

MEDIA
BROADCAST

| VERENA SCHMITZ

DAB+ in Germany



About us

As Germany's largest service provider for the broadcasting and media industry, we plan, set up and operate multimedia transmission platforms for TV and radio.

Our portfolio:

- More than **300 sites** for freenet TV / DVB-T2 / **DAB+**
- Own **fibre network** with more than **10.000km** in Germany
- Nationwide **field force** of ~ **300 employees**
- **365/24/7 service**, two georedundant NOCs





We are fully committed to DAB+ ...

- ... **we started**
transmission of DAB at the IFA 1995 in Berlin
- ... **we coordinated**
the switch-over to DAB+ in 2011
- ... **we operate**
the 1st national mux since 2011 and the 2nd since 2020
- ... **we set focus on digital growth areas**
in 2018 by selling our complete FM infrastructure

... because we believe in the benefits DAB+ offers



More variety



More efficiency



More potential

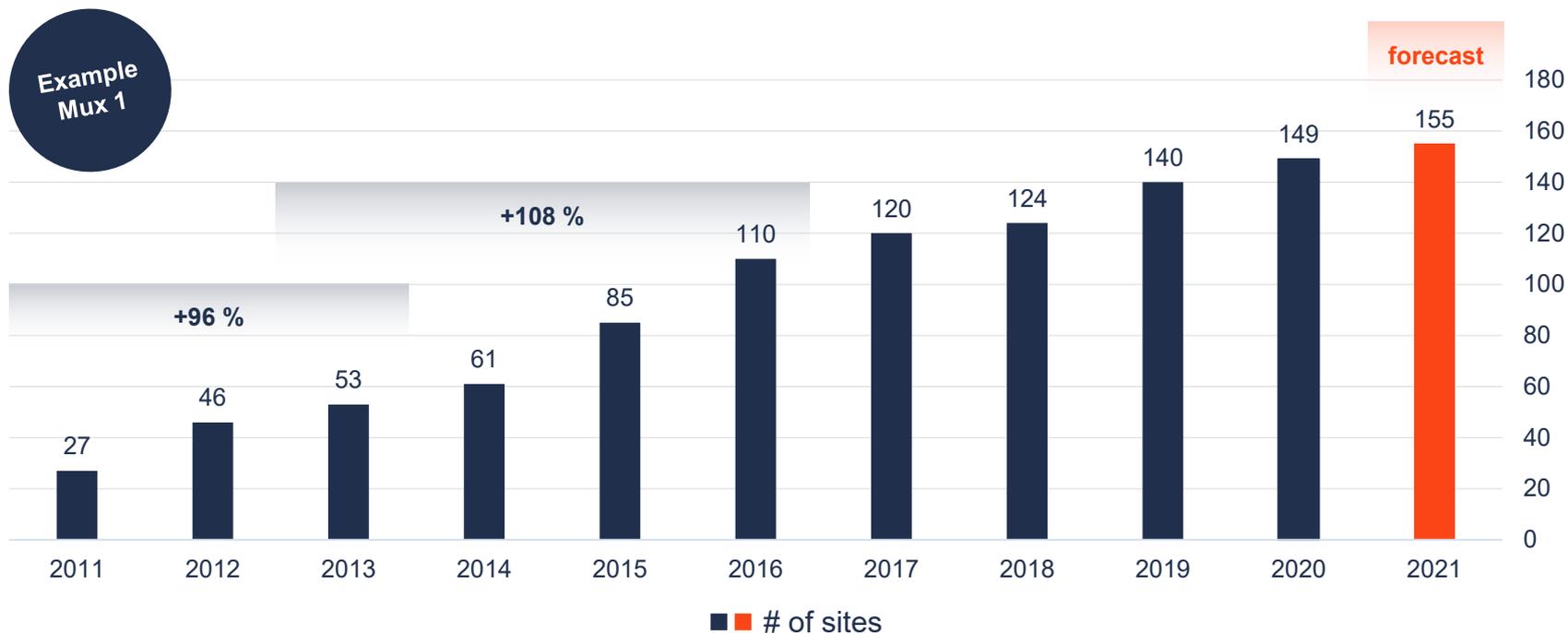
Where we are today -

We reached the point of no return!

