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.

INTRODUCTION

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

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/manufacturer 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

THE ACTIVITY

Population 17.1 million
DAB+ coverage 95%
DAB services on air 114
New cars sold with DAB+ 43%
DAB receivers sold 1.5 million

NETHERLANDS: DAB+ STATUS

“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.

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