



Sam Bonham
Digital Radio UK

Digital Radio UK
Switchover
Coverage progress
Content
Communications
Vehicles
Tick Mark

UK status

- **Digital Radio UK** has been set up by broadcasters
- **Switchover** is Government policy and support
- The UK will reach FM-equivalence **coverage** by 2016
- Exclusively **digital stations** are driving growth
- Coordinated **communications** have been successful
- Progress is being made in the **vehicle sector**
- The launch of the **tick mark** will help drive sales



Digital Radio UK has been set
up by broadcasters

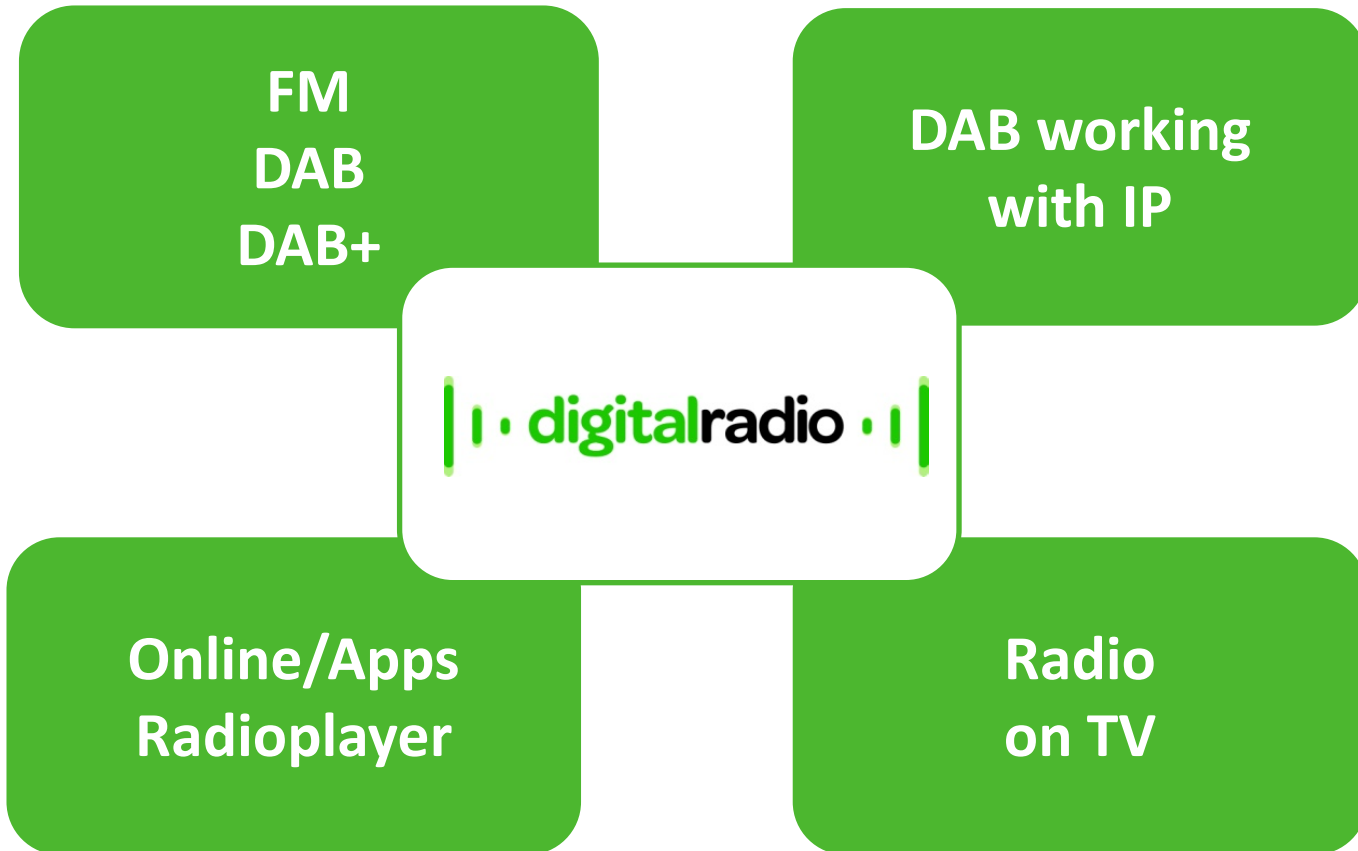
Digital Radio UK



Digital Radio UK

- Aims
 - Drive digital radio listening
 - Grow the market
 - Prepare for a switchover
- Also work closely with Government and the UK regulator
- Digital Radio UK managed two key areas of the Government's Digital Radio Action Plan

