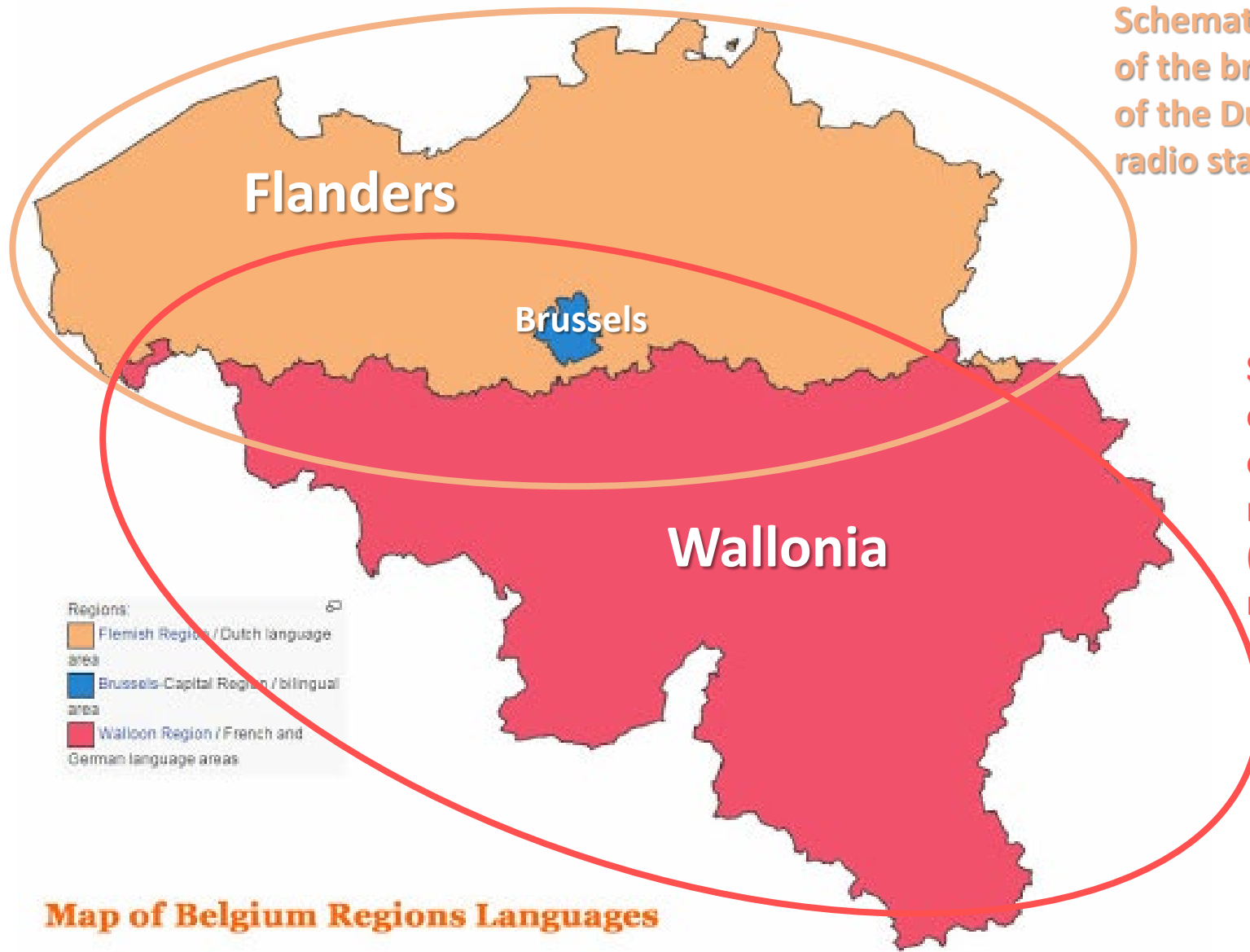




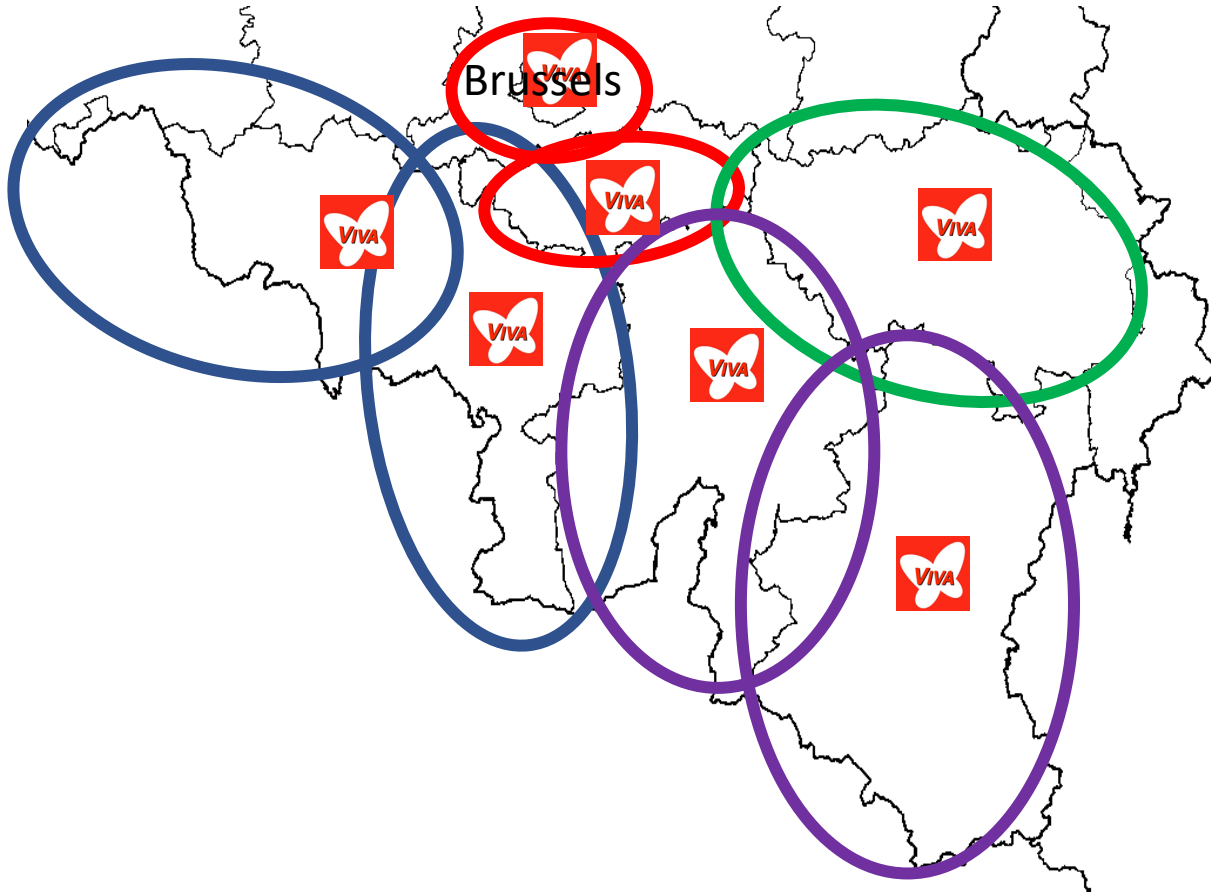
Schematic representation
of the broadcast coverage
of the Dutch speaking
radio stations

Schematic representation
of the broadcast coverage
of the French speaking
radio stations
(including 8  radio stations)

Schematic representation of the broadcast coverage of Brussels and Wallonia by Vicacité (RTBF)

FM:

One FM network allowing **7** regional windows
(for the morning programs and for advertising breaks)



