

WorldDAB Summit

Working with retailers to train and educate their staff

Ford Ennals, CEO, Digital Radio UK

Q3 2021 UK RADIO LISTENING RESULTS



Q3 2021 UK RADIO LISTENING RESULT^c

Digital listening surges to

65.8%

of all radio listening

RAJAR Q3 2021

digitalradioUK

Q3 2021 UK RADIO LISTENING

RESULTS

**DAB now predominant platform
accounting for**

43%

of all radio listening

RAJAR Q3 2021

digitalradioUK

Q3 2021 UK RADIO LISTENING

RESULTS

**Listening via online and apps
accounts for**

18.1%

of all radio listening

RAJAR Q3 2021

digitalradioUK

RETAIL STAFF AUDIT



RETAIL STAFF AUDIT RESULTS

- Staff are young - in mid 20s
- Staff perceive radio as being for older people
- Staff don't understand digital stations
- Staff don't understand digital radios
- Staff prefer to sell a smart speaker

RETAIL STAFF STRATEGY

- Raise awareness of content proposition
- Partner with retail buyers & staff trainers
- Digital radio presence on retailer websites
- Targeted digital radio social media
- Build digital radio e-learning site
- Direct communication to retail staff

WELCOME TO RADIO'S DIGITAL REVOLUTION



ROMAN KEMP

JAMIE THEAKSTON
& AMANDA HOLDEN

ANGELLICA BELL

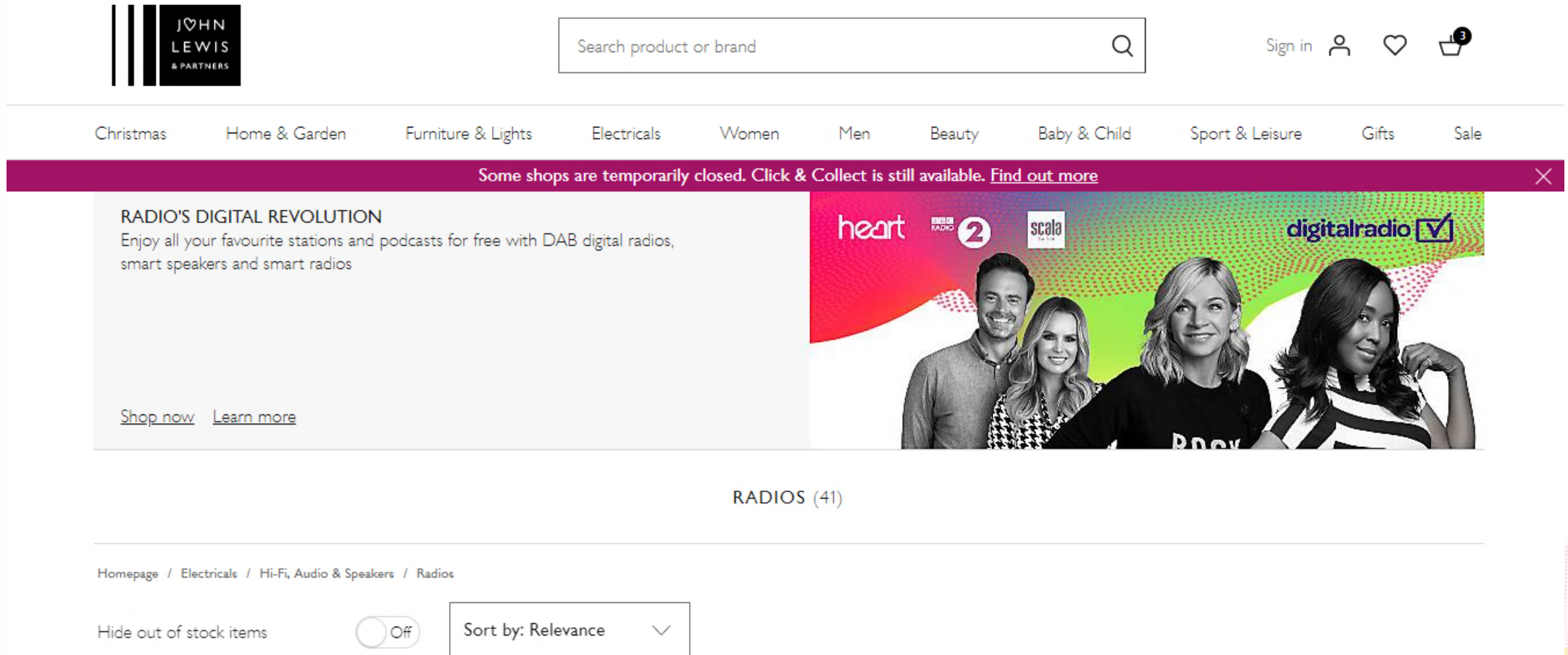
RONAN KEATING
& HARRIET SCOTT

GREG JAMES

ZOE BALL



COMMUNICATING TO CONSUMERS ON RETAILER WEBSITES

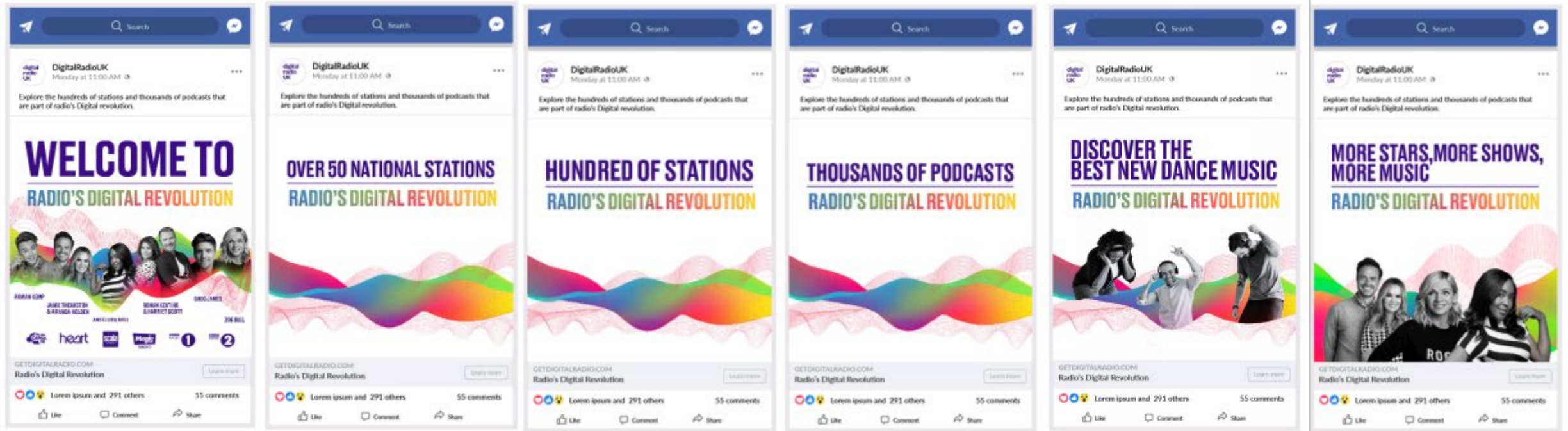


