

## WorldDAB announces latest DAB sales and coverage figures for Europe and APAC

- *Almost 50 million receivers sold across key territories*
- *Many more national stations available thanks to DAB/DAB+*
- *The UK, Germany, Norway, Switzerland, Denmark, The Netherlands, Italy, France and Australia covered in latest update*

**12 September 2016, London, UK & IBC, Amsterdam:** WorldDAB has released its latest collection of sales and coverage figures for key markets in Europe and Asia Pacific to the end of Q2 2016. Available to download as an [infographic here](#), the statistics include road and overall population coverage, receiver sales, household penetration and, for the first time, the number of national stations on DAB/DAB+ compared to FM.

Key findings include:

- Almost 50 million consumer and automotive receivers (48,232,000) have been sold across the featured markets
- In the majority of markets, up to 5x as many national stations are available on DAB/DAB+ as on to FM / AM
- Coverage in Norway and Switzerland is at 99.5%, with Denmark, The UK, The Netherlands and Germany close behind
- Over half of radio listening in Switzerland is now digital (53%)
- Household receiver penetration in Norway is now at 67% with the UK close behind with 56%
- Germany, Netherlands, Italy, France and Belgium all show signs of positive growth in the last year

“Digital radio continues to go from strength to strength with all markets making significant progress in the last six months,” said Patrick Hannon, President of WorldDAB. “The leading markets in Europe and Asia Pacific have almost 50 million DAB receivers on the market, offering an impressive selection of national stations compared to FM/analogue broadcasts.

“Norway will soon be making history by switching off FM services, Switzerland will do the same from 2020. With Denmark and The UK not far behind and Germany working on a roadmap for its own DSO plans, there is clear momentum for digital radio from policy makers, broadcasters and listeners.”

Sources for the infographic include: Digitalradio Norge, TNS Gallup, MCDT, GfK, SMMT/CAP UK, BBC, RAJAR/Ipsos MORI/R SMB, Teracom A/S, Deutschlandradio, WDR, Media Broadcast, Digitisation report 2016 carried out by TNS Infratest, JATO Dynamics, Digital Radio NL, digitalradio.it, WorldDAB, Glass’s Automotive Business Intelligence, Commercial Radio Australia. Full details on sources for each statistic are [available here](#).

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## **About WorldDAB**

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1000+ experts from 90+ member organisations cover 27 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

Together, we are shaping the future of radio, delivering advice and tailored solutions on all aspects of the switch from analogue to digital.

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