- Nationwide DAB+ coverage reaching over 95% of households
- DAB+ mandatory as standard in every new car
- 270+ radio stations
- Antenne Deutschland has launched the 2nd national DAB+ multiplex



Development of 1st national DAB+ multiplex in Germany



DAB+ in Germany 2011

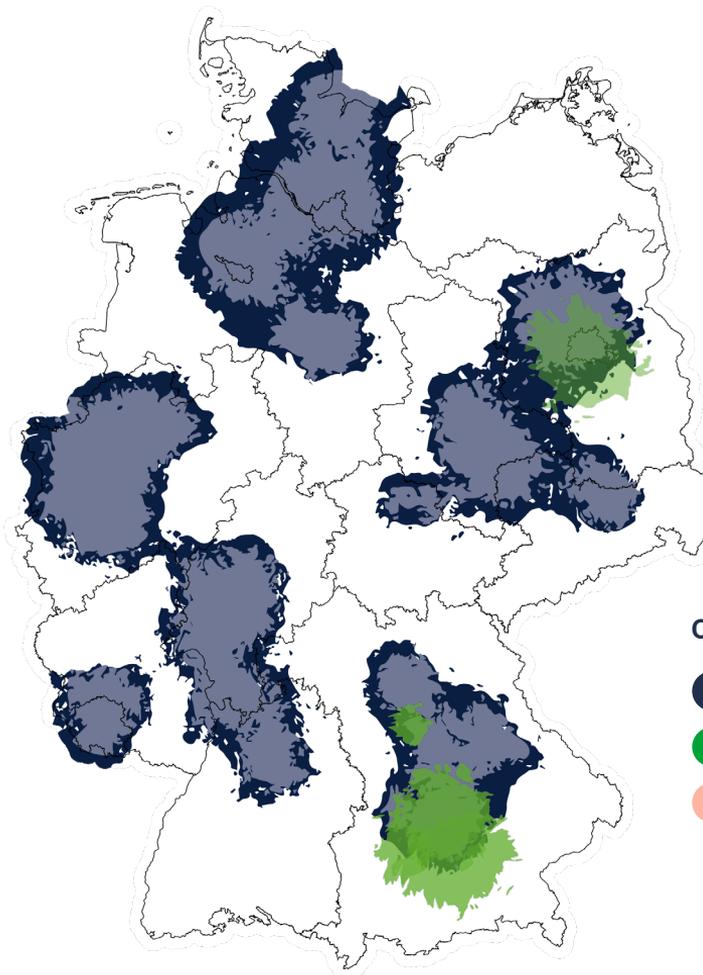
All residents of Germany can receive DAB+



45% Indoor



38% Outdoor



Color key

- 1st national mux
- local & regional private muxes
- 2nd national mux

DAB+ in Germany 2015

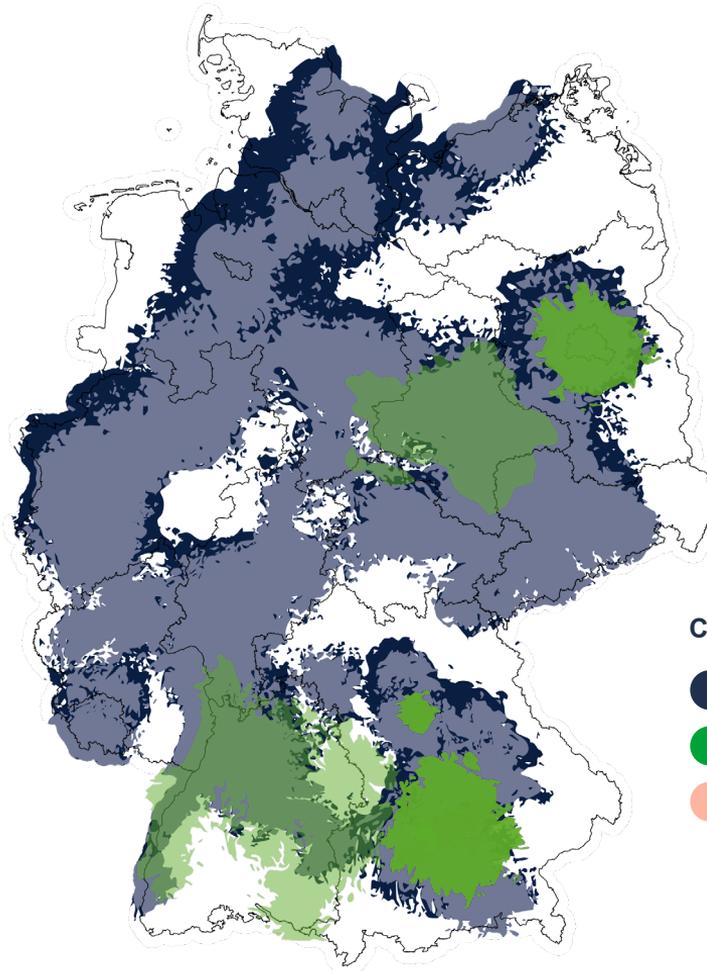
All residents of Germany can receive DAB+