Multiplatform



Things to take away:
Cross industry Collaboration



Switchover is Government
policy and support



***“We continue to work towards
a future radio switchover”***

Government position

Digital Radio Switchover is government policy

Focus on hitting criteria by end 2016

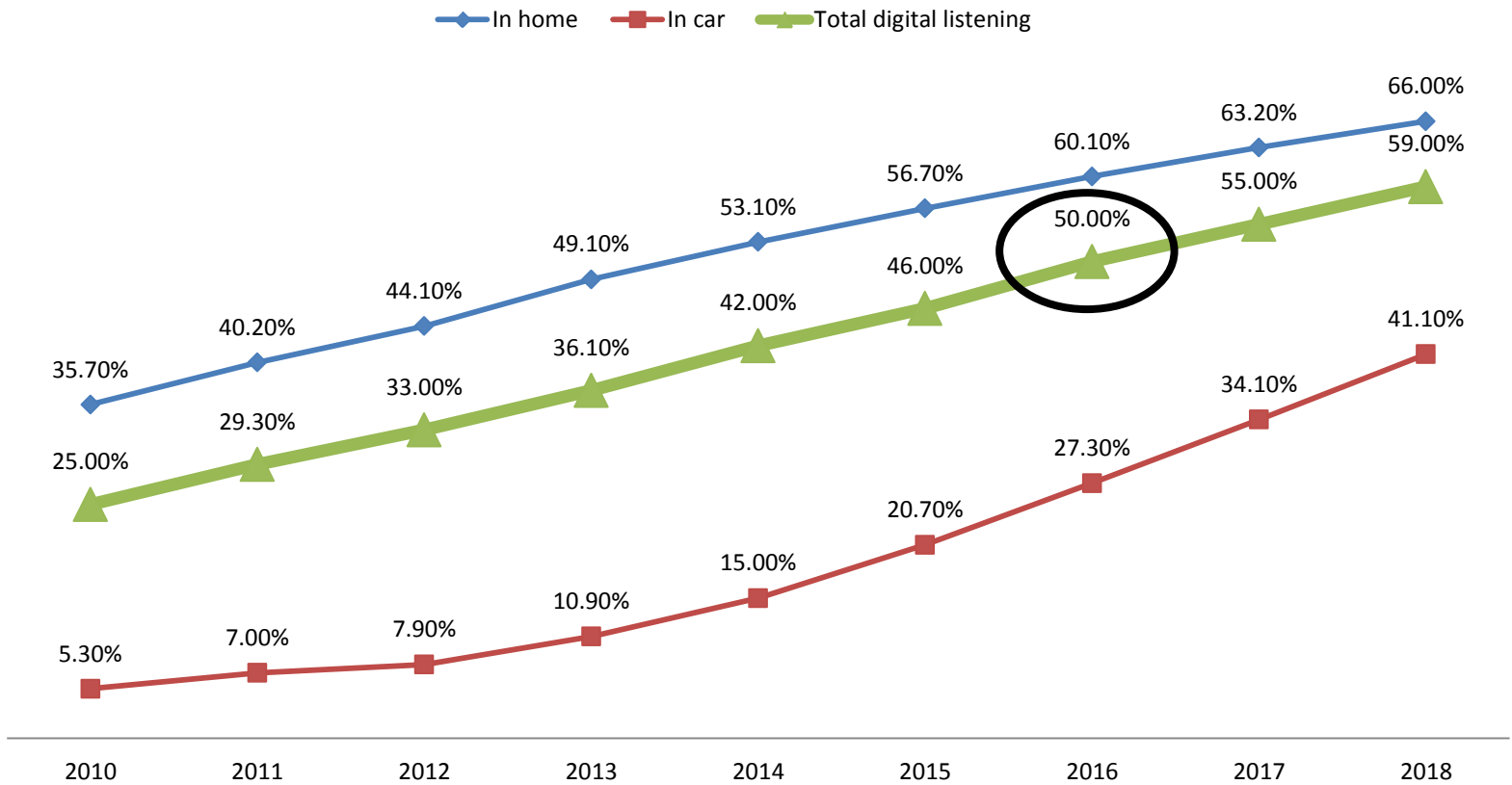
- **Coverage:** FM equivalence for local and national DAB
- **Listening:** 50% digital share of radio listening

