

Pan European support for digital radio in the automotive sector

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World DMB European Automotive Event
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Agenda

- UK update
- Digital radio in cars
- Minimum specifications and the Digital Radio Tick
- Pan-European support
- Collaboration with the automotive sector



UK Government commitment

- The future for radio is digital
- Government planning a radio switchover
- Need to meet criteria before deciding on a radio switchover:
 - Digital listening to reach 50%
 - Coverage to reach FM equivalence
- Direct Government support on coverage and cars



DAB coverage building to FM equivalence

- **National DAB coverage**

- (()) 162 new BBC transmitters by end 2015 (from 93% to 97%)
- (()) 10 new national commercial areas by end 2015 (91%)

- **Local DAB coverage**

- (()) Build local DAB from 76% to 91%
- (()) 182 new transmitters
- (()) Complete by end 2016
- (()) 8 million people and 6,700km roads

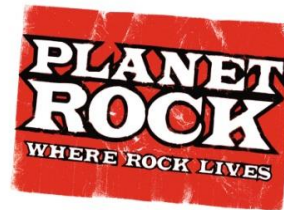


Digital radio offers extra choice

- 30 extra stations for most people
- Success of digital-only stations:
 - BBC Radio 6 music now with 2 million listeners
 - Absolute 80s with 1.5 million listeners, up 42% year on year



New national commercial multiplex



Sound Digital

40 national radio stations in one box



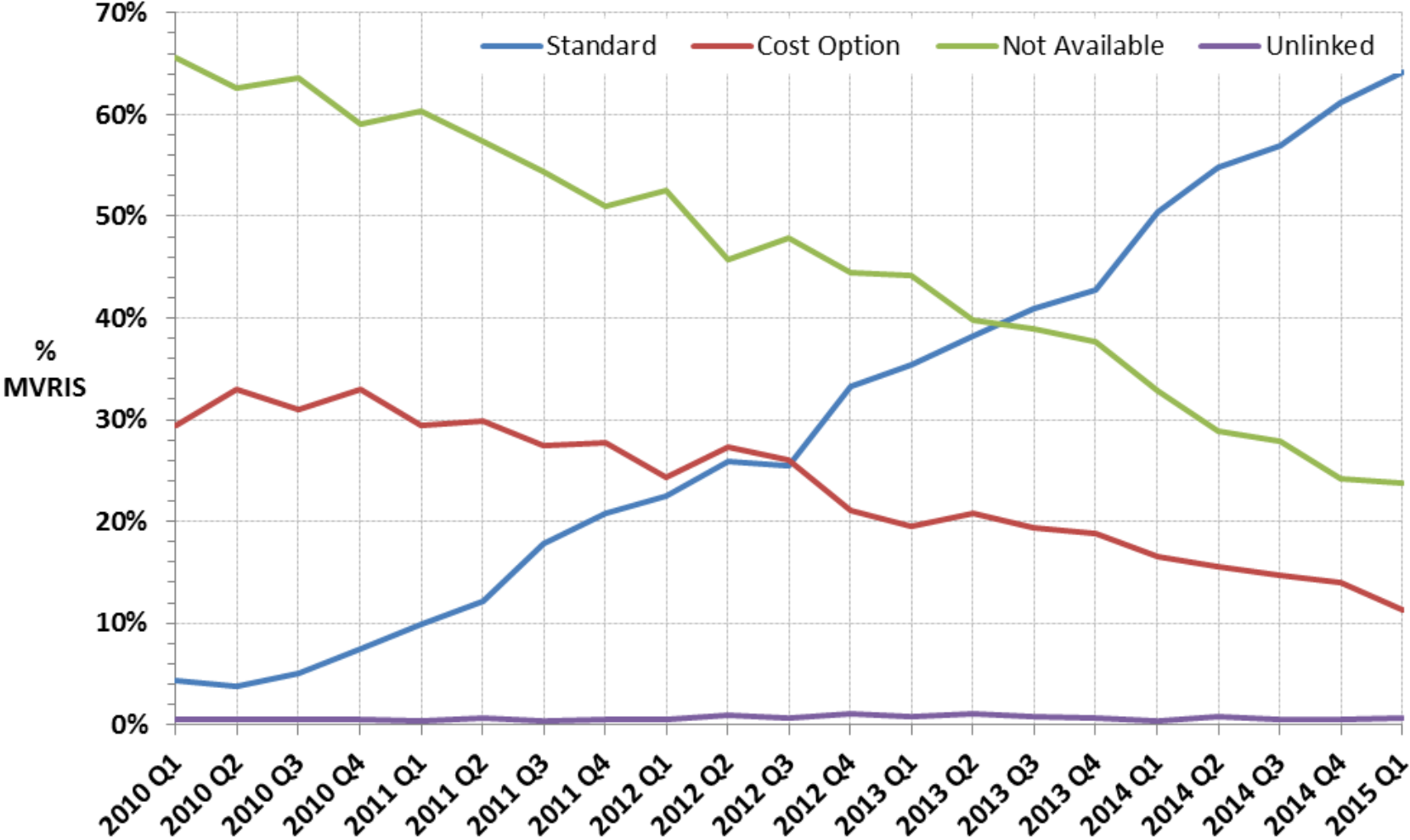
...plus your local favourites

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Digital listening

- 52% of the population listen to a digital platform
- 49% of the population has a DAB radio at home
- Overall digital listening is 38%
- Digital listening in home (46.2%) has overtaken analogue (45.2%)
- Digital listening in-car is 14.2%. (+15% year on year)

