

# How commercial radio is using DAB to GROW their business

Ford Ennals  
CEO Digital Radio UK

digitalradio 

Our special relationship





# Changing times



New



competition



Spotify®



# New ways of listening



A photograph of the interior of a modern Audi car, showing the steering wheel, dashboard, and center console. The text "New connectivity" is overlaid in white, and "in cars" is overlaid in green. The dashboard features a digital display with the Audi logo and the date "11.07.2017". The center console has a touch screen displaying various vehicle settings and a gear shifter.

New connectivity

in cars



**New challenges  
for youth listening**



# Expansion of digital radio



# DAB

## making radio future fit



- **Greater choice**
- **Innovation**
- **More listening**
- **Even playing field**



A soccer player, likely Paul Pogba, is shown from the back, celebrating with his arms raised. He is wearing a white jersey with 'POGGBA' and the number '10' printed on the back. The background is a blurred stadium setting.

UK doing  
the DAB

# Commercial reservations

## about DAB

- Costs
  - Network build
  - Dual Transmission
- Competition
- Monetisation

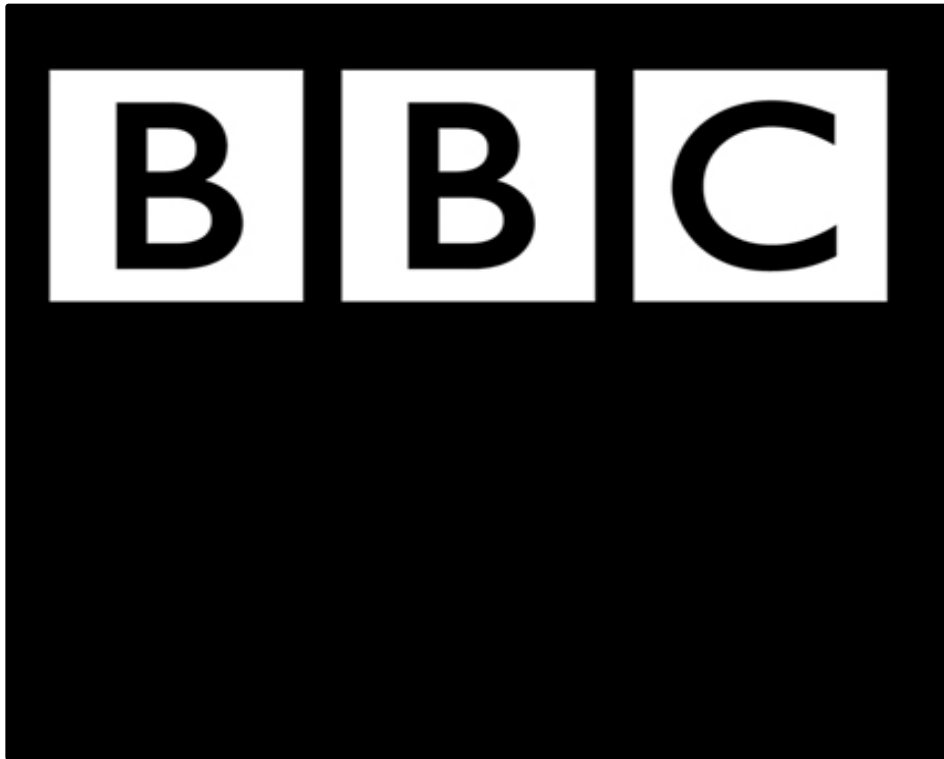


# Commercial support for DAB

- Good for radio sector
- Good for listeners
- Good for listening
- Good for competition
- Good for existing players



# Balance of power



A low-angle, close-up shot of a vibrant green football pitch. The grass is dense and well-maintained, with individual blades clearly visible. In the background, the stadium's seating tiers are visible, mostly empty, under a large, curved roof structure with a repeating pattern of circular perforations. The sky is a clear, bright blue. The text "An even playing field" is overlaid on the upper right portion of the image.

