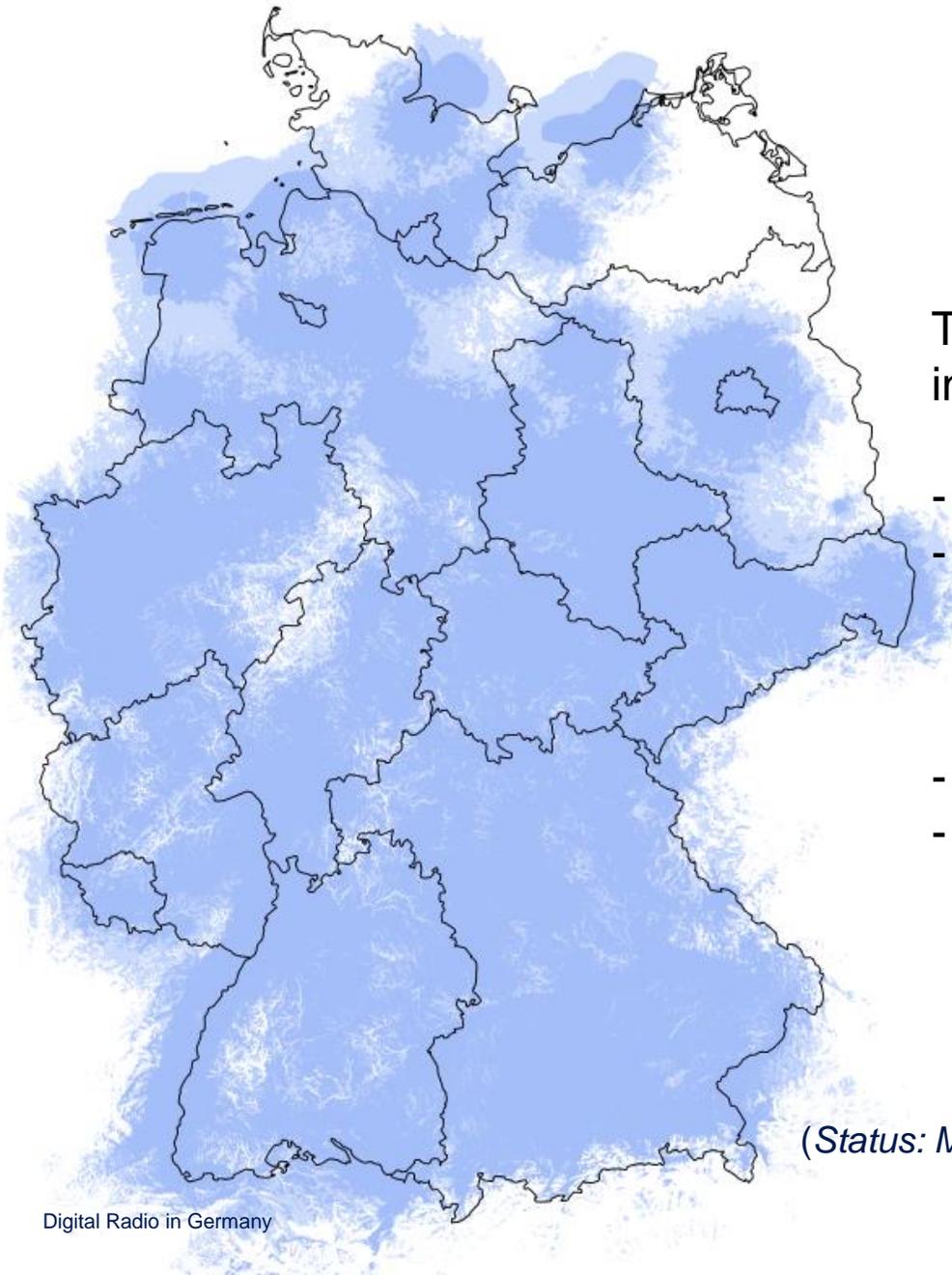


EBU Media Lunchtime Talks

Digital Radio in Germany

Brussels 12.10.2016

Digital Radio in Germany – Status Quo-Coverage (May 2016)