Investment and action on:

- Coverage
- Content
- Cars
- Consumers

50% digital listening by end 2016

By platform, % of listening which is digital



Source: Frontier Silicon analysis RAJAR

Digital listening

- National digital share 36.6%
 - DAB is 23.7%
 - Online/apps 6.4%
 - DTV 5%
- 47.7% of adults have access to a DAB radio
- 50.9% of adults listen to digital radio every week
- National analogue listening below 60%
- National analogue listening in home below 50%

Things to take away:
**Maintain close working
relationships with government
and the regulator**



The UK will reach
FM-equivalent coverage by
2016

Roll out of DAB networks – local

- **Local DAB coverage to be extended from 72% to 90% of UK households by the end of 2015**
 - Achieves FM equivalence for commercial radio
 - 189 new transmitters - doubles the number of transmitters used by commercial local DAB
 - Adds 3.7 million additional households
 - Adds 6,700 km of major road coverage

Roll out of DAB networks – national

- **BBC expansion of their national DAB network**
 - BBC National services expand
 - From 94% to 97% by the end of 2015
 - 162 new transmitters

Licensing new DAB services

- Launch of second national radio multiplex service
 - Advertised shortly
 - Awarded by the end of 2014
 - 15 new stations in the next few years
 - This will include reference to DAB+

Small scale DAB solution

- The existing DAB platform is not well-suited for carrying smaller radio services
- Government is providing funding for Ofcom to test cheap small-scale applications of DAB
- Over the next 2 years the regulator will:
 - carry out technical work
 - Develop a licensing system

Things to take away:
Ensure robust DAB coverage



Exclusively digital stations
are driving growth

Digital reach (Q1 2014)

DIGITAL REACH: Q1 2014			
No.	Station	Digital Audience (000's)	Year on year change
1	BBC Radio 2	6,552	5.1%
2	BBC Radio 4	5,584	no change
3	BBC Radio 1	3,820	11.3%
4	BBC Radio 5 live	3,369	9.0%
5	Total Absolute Radio Network	2,820	6.4%
6	Heart Network (UK)	2,817	30.8%
7	Kiss UK	2,730	44.7%
8	Capital Network (UK)	2,681	15.6%
9	Classic FM	2,061	-3.4%
10	BBC 6 Music	1,927	6.3%
11	Smooth Radio Network UK	1,710	58.6%
12	BBC Radio 4 Extra	1,664	1.3%
13	Magic UK	1,575	1.4%
14	talkSPORT	1,431	10.8%
15	1Xtra from the BBC	1,102	10.2%
16	BBC Radio 3	985	-8.2%
17	Kerrang!	977	30.6%
18	The Hits	950	8.3%
19	Planet Rock UK	948	5.8%
20	BBC World Service	873	-4.5%

Sister stations

BBC
RADIO



BBC
RADIO



BBC
RADIO



BBC
RADIO



THE UK'S NO.1 HIT MUSIC STATION



DANCE. URBAN. UK

Absolute.



absoluteradio.co.uk

THE UK'S ONLY 80s RADIO STATION

Absolute Radio 80s



Pop up stations



Things to take away:
Great digital-only content



Coordinated communications
have been successful

Communications so far

- Drive digital listening to 50%
- 2 year industry-connected campaign began December 2011
- D Love executions launched November 2012
- Heavyweight TV and radio from BBC and commercial radio
- Demonstrate consistent and aligned industry support
- Built awareness of digital radio (87%, up from 81%)
- D Love and digital radio logo used by retailers and manufacturers online, in catalogues, etc.

Fellowes

Get digital radio

If you love radio, go digital

There's a digital radio for everyone, whether you are on the go, in the car, or at home listening to your favourite station. They give you easy tuning by station name and features such as track and artist information.



