agreement that (from 1st of June 2018) any radio sold can receive digital as well as FM. This makes clear the commitment of all stakeholders, that DAB+ is the digital successor of FM. The WorldDAB UX guidelines are shared with car manufacturers to raise awareness on how to improve the user experience, for example ensuring the right station logos on screen in cars.



TV commercial 2020 | Digital Radio