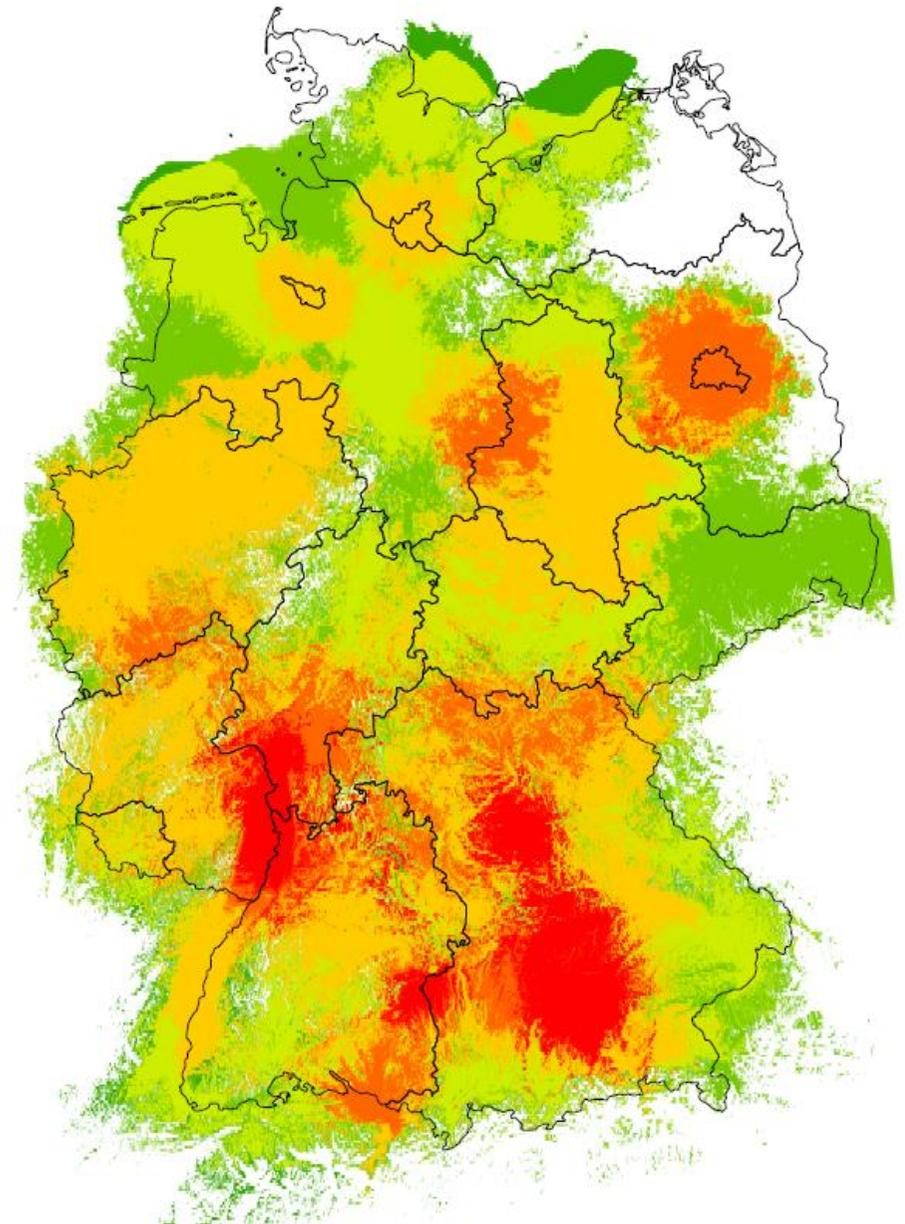
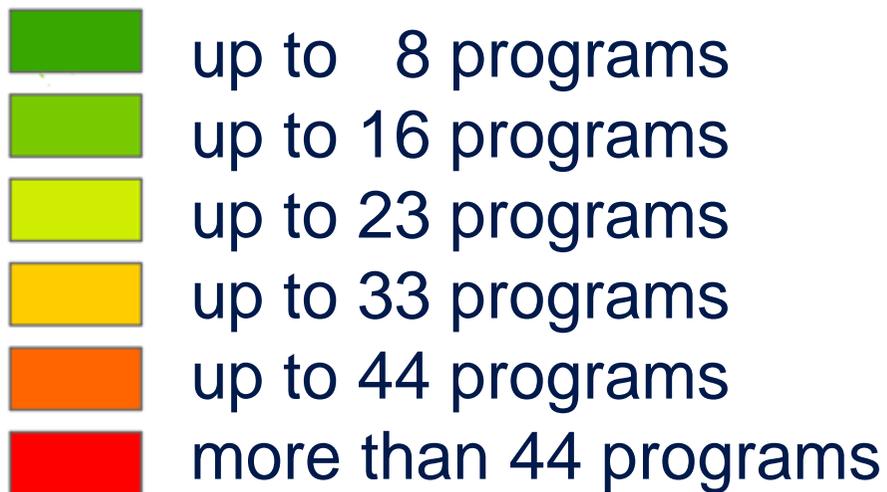
The combination of all available DAB+ multiplexes in Germany yield a coverage of:

- **89,6 percent of the area** and
- **95,6 percent of the population**
(i.e. 78,0 Mio. of the population) with **“mobile“** reception

- **72,4 percent of the area**
- **82,9 percent of the population**
(i.e. 67,7 Mio. of the population) with **“indoor“** reception

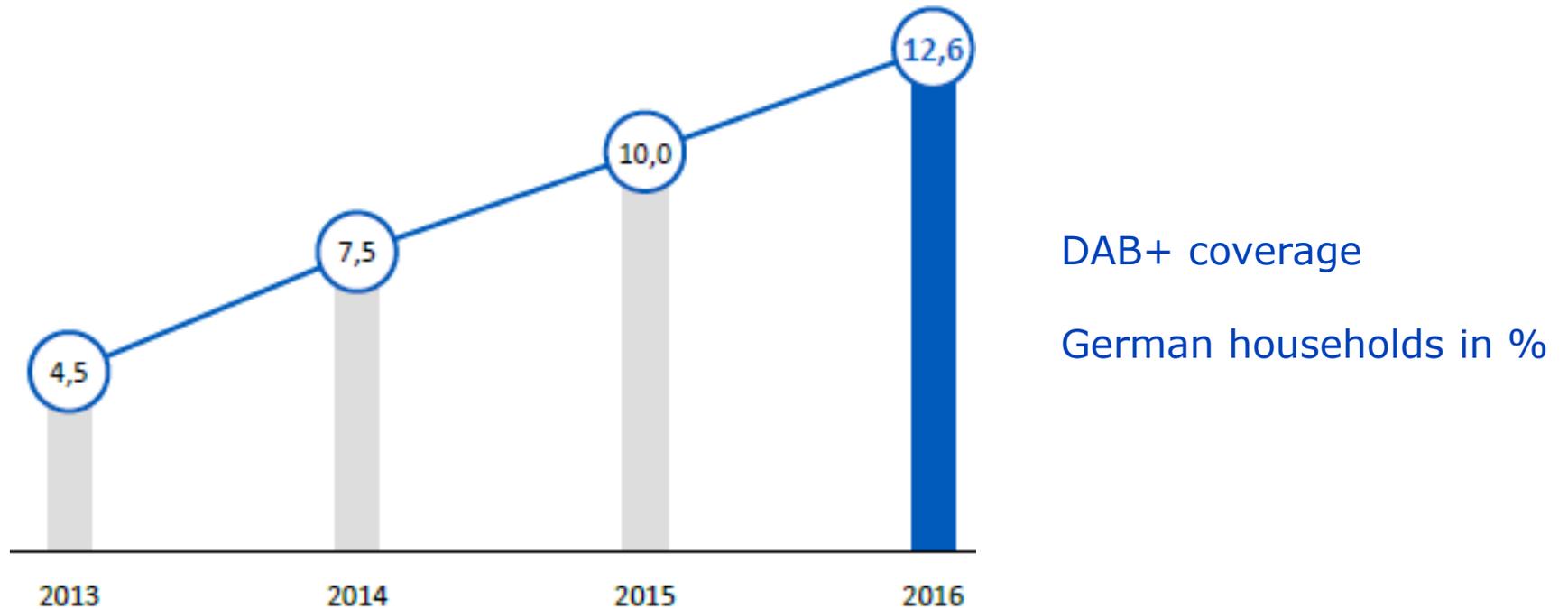
(Status: May 2016, Source: Institut für Rundfunktechnik /IRT)