Great value
Bush pocket DABFM radio only
£24.99



Also works as a DAB

Save **£5**

PURE

Pioneer

1 **£49.99** Bush DABFM Radio with Bluetooth.
CLOCK/ALARM ALARM MONO/STEREO MONO
STATION PRE-SETS 20 TOTAL OUTPUT (W) 2
Auto time update. LCD display. Headphone socket. Auto tune and auto scan. Mains operated or requires 4 x AA batteries (order 1 of 9805251 at £3.99 for 4).
1511048 Red
1912848 Red



WOW
£49.99
Only at Argos
Save **£20** New lower price**



3 **£49.99** Bush DABFM Stereo Radio with Alarm Clock.
CLOCK/ALARM ALARM MONO/STEREO STEREO
STATION PRE-SETS 20 TOTAL OUTPUT (W) 4
Auto time update. Mains operated or requires 6 x C batteries (order 3 of 9805251 at £4.59 for 2).
Size H15, W20.5, D10cm.
933954



6 **£59.99** Bush Stereo DAB Radio.
CLOCK/ALARM ALARM MONO/STEREO STEREO
STATION PRE-SETS 20 TOTAL OUTPUT (W) 4
Auto time update. LCD display. Headphone socket. Auto tune and auto scan. Mains operated or requires 4 x AA batteries (order 1 of 9805251 at £4.99 for 4).
Size H11.7, W21, D7cm.
1211070 Red



7 **£59.99** Bush Wooden DAB Radio.
CLOCK/ALARM ALARM MONO/STEREO STEREO
STATION PRE-SETS 20 TOTAL OUTPUT (W) 4
Auto scan. Mains operated. Size H27.5, W9, D16.5cm.
9152179

9 **£69.99** Acoustic Solutions DAB Radio with Docking Station.
CLOCK/ALARM ALARM MONO/STEREO STEREO
STATION PRE-SETS 20 TOTAL OUTPUT (W) 4
Mains operated or requires 4 x AA batteries (order 1 of 9805251 at £4.99 for 4). Previous catalogue price £79.99.
9079570



10 **£84.99** Pure One Elite Series 2 Portable Stereo DABFM Radio.
CLOCK/ALARM ALARM MONO/STEREO STEREO
STATION PRE-SETS 50 TOTAL OUTPUT (W) 5
Phone, record & record. Auto time update. Bass and treble controls. LCD display. Auto-tune for MP3 player. Pause and rewind function. Headphone socket. Mains operated or requires 6 x C batteries (order 3 of 9805251 at £4.59 for 2). Size H15.5, W25.5, D9cm.
5000000



PHILIPS

5 **£129.99**
POWER G
IMB3 PLU
20 track
Compact
sound C
1 x Li-I
108/9

PHI

5 **£69.99**

5 **£69.99**

Our very best catalogue deals

digitalradio



5 **£129.99** Bush Retro DAB Radio.
CLOCK/ALARM MONO/STEREO STEREO
STATION PRE-SETS 20 TOTAL OUTPUT (W) 4
Auto time update. Auto tune and auto scan. Mains operated or requires 4 x C batteries (order 3 of 9805251 at £4.59 for 1). Size H14, W25.5, D9cm.
1289851. Previous catalogue price £79.99.

WOW

digitalradio

5 **£69.99**
£20 on this Bush
DAB radio



5 **£69.99** Bush DAB Radio.
CLOCK/ALARM ALARM MONO/STEREO MONO
STATION PRE-SETS 10 TOTAL OUTPUT (W) 2
Auto time update. Auto tune and auto scan. Mains operated or requires 4 x C batteries (order 3 of 9805251 at £4.59 for 2). Size H15.5, W25.5, D9cm.
5000000



digitalradio

digitalradio
If you love radio, go digital.

switch to digital radio and benefit from:

- ✓ More choice
- ✓ Great sound
- ✓ Easy tuning

there are 3 ways to get digital radio:

choose from our range of digital car stereos



keep your existing stereo and use an adaptor




stream digital radio from your mobile phone



info
digital radio

digitalradio
If you love radio, go digital.

