



Press Release

8 June, 2012

National commercial and public radio in The Netherlands to cooperate on DAB+

NPO (Netherlands Public Broadcasting) and VCR (Association of Commercial Radio) have just signed a Memorandum of Understanding on the cooperation on DAB+. DAB+ is the intended digital successor of FM radio.

NPO and VCR have agreed to simultaneously roll out their DAB+ transmitter networks starting 1 September 2013. As a result, in those areas where DAB+ coverage will be available, listeners will have access to a large and diverse range of public and commercial radio stations.

NPO and VCR intend to jointly communicate with the Dutch government and the industry for consumer electronics with the aim of turning DAB+ into a success in the Dutch market.

Important issues for parties involved are: the advent of smart phones with DAB+ reception and the availability of radio sets with both FM and DAB+ receiver capability.

The partners will also join efforts in the field of marketing and public relations.

Jan Westerhof, Managing Director Audio at NPO: "I am pleased that the Dutch public broadcaster NPO has joined forces with the commercial radio stations. Ultimately, it is the listener who benefits and that is what we cater for. "

Jan-Willem Brüggewirth, President of the VCR: "DAB+ gives radio the opportunity to innovate and offer new functionalities in the future. To this end, reception on modern devices such as smart phones, is of the utmost importance. "

For more information:

NPO Communication Radio

Noëlle Beyne

Phone: +31 35-677 4167 or +31 6-51809133,

e-mail: noelle.beyne@omroep.nl