

DRIVETIME: THE END OF RADIO IN CAR?



FORD ENNALS, CEO
DIGITAL RADIO UK

RADIO AND CARS



WORKING WITH VEHICLE MANUFACTURERS

DIGITAL RADIO UK BOARD



arqiva



B B C



comunicorp

tech^{UK}



BMW i PARK LANE

BMW i PARK



DIGITAL RADIO RADIO SWITCHOVER

DIGITAL RADIO = BETTER RADIO



DIGITAL RADIO = BETTER RADIO

25+ STATIONS

SOUND QUALITY

SPORTS STATIONS

SWITCHOVER-READY

50%



10%



93% OF DRIVERS



62% OF LISTENERS



35% OF REVENUE



UK CAR SALES FASTEST-GROWING MAJOR MARKET

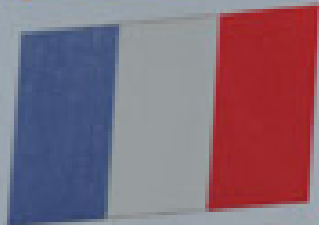




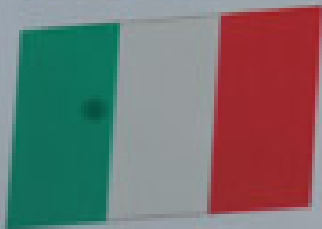
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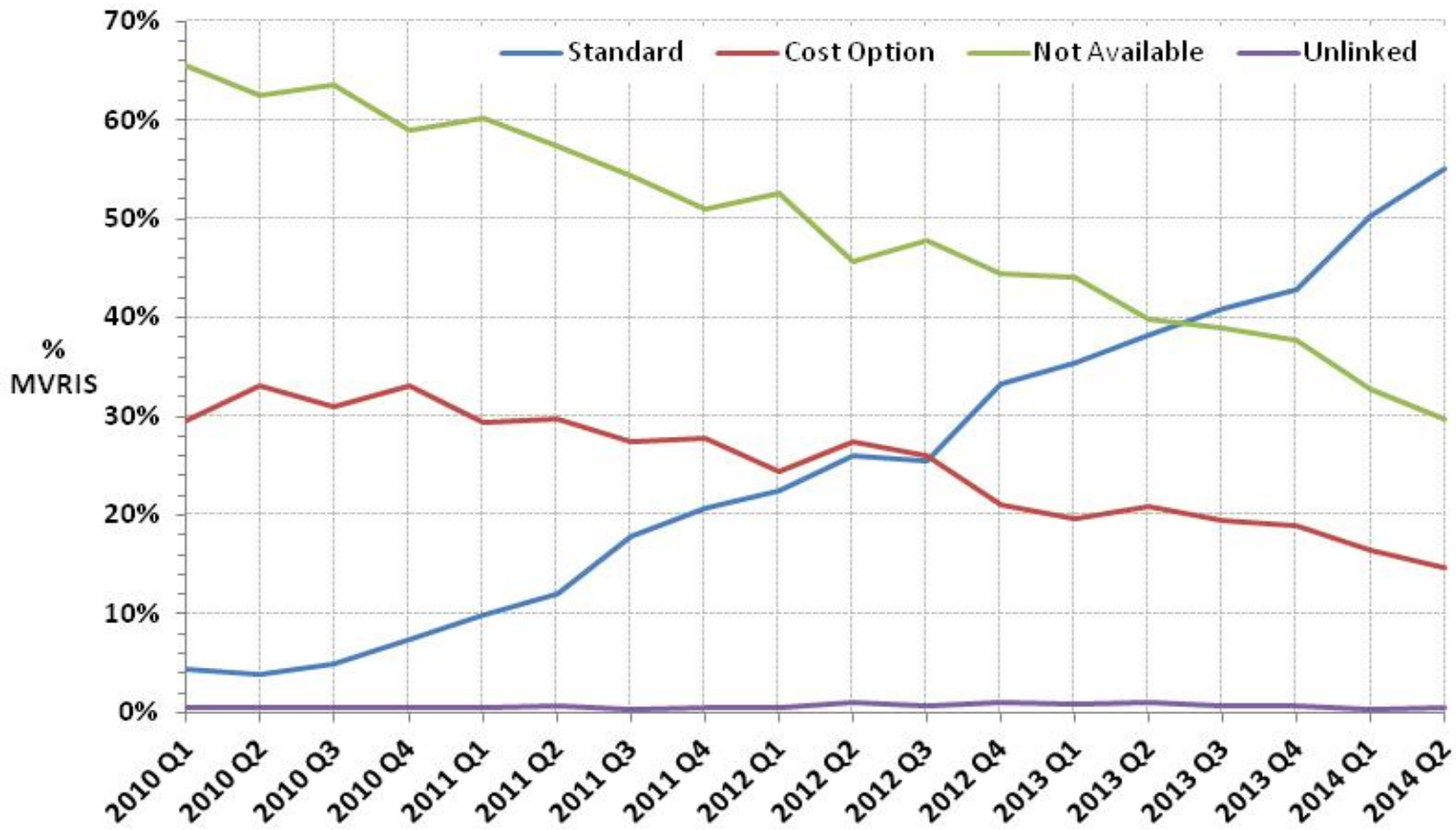


Tenez la gauche



Tenere la Sinistra

0%-60% IN 4 YEARS



SOURCE: CAP/SMMT Q2 2014

SEPTEMBER

30 MANUFACTURERS

+250K NEW CARS

+50% INCREASE



HOW DID THIS HAPPEN?