PURE

- Get digital radio in your car without changing your stereo
- Play music from your iPod, iPhone or MP3 player
- Fitted into your car with an external display

wefit

Check which stations you can get by using the station checker at getdigitalradio.com

from £49

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there are 3 ways to get digital radio:

choose from our range of digital car stereos

keep your existing stereo and use an adaptor

stream digital radio from your mobile phone

info
digital radio adaptor

we fit
ways to shop

clearance
£79

Philips CM0310 iPhone dock



Summer 2014 communications

May

June

July

August

“START OF SUMMER”

“DON’T MISS A THING”

NEW CAR REGISTRATION PERIOD

2 week commercial radio campaign

2 week Absolute Radio car giveaway



2 week commercial radio filler campaign for new car registration



Father’s Day

4 week commercial radio campaign

5 week campaign on BBC radio

5 week campaign on BBC TV



Live, Feel, Be the Games



GLASGOW 2014
Proud to support the Games



Things to take away:

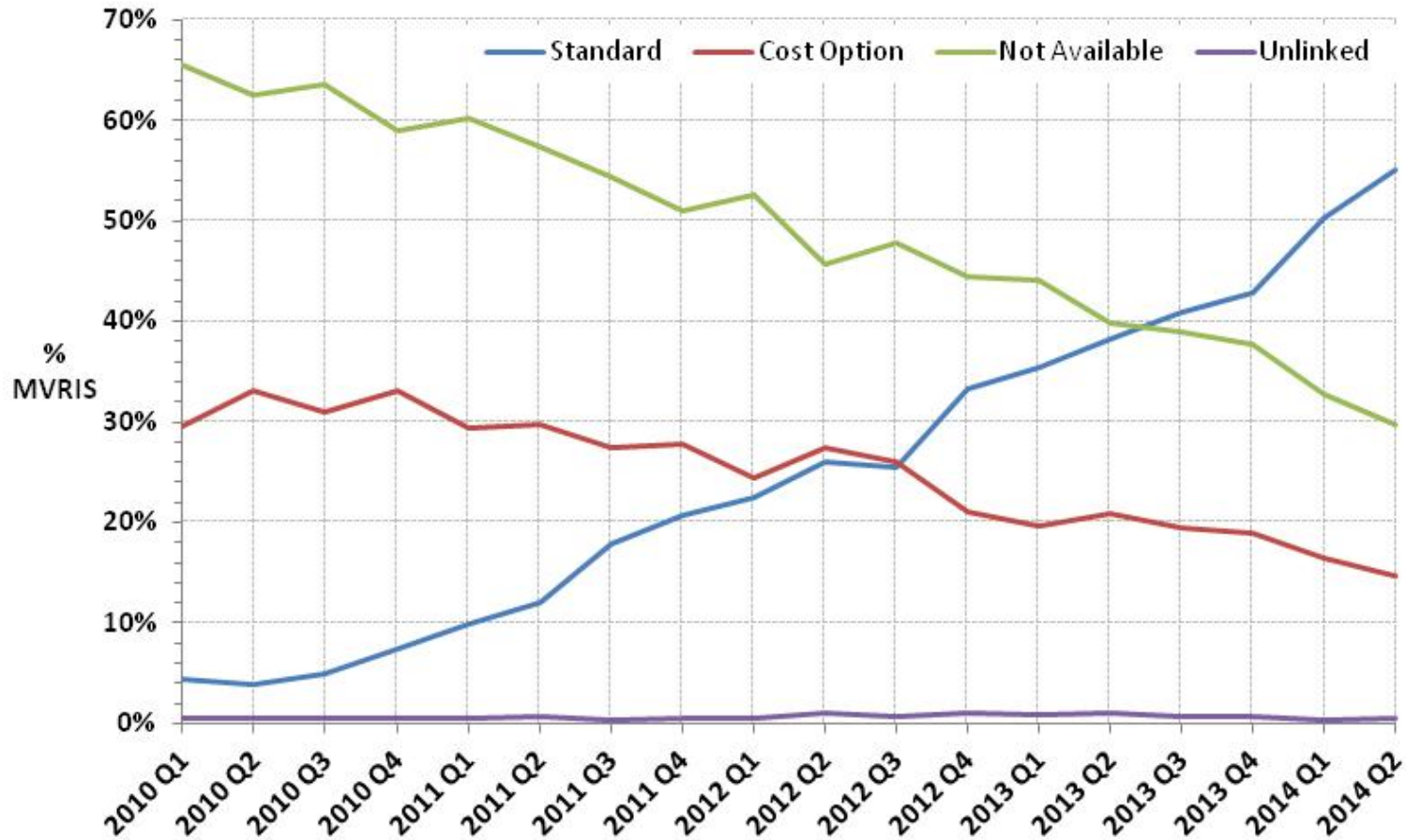
**Invest in consistent cross industry
communications**



