

Digital Radio in the Car in 10 Years

June 2017

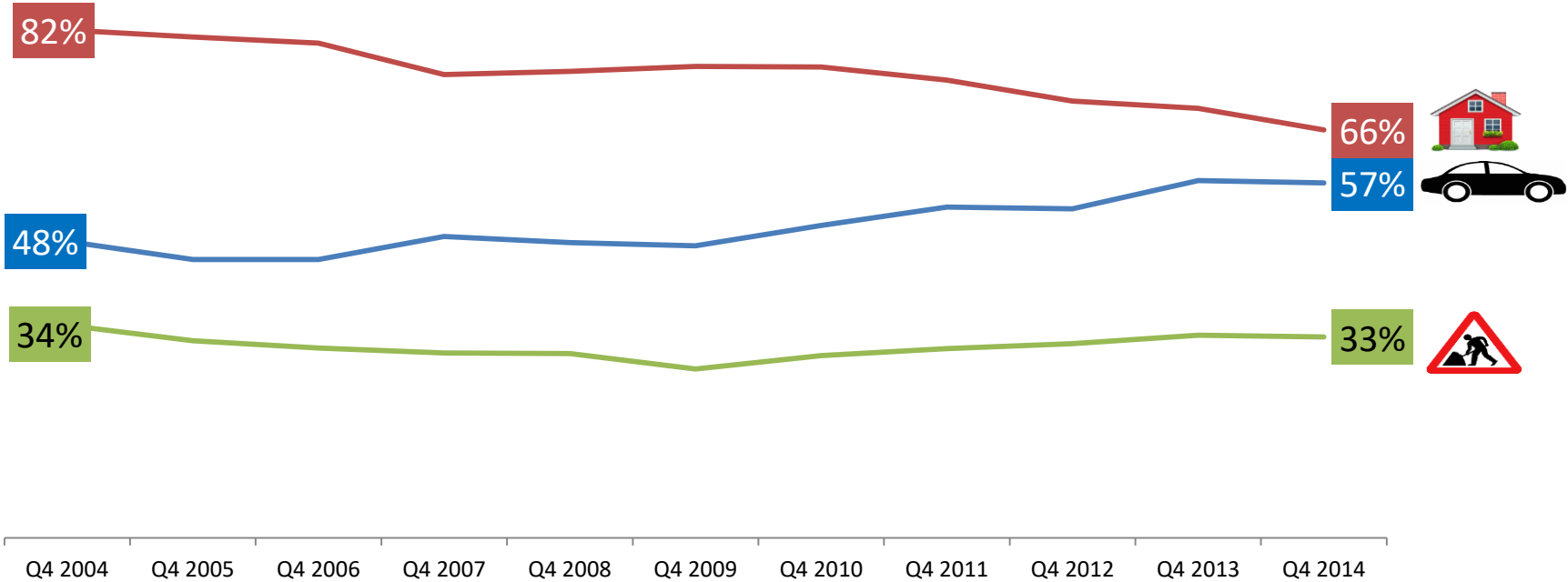
Mark Friend, BBC



Entertainment and information needs will be met by Radio

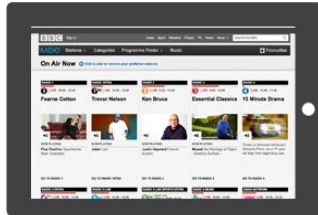
	Total	In a car / van / lorry
	%	%
To be entertained	54.0%	60.0%
To be informed / up to date	27.1%	23.1%
For company	16.8%	20.7%
To help me escape / relax	17.7%	15.5%
To learn / discover something new	11.0%	8.7%
To connect me to the outside world	10.3%	8.4%
To find out / research something	4.0%	3.2%

In-car listening reaching more people in the UK than ever



Source: RAJAR, 15-24s (12 mths)

Radio must be simple but sophisticated



TAKE BBC RADIO WITH YOU
WHENEVER, WHEREVER





03:04

Joe Stilgoe sings a suitable song for a broadcast from the café in London's Southbank Centre

1d | Radio 3

Share + Add Audio



JUST ADDED...

Lauren Laverne's Just Added...