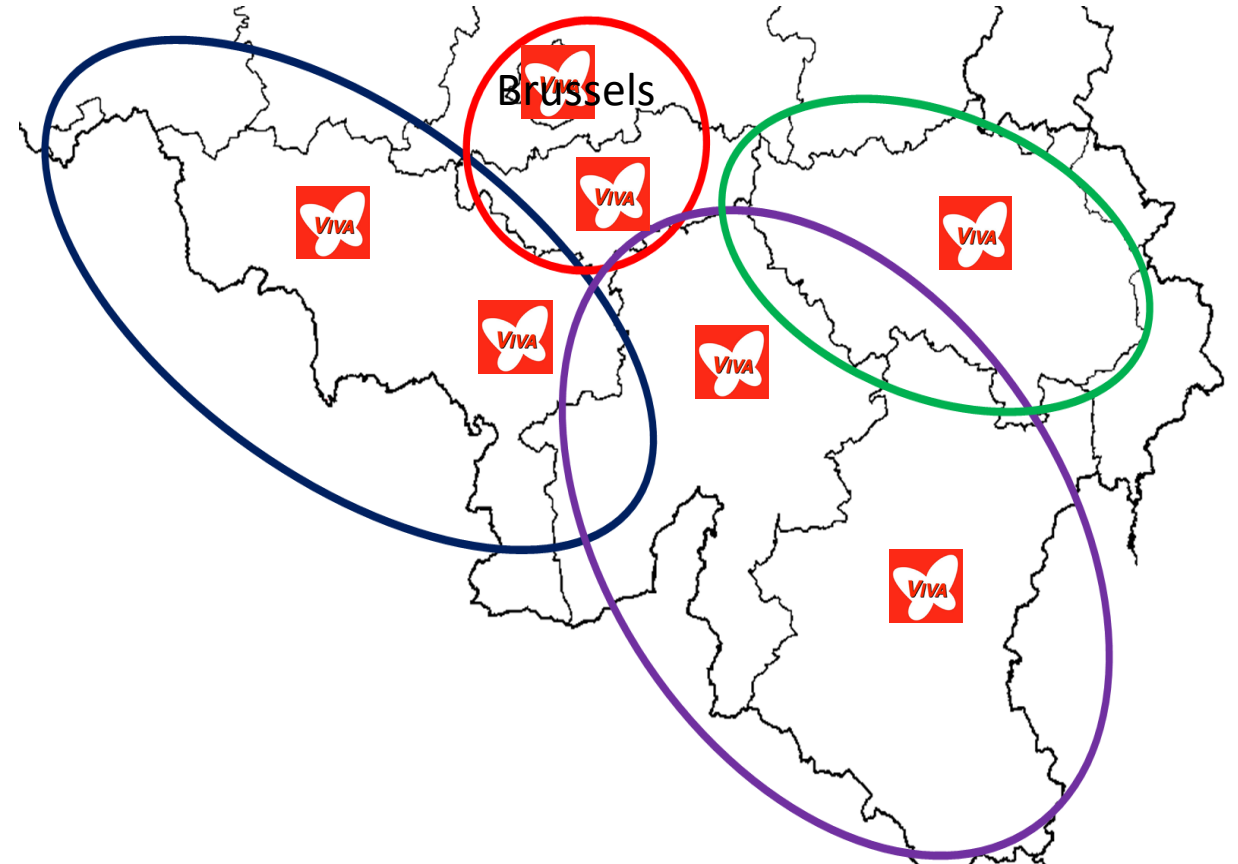
7 production sites



Schematic representation of the broadcast coverage of Brussels and Wallonia by Vicacité (RTBF)