An even playing  
field

# National stations

## legacy FM position

BBC  
RADIO



BBC  
RADIO



BBC  
RADIO



BBC  
RADIO



CLASSIC *f*M



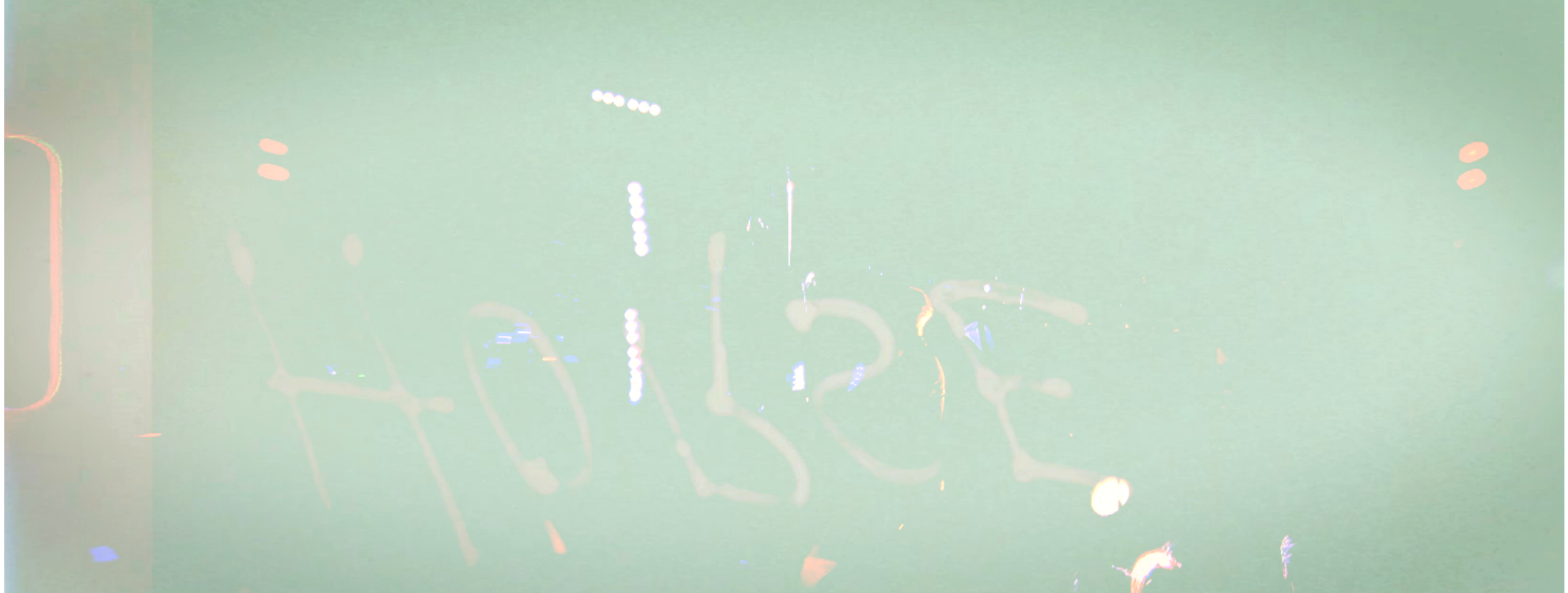


# National stations



**We are family**



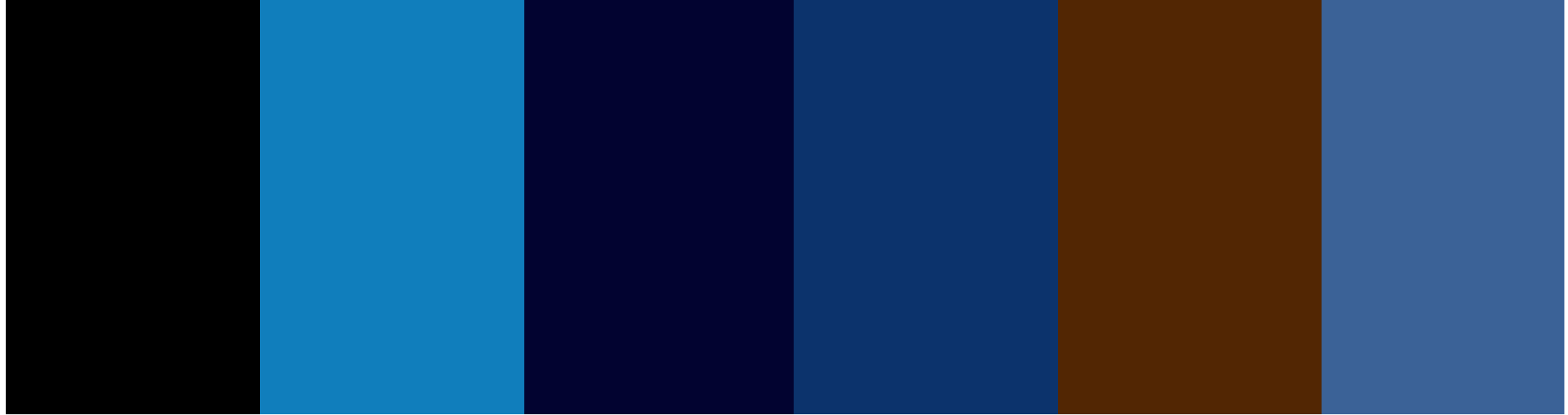




**REAL MUSIC MATTERS**

**Absolute  
Radio**



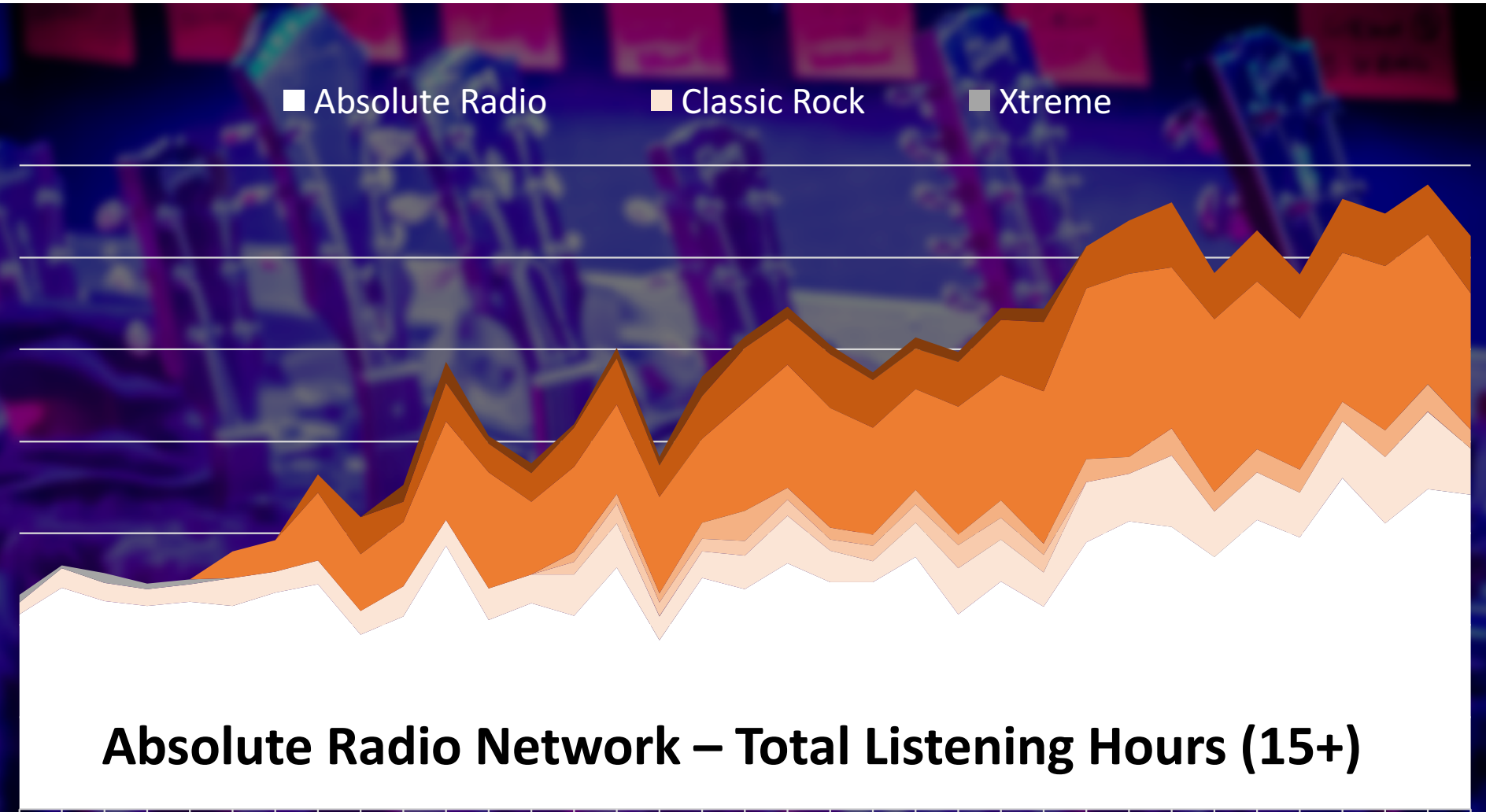


■ Absolute Radio    ■ Classic Rock    ■ Xtreme

35,000  
30,000  
25,000  
20,000  
15,000  
10,000  
5,000  
0

W4:08 W1:09 W2:09 W3:09 W4:09 W1:10 W2:10 W3:10 W4:10 W1:11 W2:11 W3:11 W4:11 W1:12 W2:12 W3:12 W4:12 W1:13 W2:13 W3:13 W4:13 W1:14 W2:14 W3:14 W4:14 W1:15 W2:15 W3:15 W4:15 W1:16 W2:16 W3:16 W4:16 W1:17 W2:17