71% Indoor



80% Outdoor



Color key

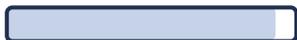
- 1st national mux
- local & regional private muxes
- 2nd national mux

DAB+ in Germany 2018

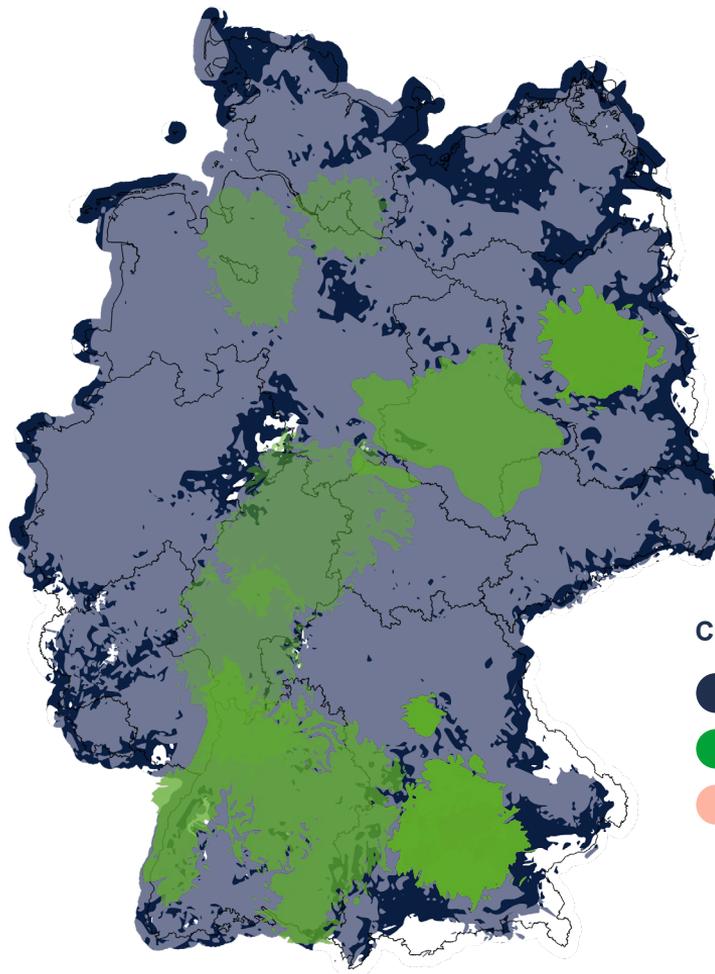
All residents of Germany can receive DAB+



81% Indoor



96% Outdoor



Color key

- 1st national mux
- local & regional private muxes
- 2nd national mux

DAB+ in Germany 2020

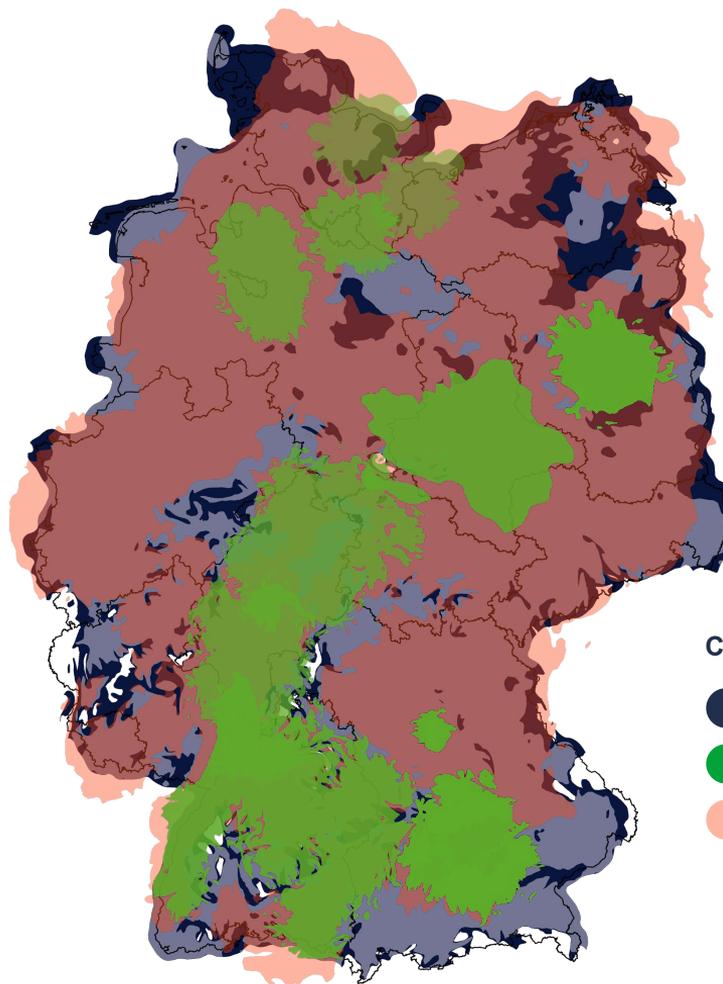
All residents of Germany can receive DAB+