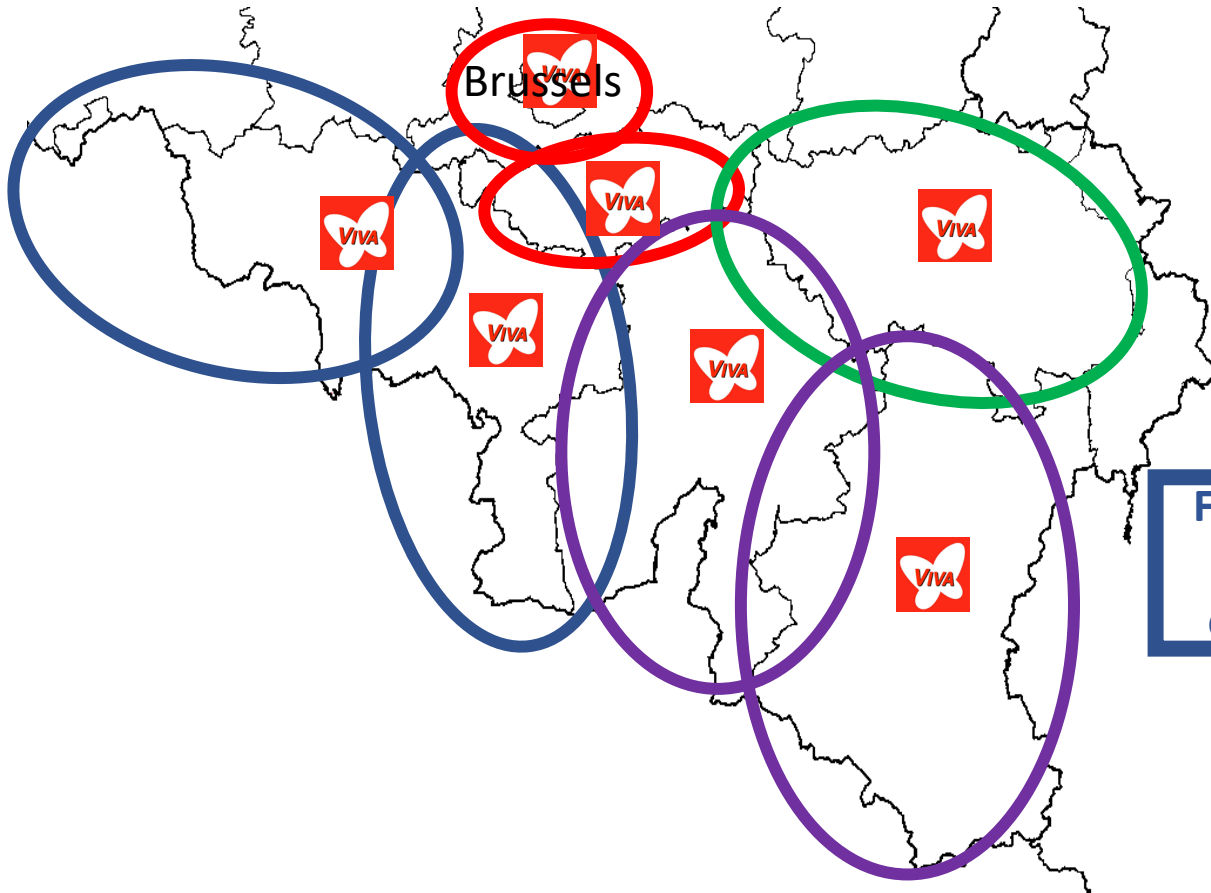
DAB+:

One DAB+ layer made of 4 MUX,
allowing 4 regional windows

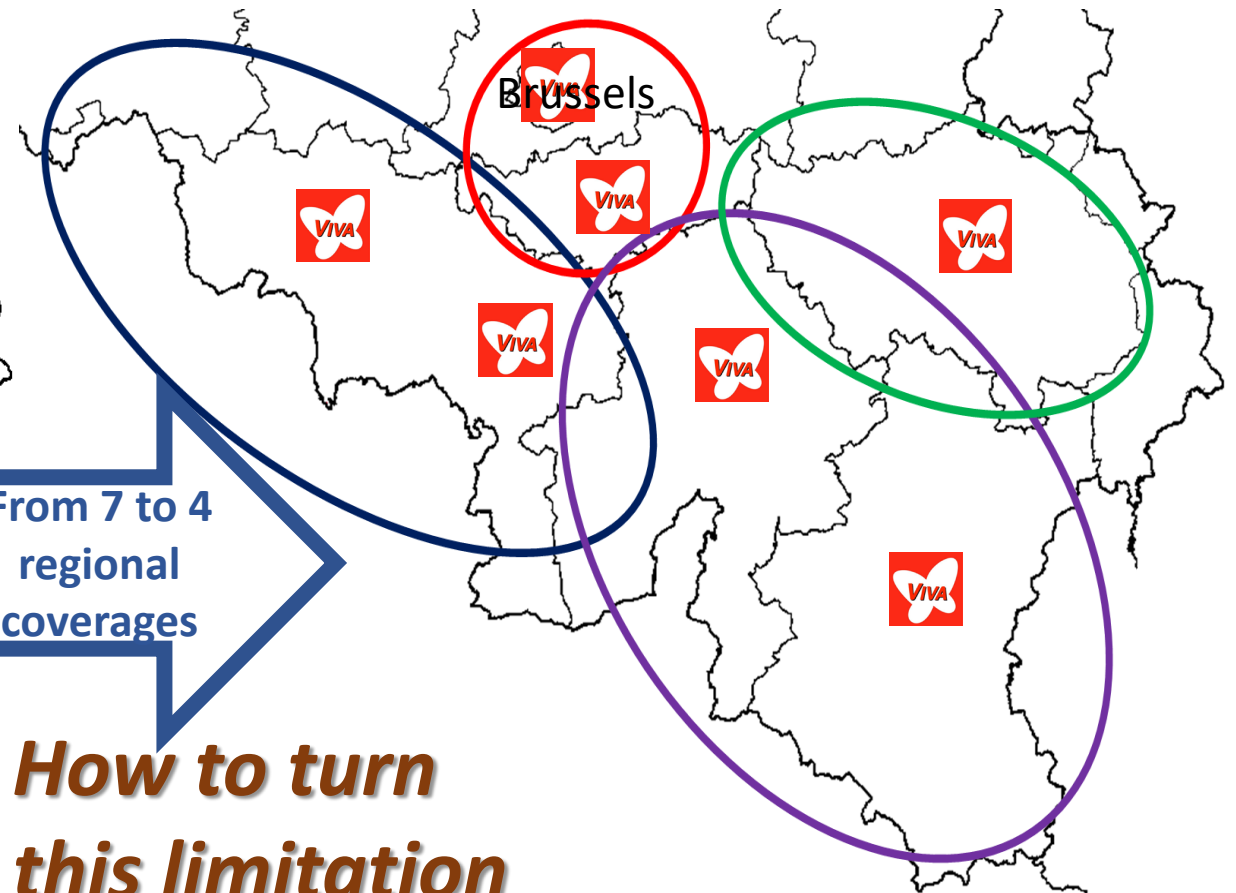


Schematic representation of the broadcast coverage of Brussels and Wallonia by Vicacité (RTBF)

FM



DAB+



From 7 to 4
regional
coverages

*How to turn
this limitation
into
opportunities?*

Usage of 2 DAB+ slots (96 kbps each) in each regional MUX

Regional morning program A 06-08:30	Splitted advertising breaks	National programs 08:30-23:00	Splitted advertising breaks	Sports program 20:00-23:00	Night programs 23:00-06:00
Regional morning program B 06-08:30				Music program 20:00-23:00	

Program schedule →

- On each regional MUX, the listeners can choose which VivaCité program he wants to listen to
= a kind of personalisation thanks to DAB+ (not possible in FM)

**Adressable advertising on DAB+/IP
or broadcast audio content replacement via internet
in a live DAB+ program**

Concept for the
future!

Broadcaster



Sync

Advertising
Sales house

IP

Sync

DAB+ live radio program

Targeted
audio
content

Listener