The screenshot shows the John Lewis & Partners website interface. At the top left is the John Lewis & Partners logo. To its right is a search bar with the placeholder text "Search product or brand" and a magnifying glass icon. Further right are icons for "Sign in" (person), a heart, and a shopping cart with a notification badge showing the number "3". Below the search bar is a horizontal navigation menu with categories: Christmas, Home & Garden, Furniture & Lights, Electricals, Women, Men, Beauty, Baby & Child, Sport & Leisure, Gifts, and Sale. A purple notification banner spans the width of the page, stating "Some shops are temporarily closed. Click & Collect is still available. Find out more" with a close button (X). Below the banner is a promotional banner for "RADIO'S DIGITAL REVOLUTION". The left side of this banner contains the text: "RADIO'S DIGITAL REVOLUTION", "Enjoy all your favourite stations and podcasts for free with DAB digital radios, smart speakers and smart radios", and two links: "Shop now" and "Learn more". The right side of the banner features a colorful background with logos for "heart", "BBC RADIO 2", "scala", and "digitalradio" with a checkmark icon, and a photograph of four people. Below the promotional banner, the text "RADIOS (41)" is centered. At the bottom of the page, there is a breadcrumb trail: "Homepage / Electricals / Hi-Fi, Audio & Speakers / Radios". To the left of the breadcrumb is a toggle switch for "Hide out of stock items" which is currently turned "Off". To the right is a dropdown menu for "Sort by: Relevance" with a downward arrow.