# Absolute Radio Network – Total Listening Hours (15+)



Magic

Magic

Mellow  
Magic

Magic  
Chilled

Magic  
Soul  
Summer



# Timeless relaxing classics

## Magic MELLOW



John Hannah



Patsy Kensit



Aretha Franklin

Stevie Wonder

Marvin Gaye

Frank Sinatra

George Michael

Céline Dion

Lionel Richie

Sade

Dusty Springfield

Fran Godfrey





Fresh laid back hits

# Magic CHILLED



Louise Molony



Pips Taylor



Eloise Carr



Ellie Goulding

Coldplay

Adele

Justin Timberlake

Birdy

Alicia Keys

Sam Smith

Lana Del Rey

Sia



Magic

# The Best of Soul and Motown

# Magic

## SOUL



Paul Hayes



Richard Allins



Sarah Champion



Angie Greaves



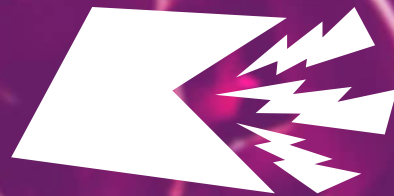
# Magic



KISS



KISSSTORY



KISS FRESH

heart

heart<sup>80s</sup>  
non stop 80s feel good

heart  
extra

heart  
extra xmas



**talkSPORT**



**talkSPORT**



**talkRADIO**

*Downtown*  
**COUNTRY**

**DOWNTOWN**  
*Radio*



# What's changed since 2012



# Radio listening has been sustained

- Radio listening hours have increased  
+2.3%
- Digital radio listeners listen more
- Young people listen less
- People 25+ listen more







