

# Delivering Digital In-Car Ford Ennals Digital Radio UK





# UK and Germany: A Shared Vision





DAB at the heart  
of radio



# FINANCIAL TIMES



# The Telegraph



# Golden age for UK radio

# MailOnline

The end of FM radio: 'New golden age' of digital broadcasting could see the traditional signal scrapped this year



Audio

## Digital radio listening in the UK hits record high

Could the latest surge in internet and DAB radio listeners spell the end of FM?

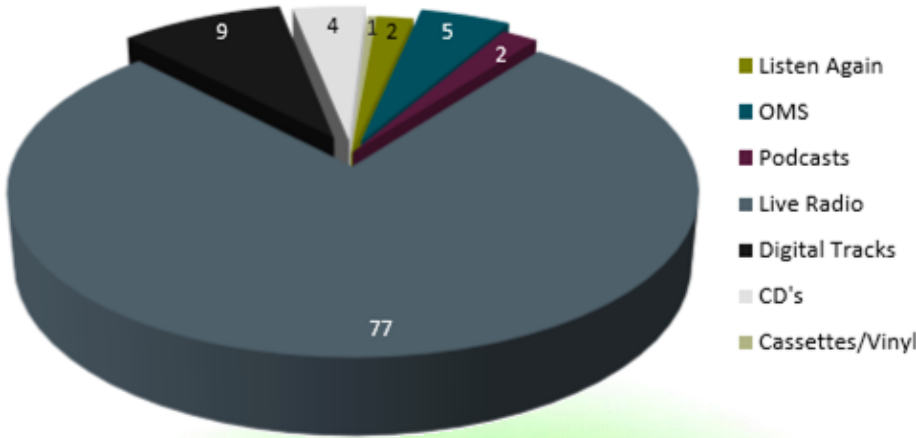


# New competition



# Radio dominates share of audio

SHARE OF AUDIO % (excluding visual)

