



DAB+, de digitale opvolger van FM

INTRODUCTION

Since the launch of DAB+ in 2013/2014, the DAB+ network in The Netherlands has been upgraded and now stands at >95%, with over 4,800 km of roads across the country covered by DAB+ reception.

A third national multiplex is expected to be operational by the end of 2021/early 2022, and all new passenger cars will be required by law to include digital radio capabilities in line with the EEC directive.

NETHERLANDS: DAB+ STATUS

Population 17.1 million

DAB+ coverage 95%

New cars sold with DAB+ 72%

DAB receivers sold >2.4 million



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THE ACTIVITY

Since the launch of DAB+ in The Netherlands in autumn 2013, the key priority has been to ensure all stakeholders (broadcasters, retailers and e-tailers, OEMs and automotive manufacturers) are informed and committed to DAB+ as the digital successor of FM, as well as being able to communicate the various benefits of DAB+ to consumers.

Digital Radio NL have developed several radio, TV and online campaigns to raise awareness on DAB+ and digital radio in cars.

To date, these activities have resulted in:

- 69% name awareness for DAB+ (2020)
- 17.3% weekly DAB+ reach for people aged 10+ (source: NPO MAP 2020/Radiolog)
- DAB+ listening share has increased by 18.2% from 2019 (9.5%) to 2020 (11.2%) (source: NPO MAP 2020/Radiolog)

“Collaboration is the key to success. All stakeholders including those companies in the automotive industry are informed that every radio sold should be able to receive digital radio. The main priority is to inform listeners and customers about the advantages of DAB+ and make sure that their new radio is ‘futureproof’ when the DSO is scheduled.”

Jacqueline Bierhorst, Project Director Digital Radio The Netherlands

AUTOMOTIVE

From 20 December 2020, all new passenger cars in The Netherlands must be able to receive digital radio, as is the case across the European Union (EECC).

Digital Radio NL contributes to in-car radio UX-research along with the UK, Germany and France, and a new collaboration has been launched with Radioplayer Worldwide, focusing on metadata and hybrid radio.

CONCLUSIONS AND NEXT STEPS

Digital Radio NL is working on an agreement to ensure that any radio sold is equipped with digital terrestrial capabilities as well as FM. Stakeholders from across the radio industry in The Netherlands have outlined their commitment to DAB+, and it is clear that it is the digital successor of FM.

FTV COMMERCIAL 2020

TV COMMERCIAL 2021

TV COMMERCIAL 2021 with English subs