Digital Radio in Germany – „Heatmap“



(Status: May 2016, Source: Institut für Rundfunktechnik /IRT)

Increasing number of households with DAB+ in Germany



Source: „Digitalisierungsbericht“ Germany issued 05.09.2016

In total: **5 Mio. households**, 12,6% of the german population or **9,5 Mio. persons**

8.244 Mio. DAB+Radios

DAB+Radio increase of 2 Mio. compared to 2015

the story is: new radios are digital

**P.O.S.
Radios on display**



DAB+ RADIOS



• **Musikgenuß ohne Knistern & Rauschen**
Komfortable Senderwahl über Programmliste

Dual Stereo-Nostalgie-Komplettanlage
mit Digitalradio DAB NR 50

- Direct-Encoding: Aufnahme von Radio, Platte, CD und
- Digitalradio für DAB+ und UKW-Empfang • Teleskop
- Slider-CD-Spieler mit Prf
- Wiedergabe von CD, CD-antrieb • LC-Display • Dreh-system • AUX-IN (3,5 mm) • Kopfhöreranschluss • Eingel Lautsprecher • Ausgangsleist
- Inkl. Fernbedienung mit 3 Jahre Garantie

Mit Digitalradio für DAB+ Empfang

Testlab
FUNKTION GEPRÜFT

Dual Internet/DAB+ 2in1 Radiostation IR6S Plus
Internet/DAB+/UKW

- Mediaplayer • Spotify Connect • 2,4"-TFT-Display
- Einfach ins Heimnetzwerk per WLAN einbinden • Kopfhöreranschluss • AUX-Anschluss
- LED-Display • Fernbedienung
- 3 Jahre Garantie

TOP-AUSSTATTUNG

- ✓ Internetradio über WLAN
- ✓ Digitalradio DAB+
- ✓ UKW-Radio mit RDS
- ✓ Kompatibel mit Spotify Connect
- ✓ Stereolautsprecher mit 2 x 3 Watt
- ✓ Steuerung per Smartphone (über APP)