61%  
of adults

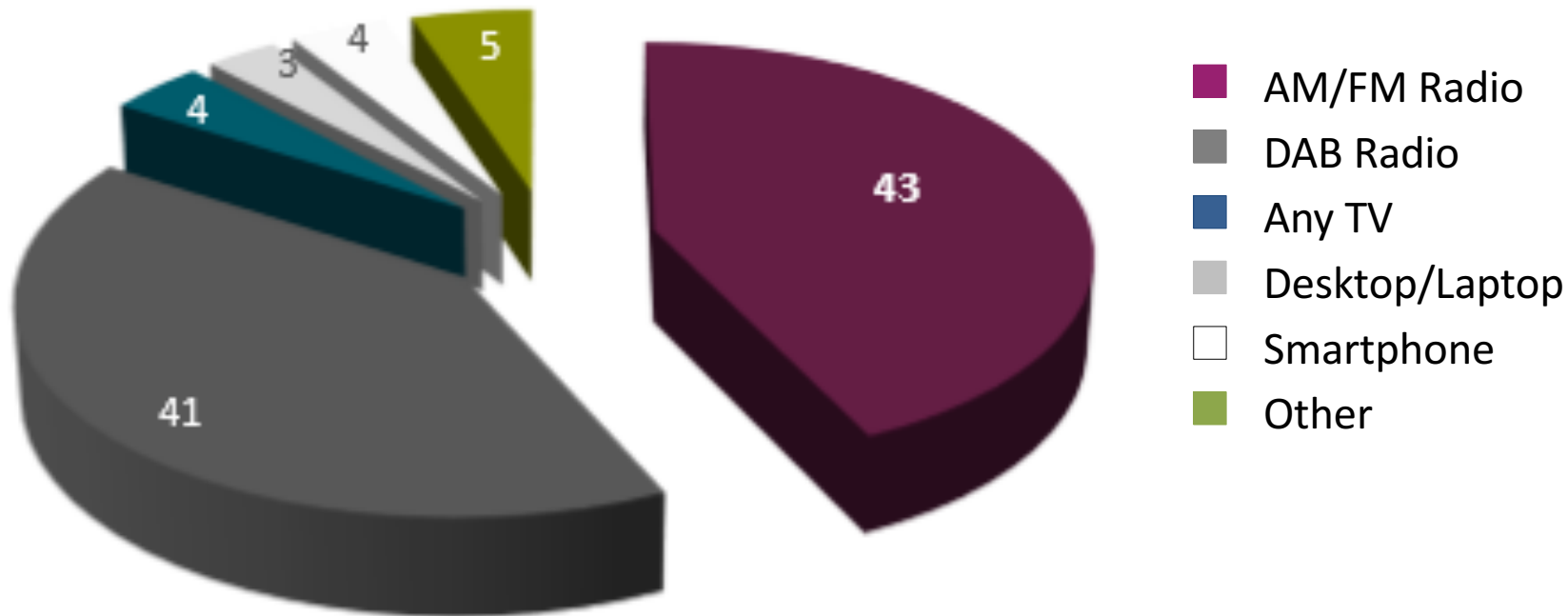
49%  
of listening

**74% of digital listening  
is on a DAB radio**



# Most radio devices are digital

SHARE OF DEVICES%

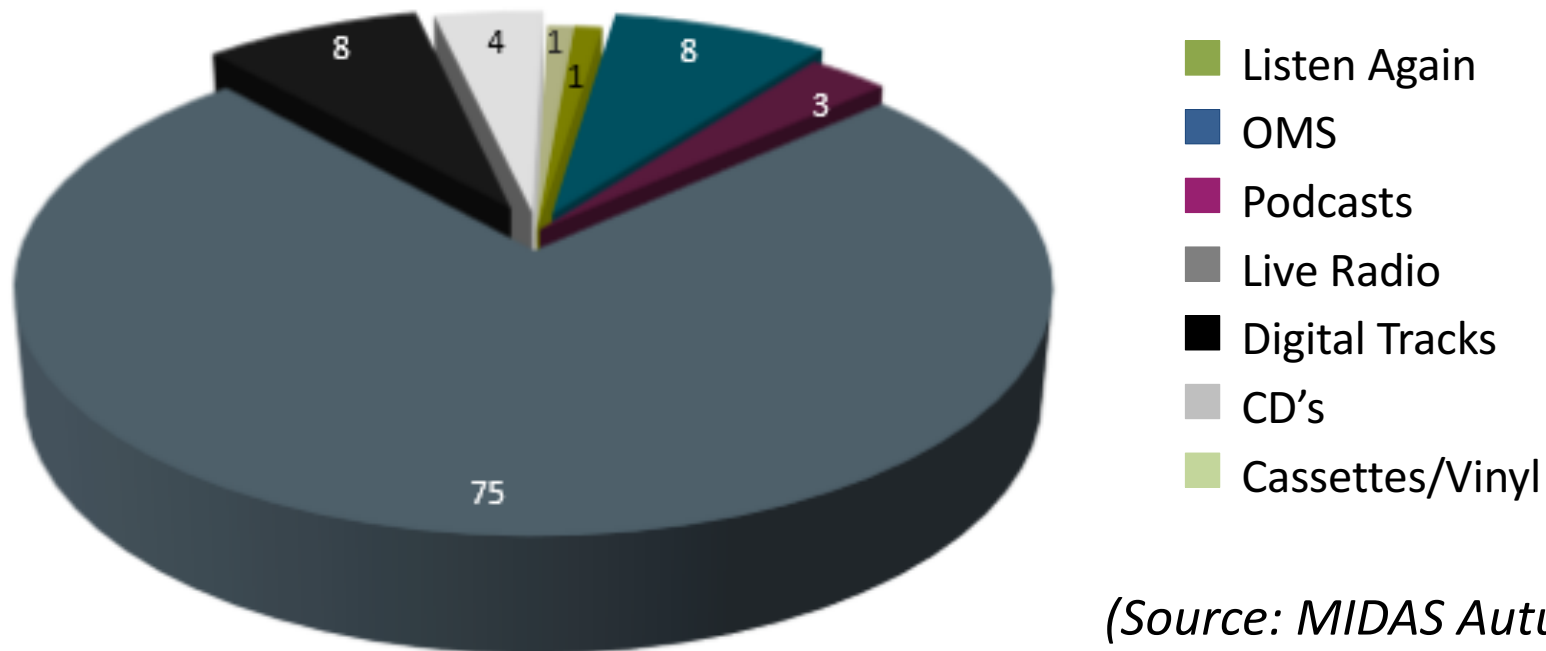


(Source: MIDAS Autumn 2017)



# Radio has a greater share of audio

SHARE OF AUDIO %



(Source: MIDAS Autumn 2017)





# Commercial radio has more listeners than BBC

	2012	2017
BBC	34.7 m	34.9 m
Commercial	33.1 m	35.6 m



# Existing commercial players are the big winners

	Digital share			Hours listening			Market share		
	2012	2017	Change	2012	2017	Change	2012	2017	Change
	36%	48%	<b>+33%</b>	161m	214m	<b>+33%</b>	16%	21%	<b>+29%</b>
	32%	60%	<b>+88%</b>	111m	154m	<b>+39%</b>	11%	15%	<b>+36%</b>



# New National radio advertisers

ebay

amazon



# Commercial radio is increasing revenue

## Growth

	2016	2017H1	2017Q2
Internet	+ 12.9	+ 13.8	+ 13.0
<b>Radio</b>	<b>+ 5.4</b>	<b>+ 5.2</b>	<b>+ 11.1</b>
Cinema	+ 8.4	+ 21.0	+ 14.4

## Decline

	2016	2017H1	2017Q2
TV	- 0.2	- 4.4	- 2.5
Magazines	- 6.8	- 15.2	- 16.3
National press	- 0.4	- 8.5	- 10.7
Local press	- 13.2	- 15.3	- 14.7
Direct mail	- 10.1	- 0.4	- 0.8





A hot air balloon with a Union Jack pattern (red, white, and blue) is shown floating in a clear blue sky. The balloon is the central focus of the image, with its basket and ropes visible at the bottom. The text is overlaid on the right side of the balloon.

**Shift to digital is  
good news for  
commercial radio**



Thank you

# Back to Brexit

