

Big tick for digital radio

Ford Ennals

Digital Radio UK



WorldDAB General Assembly
10 November 2016

digitalradio 



Switching the UK onto digital



A marathon
followed by
a sprint

60% of
adults
listen





45.5% of radio
listening

2017: our tipping point

Achievement of government
switchover criteria

- Coverage
- Digital listening



Radio: public and private

- The future of radio is digital
- Standing still is not an option
- Government and Ofcom support
- Supply chain and vehicle manufacturers
- New set of competitors



New competition



amazon echo





**DAB
2016**

The
saviour of
radio

A low-angle, close-up shot of a vibrant green football pitch. The grass is in sharp focus in the foreground, showing individual blades. In the background, the stadium seating is visible, mostly empty, and the large, curved, perforated metal roof of the stadium arches over the field. The sky is a clear, bright blue. The text "An even playing field" is overlaid in the upper right corner.

An even playing
field



**Commercial
radio
rises**

Digital Radio UK



Department
for Culture
Media & Sport



Car
manufacturers
on-board





ROBERTS



Working
together



Pioneer

PURE

SONY



SONOS



clarion

John Lewis

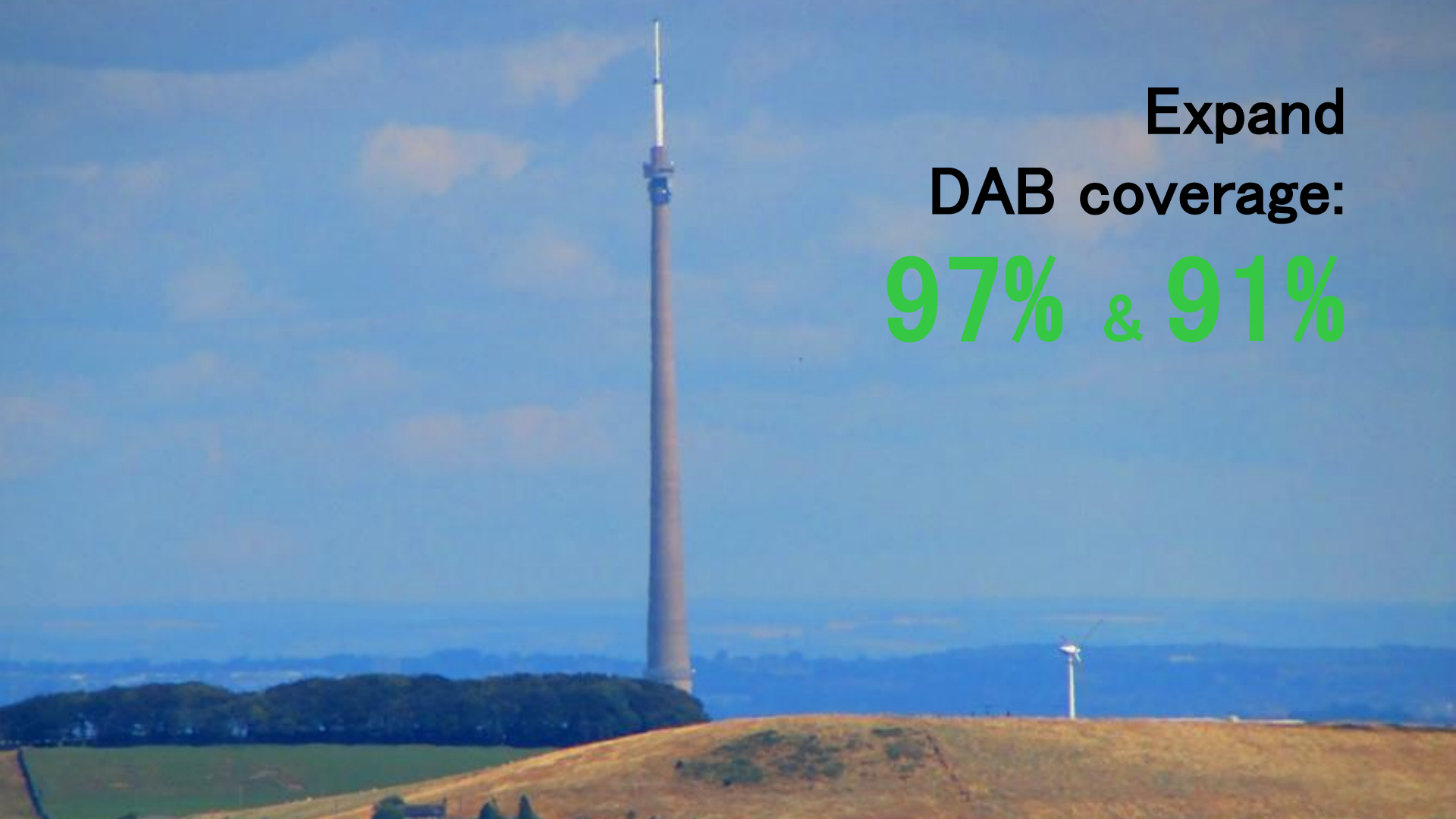


Currys

Parrot

amazon





Expand
DAB coverage:
97% & 91%





Expand choice
of digital stations

Getting DAB into new cars



Getting
DAB into
new cars



90%

digitalradio 

**Deliver
coordinated
communications**





digitalradio 