Progress is being made in
the vehicle sector



55% of new cars have digital radio as standard



New cars

- In **Q1 2014**, **50.4%** of new car registrations had DAB digital radio as standard, up from 42.8% in Q4 2013
- 132k more cars were registered in Q1 2014 with digital radio than in Q1 2013 **+62%**
- In **April 2014**, **55%** of new car registrations had DAB as standard, up from 5% in April 2010 ,10% in April 2011
- In **Jan – Apr 2014**, **445,000** have been registered with DAB as standard
- We are on track for 60% of new cars coming with DAB digital radio by the end of 2014 , 90% by end 2016

Manufacturer	2013 % Market Share	Apr-14	May-14
FORD	13.73%	76.75%	76.75%
VAUXHALL	11.46%	5.55%	60.90%
VOLKSWAGEN	8.57%	84.06%	88.66%
AUDI	6.27%	79.62%	87.85%
BMW	5.99%	99.68%	99.68%
NISSAN	5.21%	6.08%	6.08%
MERCEDES-BENZ	4.83%	44.80%	59.10%
PEUGEOT	4.66%	33.03%	43.82%
TOYOTA	3.91%	62.10%	62.43%
CITROEN	3.46%	32.32%	30.88%
HYUNDAI	3.40%	0.00%	0.00%
KIA	3.18%	0.00%	8.05%
SKODA	2.92%	35.40%	37.33%
FIAT	2.66%	0.00%	0.00%
HONDA	2.46%	32.09%	32.26%
LAND ROVER	2.42%	100.00%	100.00%
MINI	2.29%	99.68%	100.00%
RENAULT	2.04%	0.00%	0.00%
SEAT	2.00%	26.60%	27.17%
SUZUKI	1.46%	21.15%	21.57%

Mercedes C-Class gets DAB radio



6 Jun, 2014 9:20am | [Jordan Bishop](#)



Mercedes to fit DAB digital radio to the new C-Class as standard, as it moves to add the system to its entire UK model range

The aftermarket is key

35 million

2 million

55%

20 million

Things to take away:

**Maintain strong relationships with
the vehicle industry**



The launch of the tick mark
will help drive sales

Digital Radio Tick Mark Scheme

Government asked DRUK to lead on industry launch of tick mark to provide consumer reassurance about products and installers



Tick mark

Approved product minimum specifications

Minimum specification	Consumer benefit
Receiver sensitivity criteria	Can get stations you're predicted to get
FM / DAB / DAB+	Future ready – includes all key standards
Easy re-tuning requirements	Supports new transmitters and services
Service following capability	Seamless in-car experience

Registered Installer training criteria

Criteria	Consumer benefit
Practical and theory assessments on fitting DAB head-units, adapters, antenna	Improves knowledge and skill-level in the supply chain
Requirement for businesses to have consumer dispute resolution process	Consumer reassurance

Consumer awareness



compared with existing radio logos including



The digital radio tick scored <u>highest</u> out of all the logos shown for:	% agreeing	Increase vs DAB logo
• has digital technology inside	79%	+ 14%
• will work after digital radio switchover	80%	+ 20%
• the product is future proof	46%	+ 24%
• the product is future proof and encourages you to purchase it	54%	+ 33%

Packaging and instore



Pure announce all products are compliant



In vehicle aftermarket

digitalradio ✓

switch to digital radio and benefit from:

- ✓ More choice
- ✓ Great sound
- ✓ Easy tuning

there are 3 ways to get digital radio:

choose from our range of digital car stereos



keep your existing stereo and use an adaptor



stream digital radio from your mobile phone



PURE

Highway digital radio car stereos

digitalradio ✓



- Digital, FM and AM car stereo
- Connection for iPod, iPhone and USB with full music control and charging
- Bluetooth hands-free calling and wireless music streaming
- Exclusive to Halfords

Highway digital radio adapter

- Get digital radio in your car without changing your stereo
- Play music from your iPod, iPhone or MP3 player
- Fitted into your car with a dash-mounted display



digitalradio

Online

halfords Click & Collect in 1 hour Next day Delivery 28 day returns to any store

Customer Services Find a store Sign In | Register Basket 0 items - £0.00 [Checkout](#)

Cycling **Motoring** **Touring & Child Seats** **Sat Nav & Audio**

Home Sat Nav & Audio Car Audio **DAB Radios & Car Stereos**




DAB Radios & Car Stereos

Find The Right One + Help & Advice + *wefit* Car Audio +

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Sony DSX-A40UI Radio with iPod/iPhone, AUX &...
£49.99
Save £10.00 (16%)
★★★★★ (1)
[Reserve or Buy](#)

Alpine UTE-72BT Drive-less Head Unit with Blu...
£74.99
Save £25.00 (25%)
★★★★★ (5)
[Reserve or Buy](#)

Philips CAB50 DAB/DAB+ Adaptor Box
£29.99
★★★★★ (3)
[Reserve or Buy](#)

DAB Radios & Car Stereos Clear all

CATEGORY

- DAB Radios & Car Stereos (56)
- Stereo Fitting Accessories (313)
- Sound Systems (55)
- Sound System Accessories (41)
- Clearance (29)

TYPE

Installers



Installer database

Home

What is digital radio?

Digital radios

- at home
- in car

Where to buy

Radio stations

Station updates

News

Contact us

Cookies

FAQs

In-vehicle digital radio installers near you

Here are the results for: sw12 8re

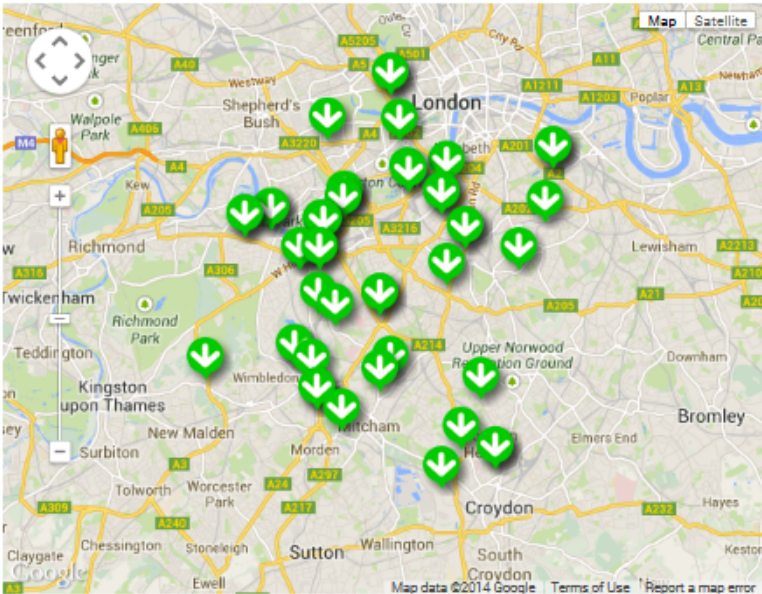
Search Again

Find in-vehicle digital radio installers near you


Postcode:

Distance:

SEARCH



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In-car radio near you

Find your nearest in-car radio specialist.

Enter postcode

Within 5 Miles **GO**


Listen in your area

Find out what stations are available in your area.

Enter postcode


House name/number **GO**

[why do you need this? >>](#)



Listen to UK radio in one place with Radioplayer >

Featured Station



THE UK'S NO.1 HIT MUSIC STATION

The UK's No.1 hit music station [visit website >](#)



Take aways

- Push for cross industry collaboration
- Keep close coordination with government and the regulator
- Ensure good robust DAB coverage
- Promote great digital-only content
- Invest in consistent cross industry communications
- Maintain strong relationships with the vehicle industry



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