HARD WORK

RELATIONSHIPS

COVERAGE

ROAD NETWORK

COMMUNICATIONS

BROADCASTER PROMOTIONS





Mercedes-Benz



HYUNDAI/KIA ANNOUNCEMENT



WORLD'S 5TH LARGEST MANUFACTURER

THE POPE IN A KIA SOUL



NEW MINIMUM STANDARD

- DAB/ DAB+/ FM
- TRAFFIC ANNOUNCEMENTS
- RECEIVER SENSITIVITY
- SERVICE FOLLOWING
- SWITCHOVER-READY

digitalradio 

digitalradio



ACROSS EUROPE



BATTLE FOR THE DASHBOARD



THE DIGITAL DASHBOARD



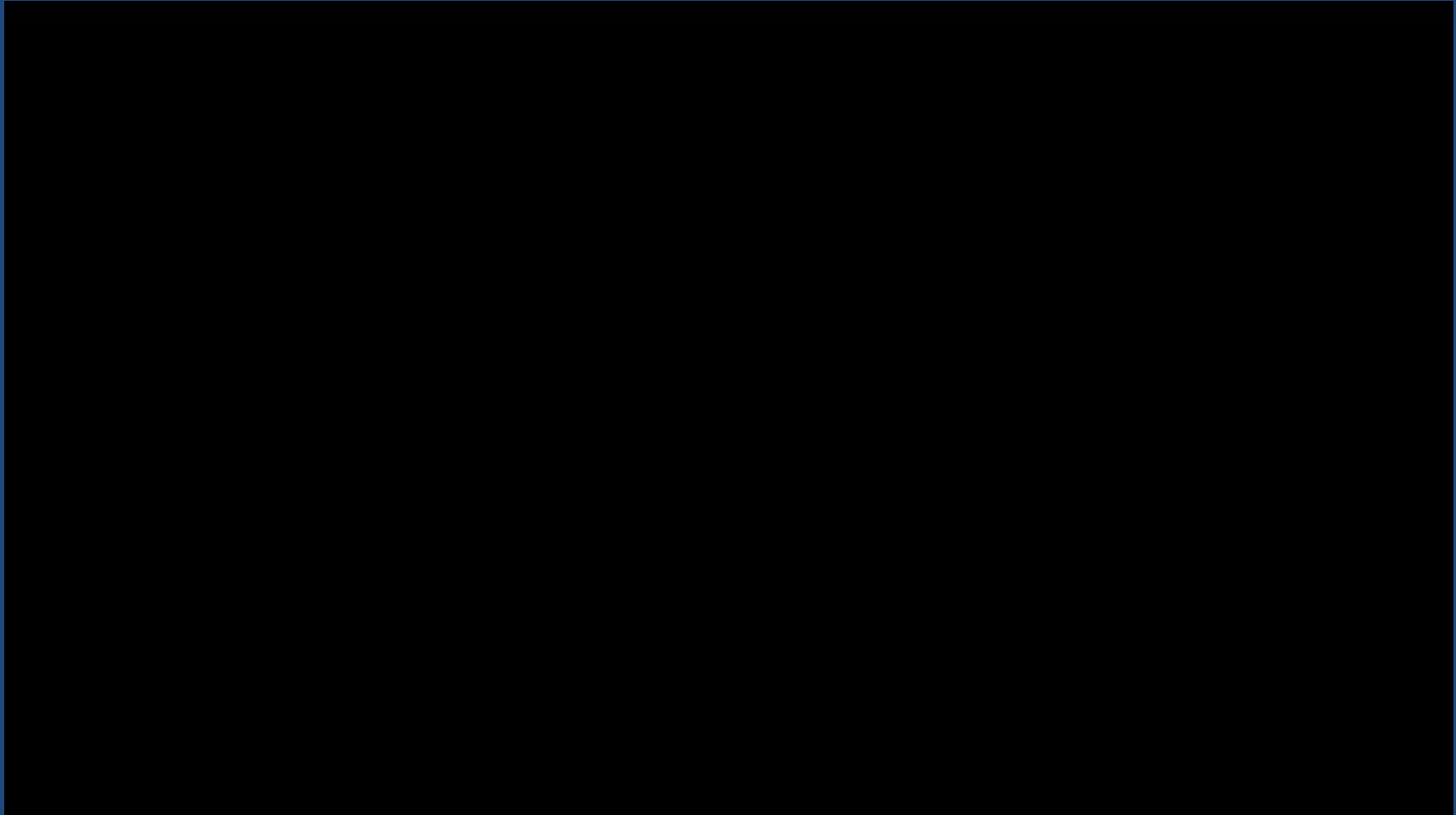
DIGITAL DASHBOARD AUDIT



THE DIGITAL DASHBOARD



THE DIGITAL DASHBOARD



IMPORTANCE OF BROADCAST RADIO



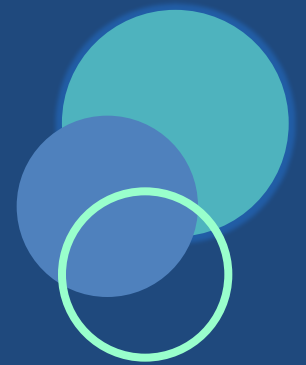
DUDE, WHERE'S MY RADIO?



IMPORTANCE OF COORDINATION



THANK YOU



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