**Deliver
coordinated
communications**



Testing and approving
radios

digitalradio





Digital radio tick mark scheme



SONY

DIGITAL RADIO DAB/FM
RADIO NUMERIQUE DAB/FM

XDR-P1DBP



DAB

DAB+

RDS

digitalradio 

Approved Product

Big sound

Rechargeable battery

Micro USB charging*

JVC

Wooden DAB Radio

RA-D51



JVC

Wooden DAB Radio

RA-D51



With the exception of digital radio quality
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Please do not use this device for any other purpose.
This device is not intended for use in any country where it is not approved.
This device is not intended for use in any country where it is not approved.

SONY

B Black Noir

DAB

DAB+

DAB DAB+

Digital Radio

**DIGITAL RADIO DAB/RY
RADIO NUMERIQUE DAB/RY
XDR-S40DBP**

DAB digitalradio Approved Product

DAB digitalradio Approved Product

PHILIPS

Philips
portable radio



DAB and FM
compatible



Quick scan of DAB stations



Digital tuning with
20 preset stations



Built-in speaker

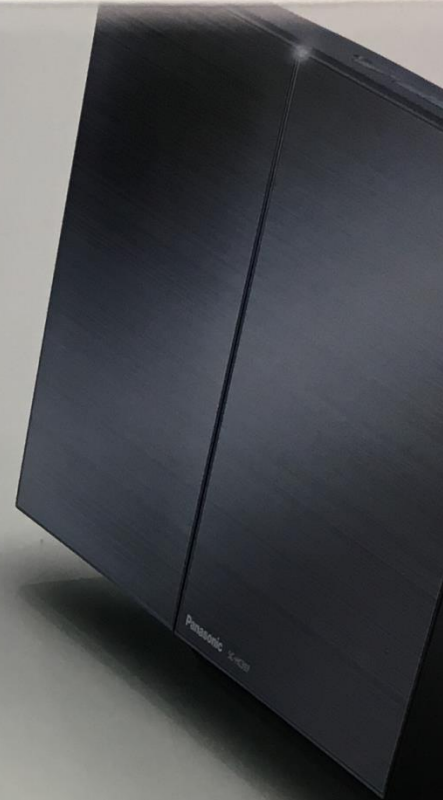


digitalradio

Approved Product
Future-ready with FM, DAB and DAB+

Panasonic®

SC-HC397 **Black**
Compact Stereo System



Smartphone not included.

*1  **Bluetooth®**




NFC
One-Touch
Connection

MP3
Re-Master

Bluetooth®
Re-Master

USB

CD

FM

DAB+
Certification mark
digitalradio 
Approved Product

Linea
D-Amp™
2nd generation

XBS™
Master
Extra Bass System



Big tick for VQ



A common
specification for
Europe



Big tick for digital radio



digitalradio 