COMMUNICATING TO CONSUMERS ON RETAILER WEBSITES

- Dedicated digital radio microsite
- Linked to radio search
- *Radio's Digital Revolution* theme
- Information and video
- Showcase digital stations

COMMUNICATING TO CONSUMERS VIA SOCIAL MEDIA



COMMUNICATING TO CONSUMERS: DAB+

**DAB+ MEANS
60+ MORE STATIONS**

DON'T MISS A THING

STATIONS INCLUDE:



**DAB+ MEANS
60+ MORE STATIONS**

DON'T MISS A THING



STATIONS INCLUDE:



**DAB+ MEANS
60+ MORE STATIONS**

DON'T MISS A THING



dab+ **digitalradio** 



DIGITAL RADIO E-LEARNING SITE



WELCOME

This retail training module from Digital Radio UK is your one-stop digital radio e-learning resource, and will help you to:

DIGITAL RADIO E-LEARNING SITE

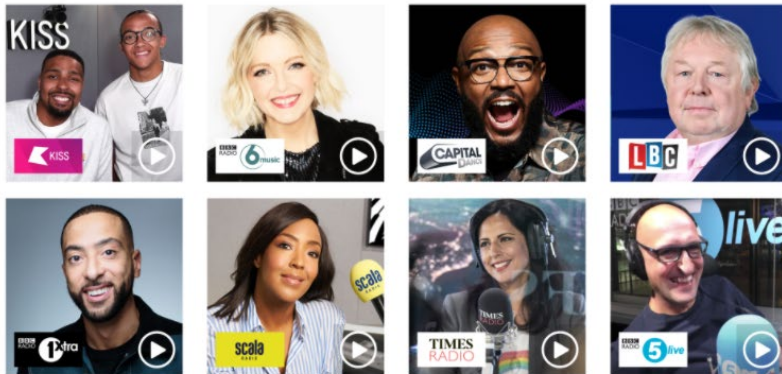
FIND OUT ABOUT THE GREAT RANGE OF STATIONS

Check out the fantastic choice of digital radio stations spanning a range of styles and genres below. Whether you love dance, R&B, hip hop, 80s, pop, classical, or a mix of them all, there's a station for everyone, plus a great range of talk and speech stations, covering news, sport, comedy, and documentaries.

And there are new stations launching all the time, such as Scala Radio, Times Radio and Capital Dance. Plus there are hundreds of great local stations. You can check the national and local stations available in DAB/DAB+ for any customer in the UK using the [Postcode Checker on our website](#).

Watch the clips we've selected below to give you more of an idea of what these great stations are offering.

▶ Click play to check out the clips:



NATIONAL STATIONS

- Staff digital radio resource
- Focus on digital radio stations & content
- Digital station player & podcast sampler
- Digital radio learning quiz & audio prizes
- Staff digital radio e-shot

COMMUNICATING TO RETAIL STAFF

digitalradioUK

ANGELLICA BELL

scala RADIO

JOIN THE DIGITAL REVOLUTION



digitalradioUK

BBC RADIO 1

GREG JAMES

EXPLORE DIGITAL RADIO'S



digitalradioUK

heart

JAMIE THEAKSTON

AMANDA HOLDEN

RETAIL E-LEARNING SITE



digitalradioUK

Magic RADIO

HARRIET SCOTT

RONAN KEATING

AMAZING PRIZES



digitalradioUK

95-106 CAPITAL FM

ROMAN KEMP

CLICK BELOW TO WIN



digitalradioUK

BBC RADIO 2

ZOE BALL

Rock



COMMUNICATING TO RETAIL STAFF



digitalradioUK

COMPETITION WINNERS ANNOUNCED!

 SONOS ARC	 SONOS ONE	 SKULLCANDY CRUSHER EVO BLUETOOTH HEADPHONES
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Competition Round 1: THE WINNERS!

The first round of our fantastic online competition at www.digitalradioretaillearning.com has come to a close, and the winners have been chosen!

Sally Scorey from John Lewis takes home our amazing **Sonos Bundle** first prize, which includes a **Sonos Arc** smart sound bar, and a **Sonos One** wireless home sound system, and in second place, **Scarlett McDevitt** from Argos has snatched up a set of amazing **Skullcandy Crusher Evo** Bluetooth headphones.

WORKING WITH RETAILERS

- Retail partnerships
- Retail websites
- Retail staff training
- Retail staff communication
- Retail staff assessment

THANK YOU