

Update from Germany

Digital Radio Progress

EBU Digital Radio Summit
Feb 11th, 2015
ARD-Projektbüro Digitalradio

DIGITALRADIO
Radio der Zukunft

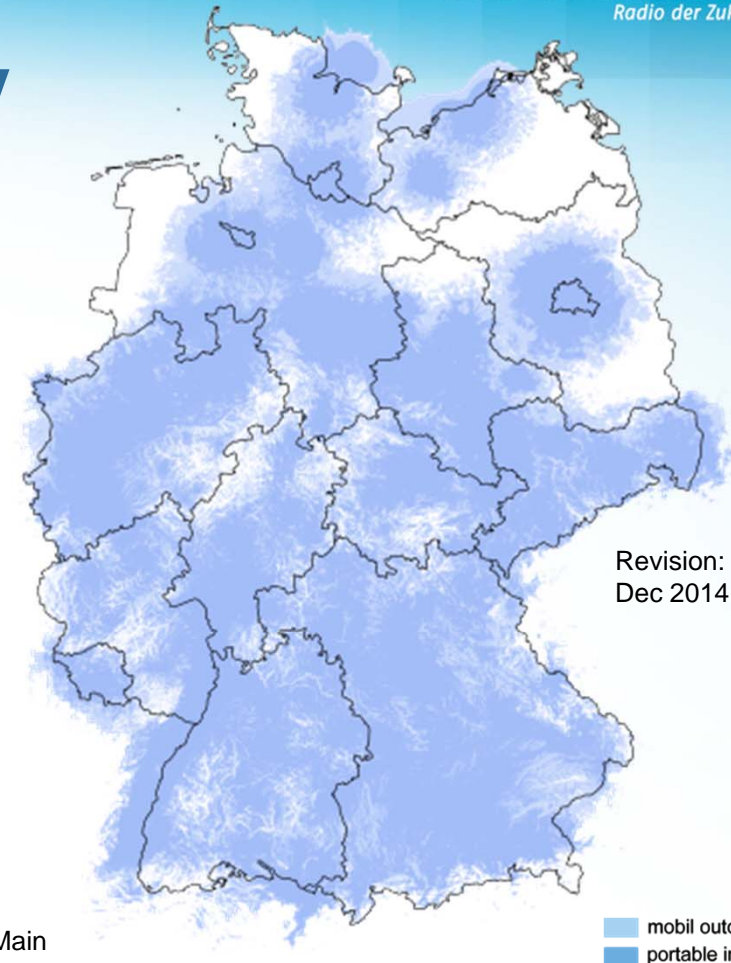
Digital radio in Germany

Digital radio coverage (population)

- + 73,5 % indoor coverage
- + 91,0 % mobile coverage

Digital Radios receiver sales

- + 1.7m between 2011 and 2014
- + More than 700.000 receivers in 2014



Latest developments

- + New regional commercial multiplex and regional variants of SWR's folk-radio-station SWR4 BW launched in Dec 2014 in Baden-Württemberg.
- + Huge marketing campaign before Christmas in Bayern and Baden-Württemberg.
- + Network optimisation in Mitteldeutschland (Sachsen, Sachsen-Anhalt und Thüringen) with coverage improvement for MDR stations in January 2015.
- + New DAB-only folk oriented radio station BR Heimat started on Feb 2nd in Bayern.
- + New regional commercial multiplex as of April 2015 in Hamburg.

Marketing activities in 2015

- + Cebit (10.-14.3.2015)
- + Rheinland-Pfalz Ausstellung (14.-22.3.2015)
- + Maimarkt Mannheim (25.4.-5.5.2015)
- + Rock am Ring (5.-7.6.2015)
eventradio
- + IFA (4.-9.9.2015) eventradio
- + IAA (17.-27.9.2015)



ARD roadmap

- + ARD affirmed its earlier decision that „DAB+ is a relevant distribution platform with high added value for the listeners. [...] The simulcast period shall only be as long as possible (and as cheap as possible).“
- + Regulative support to create the conditions from authorities as well as support from commercial radio is required.
- + Request for next licence-fee period (2017-2020) to be released in mid 2015 with clear statement about required financial resources and DSO roadmap.

DSO stakeholders

- + Public radio (ARD and Deutschlandradio)
- + Commercial radio (including associations such as VPRT, APR etc.)
- + State parliaments, media authorities and Federal Network authority (BNetzA)
- + CE industry, automotive industry, supplying industry
- + Retailers (including trading organisations such as Media Saturn, Expert, Euronics etc.)
- + To be continued ...

Ich will es einfach!

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