New cars with digital radio: Q1 64.2%



New car progress

	Q1 2013	Q1 2014	Q1 2015
CARS	35.4%	50.4%	64.2%
COMMERCIAL	0.6%	3.5%	21.7%

- March 2015 was 64.9%
- Cars with DAB up 27% since Q1 2014
- 1.5 million cars with DAB in last year (+50%)
- Major market shift in commercial vehicles

Car brands supporting DAB digital radio

Manufacturer	Market Share	Jan 2015 DAB % Standard	April 2015 DAB % Standard
FORD	13.19%	82.10%	88.01%
VAUXHALL	10.87%	64.33%	71.77%
VOLKSWAGEN	8.67%	81.91%	91.45%
AUDI	6.42%	98.48%	98.51%
BMW	6.01%	99.79%	99.62%
NISSAN	5.59%	46.88%	57.89%
MERCEDES-BENZ	5.02%	52.36%	55.39%
PEUGEOT	4.18%	59.58%	60.17%
TOYOTA	3.80%	68.05%	74.11%
CITROEN	3.37%	45.67%	50.49%
HYUNDAI	3.31%	0.00%	14.13%

The car conversion challenge



Innovation in adapters is needed

New adapters are coming!

The Digital Dashboard



The future of radio in Europe is digital



Radio receivers: Build for Europe



- To get all the stations across Europe cars must include FM, DAB, DAB+
- Major Tier 1 suppliers support these standards
- Broadcaster agreement on core features
- Supports hybrid radio standard: Roaming automatically between broadcast platforms and IP
- Technical support available

The UK Digital Radio Tick Mark



- Carried by domestic and automotive products that meet the minimum specification:
 - FM, DAB and DAB+
 - Receiver sensitivity
 - Service following
- Over 30 automotive approved products

UK Retail April 2015

digitalradio 

Look for the tick

-  **Better sound**
Hiss and crackle free sound without fading or station overlap. Hear the difference on your favourite sports stations
-  **Easy to use**
Find your station by name not frequency
-  **More stations**
Get everything you currently listen to plus many more



Find out which stations you can get at getdigitalradio.com

3 ways to get digital radio

- Change your stereo**

- Use an adapter**

Get digital radio without changing your car stereo
- Through your mobile phone**


digitalradio

Certification mark



Approved Dealer

digitalradio

Certification mark



Registered Installer

Communications: Consistent messaging



- National communications with the same proposition:
 - Sound
 - Choice
 - Functionality
- When you're buying a new car or a new radio for your car, make sure it's digital

Pan-European communications

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DIGITALRADIO
Radio der Zukunft

DIGITALRADIO
Więcej niż radio!

DIGITALRADIO
IL SUONO PERFETTO

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Access to information across Europe

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Radio across Europe is moving to digital. If you're buying a radio make sure it's digital, and if you're buying a car, make sure it has digital radio. Digital radio is supported by commercial radio, public broadcasters and the EBU.

What & Why

Digital radio is broadcast on DAB+/DAB giving digital quality sound, information and greater station choice.

There's a wide choice of DAB+/DAB radios, and a common European specification.

[read more](#)

Consumers

Digital radio is being introduced across major European countries.

Household coverage is over 75% in Germany, UK, Netherlands, Denmark, Switzerland and Norway.

[read more](#)

Roadmap

Digital radio comes as standard in many new cars. Any car can be converted to digital radio.

Digital radio is increasingly available in smartphones and tablets via apps and broadcast.

[read more](#)

Europe



On the move

Digital radio comes as standard in many new cars. Any car can be converted to digital radio.

Digital radio is increasingly available in smartphones and tablets via apps and broadcast.

[read more](#)

Collaboration: The Digital Radio Car Giveaway

**Absolute
Radio** 



PEUGEOT



- Partnership between Absolute, DRUK and Peugeot to giveaway a 308
- Two week multiplatform campaign worth between £70-£100k
- Research evaluation for Peugeot
- Wider industry PR

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Summary

- The future for radio in Europe is digital
- Radio remains a popular and vital part of the dashboard
- To get all the stations across Europe, car radios must include FM, DAB and DAB+ as standard.
- Support is available to the automotive sector on technology and communications

Thank you

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