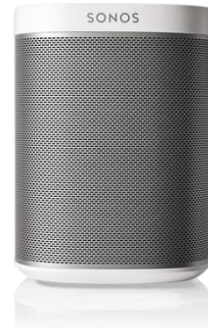


Source: MIDAS Spring 2017



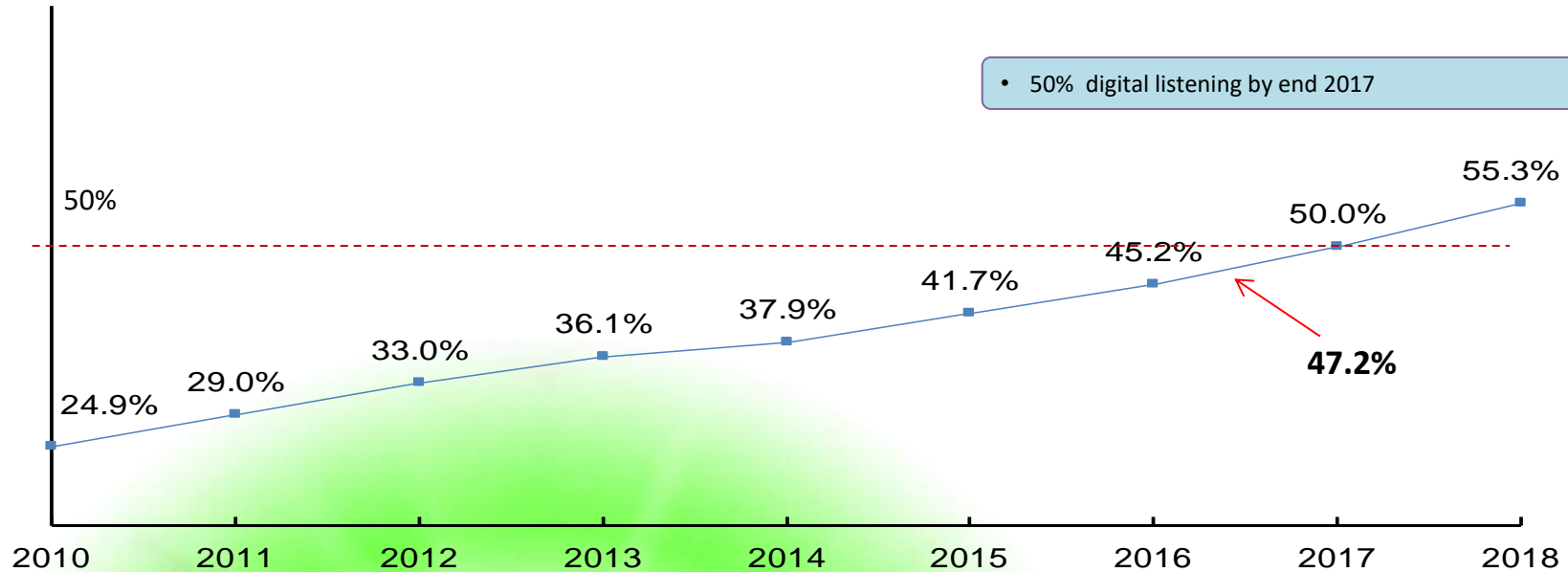


# New ways of listening



# Digital listening heading for 50%

Digital share of listening, %



**72% of digital listening  
is DAB**



# Content, coverage and cars





# Content expansion of national stations



Premier.