Zugriff auf über 10.000 Internet-Radiosender

Testlab
FUNKTION GEPRÜFT

20% billiger
EVP 179,99
129,-*

Hochwertige Metallfront



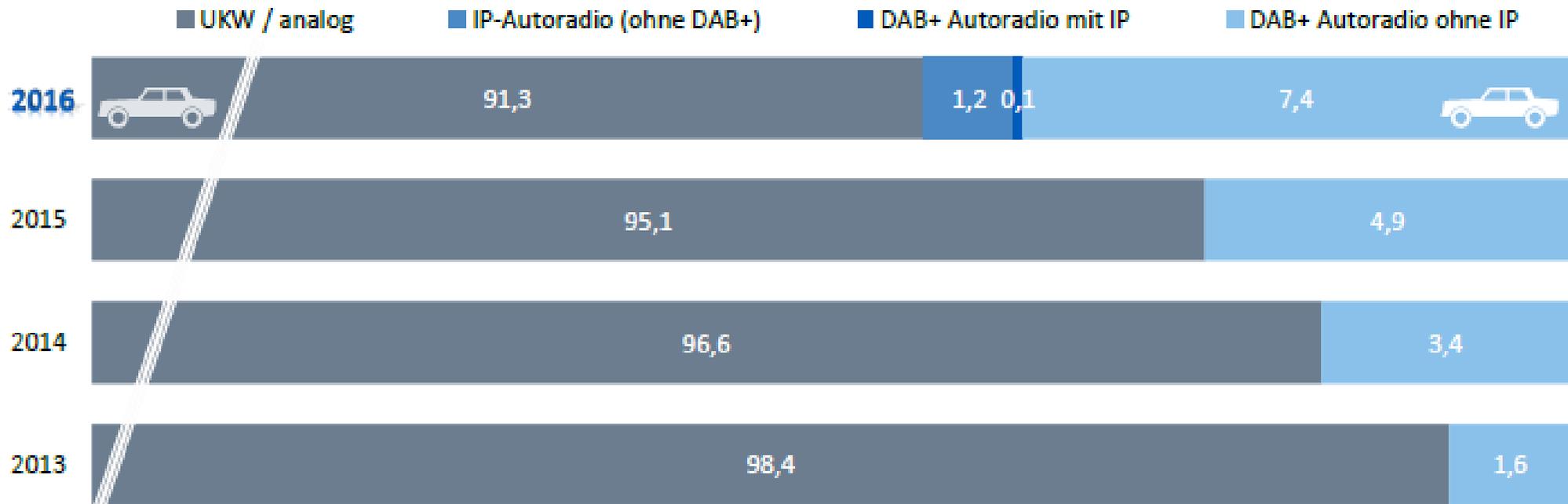
c&c store sale

Branding „BR Heimat“

the story is: new radios are digital... also inside cars



DAB+ in the car in Germany



Source: „Digitalisierungsbericht“ Germany issued 05.09.2016

7,5% of German cars have DAB+

1,2% have IP-Radio

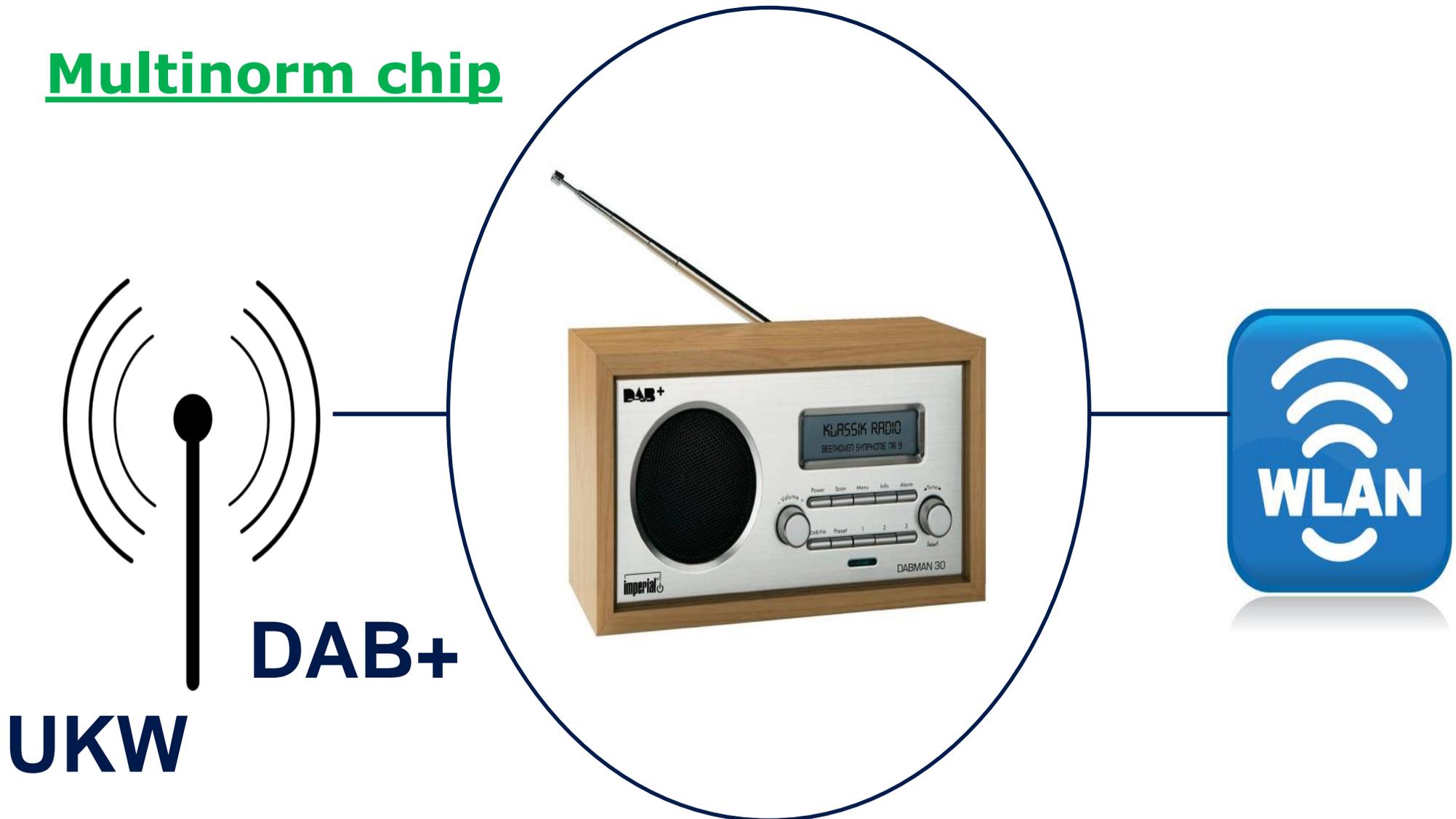
KEF - Germanys commission for the determination of the financing requirements

- ▶ Germany's public service financing committee - the KEF - provides funding for the distribution channels of the public broadcasters (ARD and Deutschlandradio).
- ▶ the next funding period is from 2017-2020.
- ▶ If the parliaments of the federal states decide according to this recommendation of KEF during 2016, there will be **89,4 for ARD and 63,2 Mio. €** for Deutschlandradio for 2017-2020.
- ▶ The funding is dedicated for the further increase of the DAB+coverage and marketing.

Receivers: smart radio initiative digital reception in every device

The new standard:

Multinorm chip



Digital radio in Germany and in Europe – a success story

- ▶ DAB+ brings more choices, cheaper devices, easy handling & listening, Multimedia, data and more services for the future - **multinorm chips are essential!**
- ▶ coverage and market share is increasing – the stores, retailers and device makers are convinced.
- ▶ DAB+ in cars is increasing - we are **working together with the car industry.**
- ▶ More and more services, as well as commercial brands, **are digital.**
- ▶ Nationwide campaigns are running - The latest in august with more than 60 ARD stations promoting DAB+/audience: 35 million (42,68 % of the German population).
- ▶ DAB+ is a European story: more and more countries are committed.
Europe must be borderless in terms of listening and services used.

- ▶ the story is not a national one, but a European story
- ▶ we need more speed, clear and consistent messages to the “Business ecosystem”
- ▶ imagine... in ten years from now... driving by car across Europe...

ARD 

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