Blood On Me Sampha

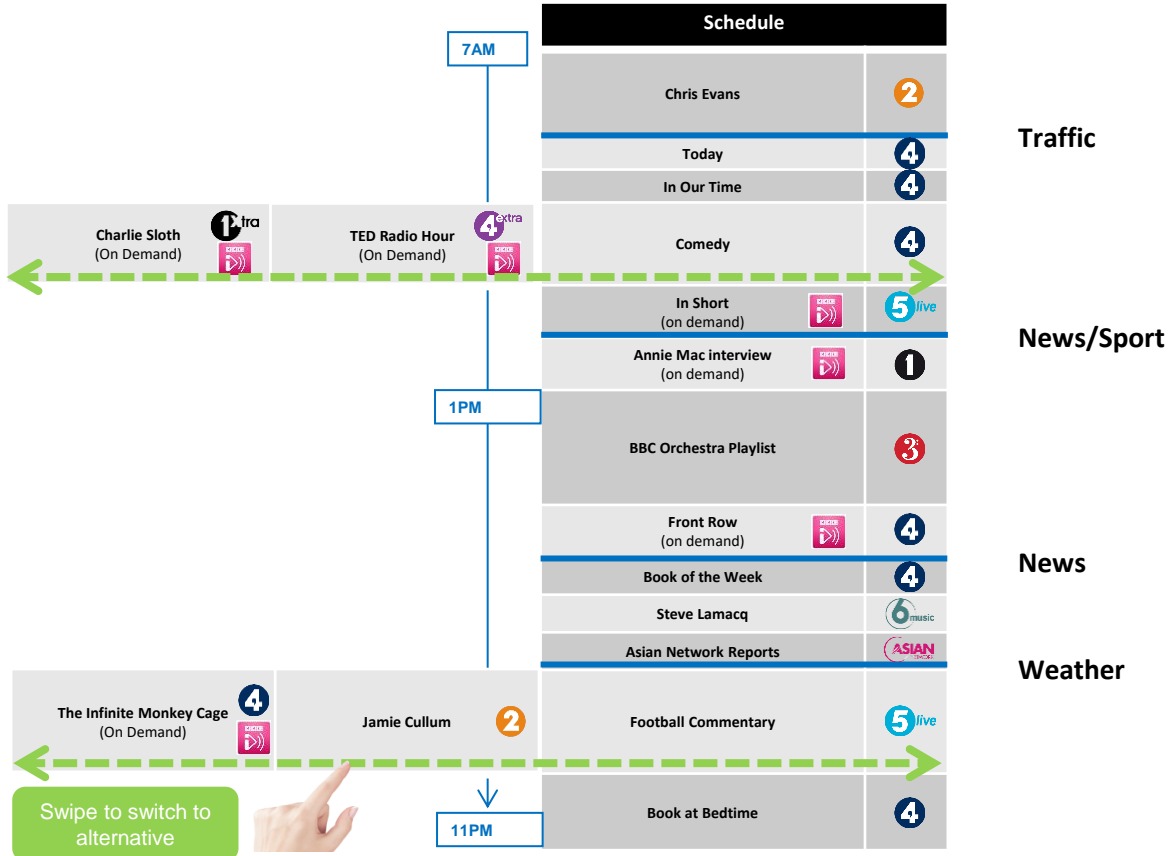
Share + Add Track



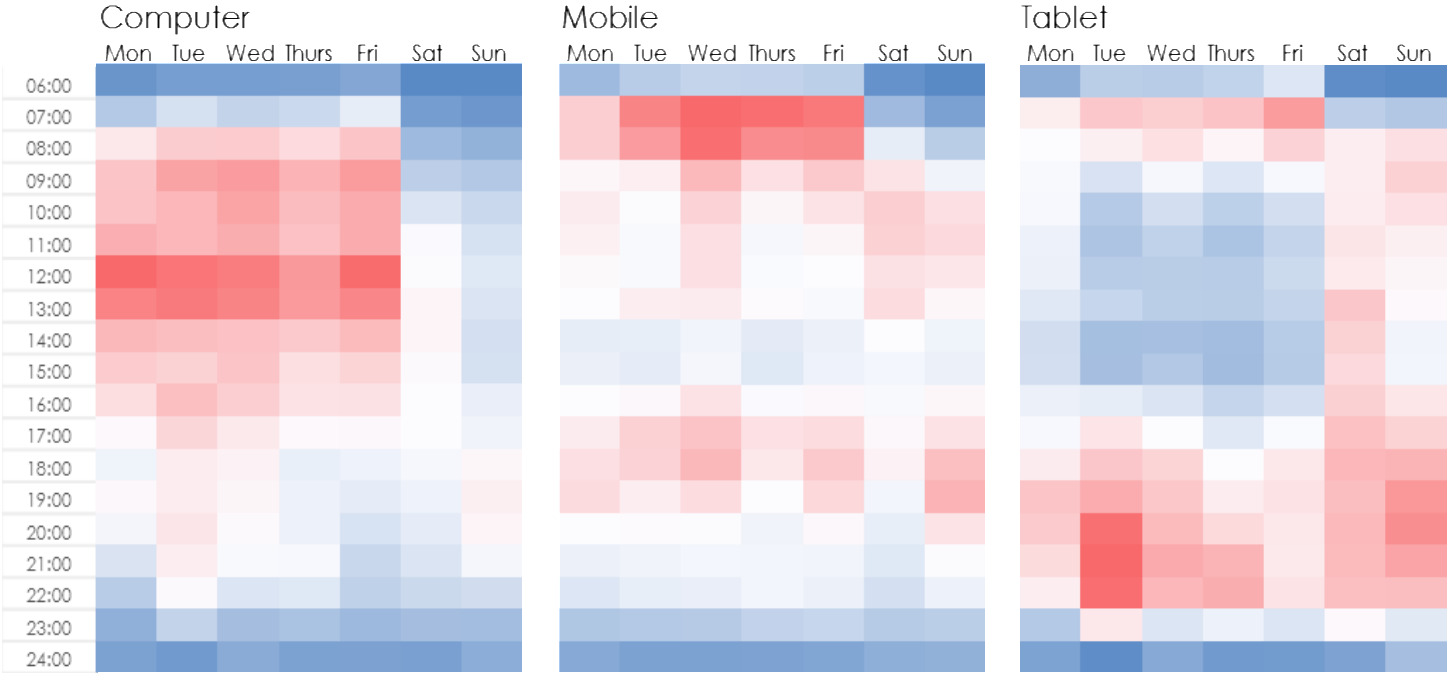
Where Are Ü Now (feat. Justin Bieber) Jack Ü

Share + Add Track

Radio and music service personal to you



New skills and deals to optimise use of user data



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