87% Indoor



98% Outdoor



Color key

-  1st national mux
-  local & regional private muxes
-  2nd national mux

DAB+ in total

Amount of programs

up to 8

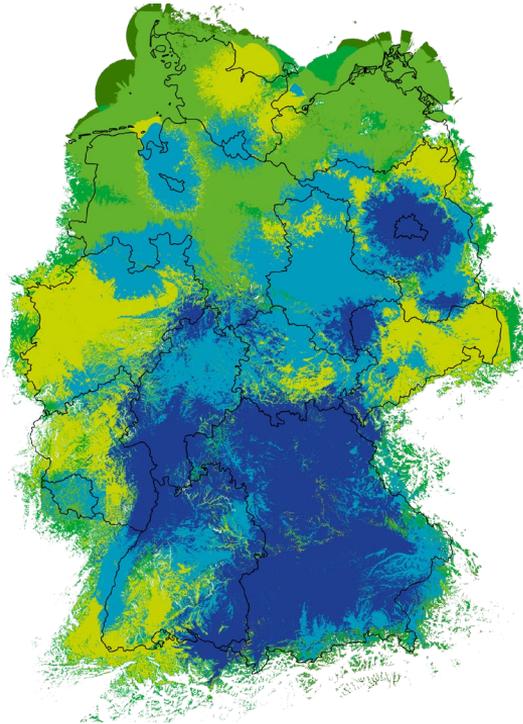
up to 29

up to 27

up to 43

up to 59

59+



DAB+ by end of 2020

415
DAB+ sites

340+
transmitter operated by
Media Broadcast

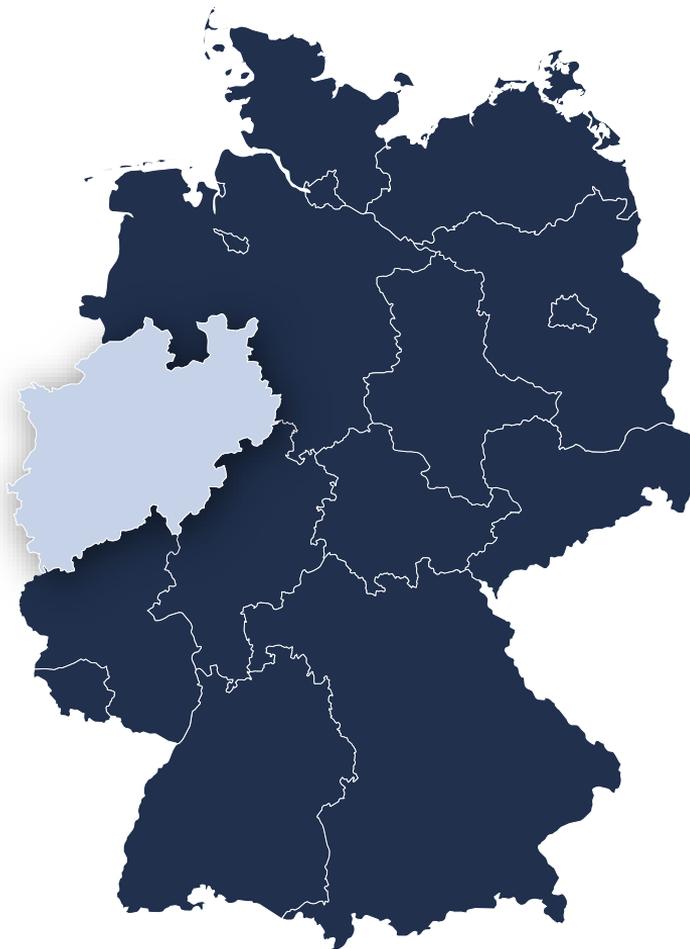
55
multiplexes

270 +
radio stations

~75 %
of Media Broadcast
antennas are used by more
than one multiplex

99%
area coverage

North Rhine-Westphalia, Germany



North Rhine-Westphalia, Germany



Berlin,
Germany