# DAB expansion





**DAB in all cars**

# Biggest car markets in Europe

Cars on the road



33.5M



45M

Cars sold annually

2.6M

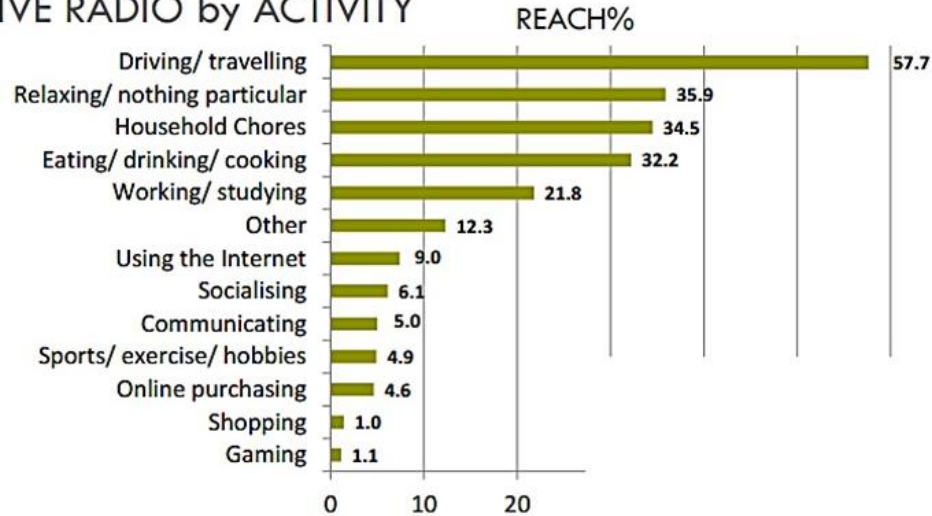
3.2M





# Importance of in-car listening

## LIVE RADIO by ACTIVITY



# Radio in cars

93% of drivers



63% of Listeners



35% of Revenue

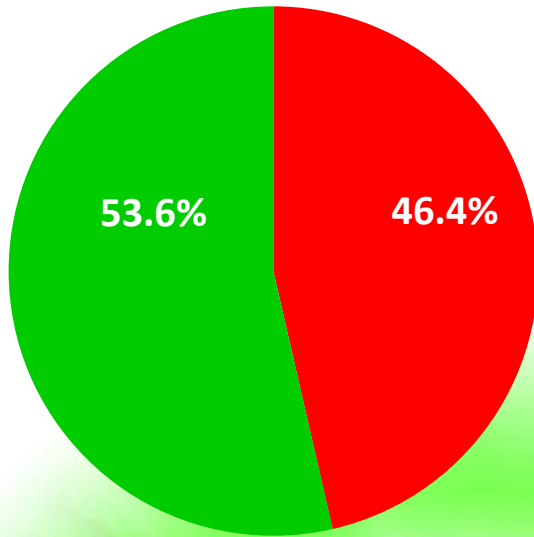


23% of listening

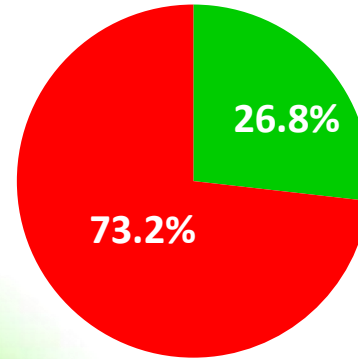


# Digital listening in car: Half the level in home

At home/work



In-car

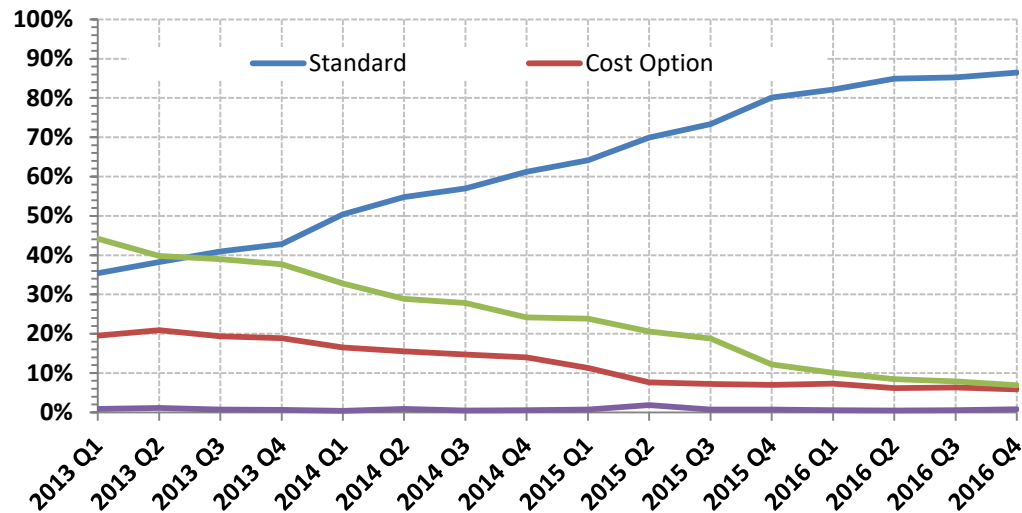


- Digital
- Analogue



# DAB in new cars

Nearly 90%





# 10 million cars in the UK have digital radio

- 30% of all UK cars have digital radio
- 70% of all UK cars without digital radio
- Importance of car conversion



# Converting cars to digital



A large hot air balloon with a Union Jack pattern (red, white, and blue) is floating in a clear blue sky with some light, wispy clouds. The balloon is positioned in the upper half of the frame, and its basket is visible at the bottom. The text "2020 vision" is overlaid in white, bold, sans-serif font at the bottom of the image.

**2020 vision**



**Digital  
in car  
50%**

**2020 vision**



**Digital  
listening  
70%**

**2020 vision**



# Clear Government criteria



## Coverage

- DAB national coverage equivalent to FM
- DAB local coverage above 90%



## Listening

- 50% of radio listening to digital



## Progress on cars



# UK Government position



Department  
for Culture  
Media & Sport



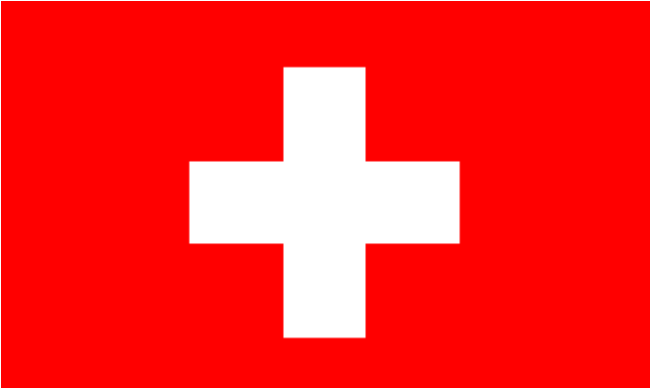
Digital Economy Act 2010



# Norway leads the way



# Importance of European success



**TechniSat**



Creating a  
**European market**



**Panasonic**

**PURE**





# What we need across Europe

**1. DAB in all new cars**

**2. DAB in all radios**



# Delivering digital in-car

## Thank You