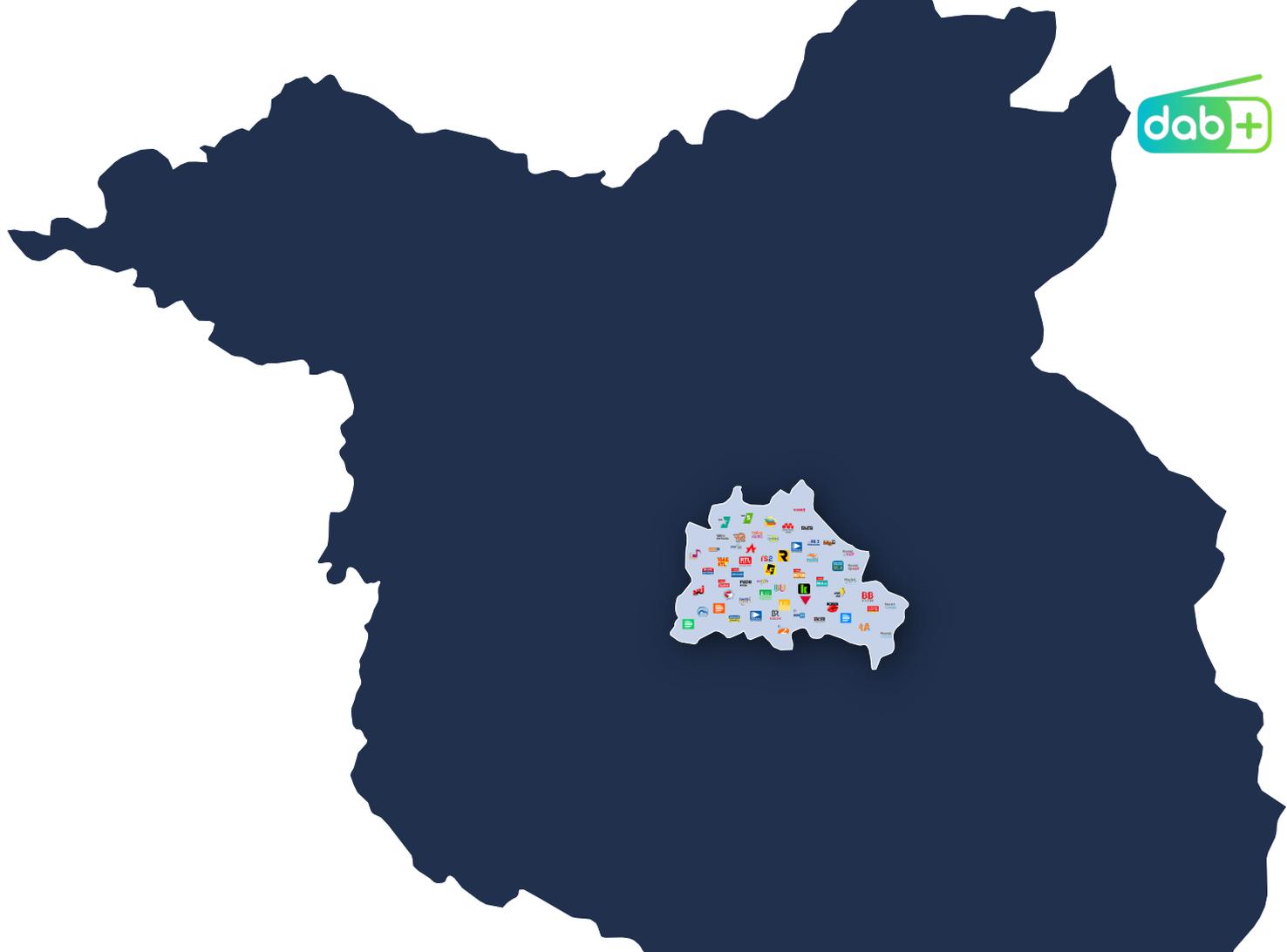
MEDIA
BROADCAST



Berlin,
Germany



MEDIA
BROADCAST



We are happy to share a number of key learnings



Network rollout



Customer experience



Relevance



There is a lot more to come!

Our vision for DAB+

- DAB+ is the common standard for radio
- Penetration of DAB+ Devices > 80%
- Excellent, targeted special interest radio stations
- Simulcast of relevant FM stations
- Seamless switch-over from unicast audio content to DAB+ for an individual radio experience





Stay connected

Verena.Schmitz@media-broadcast.com

Follow us

