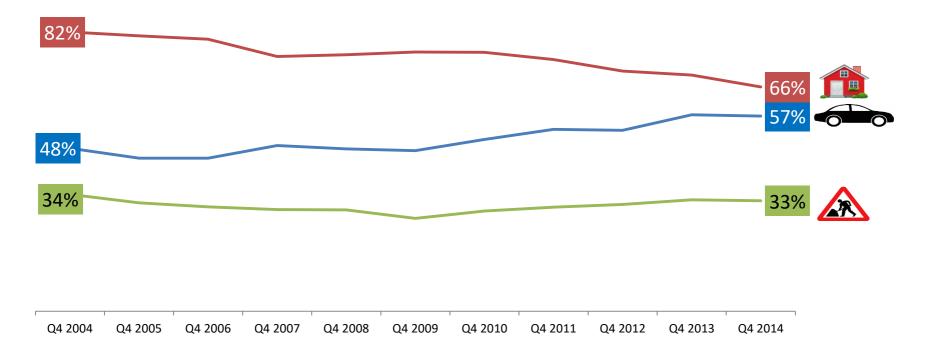
Digital Radio in the Car in 10 Years



Entertainment and information needs will be met by Radio

	Total	In a car / van / lorry
	%	%
To be entertained	54.0%	60.0%
To be informed / up to date	27.1%	23.1%
For company	16.8%	20.7%
To help me escape / relax	17.7%	15.5%
To learn / discover something new	11.0%	8.7%
To connect me to the outside world	10.3%	8.4%
To find out / research something	4.0%	3.2%

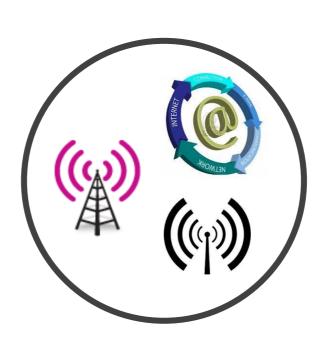
In-car listening reaching more people in the UK than ever



Radio must be simple but sophisticated



10C		take Spot Maker /		
MDIC Issue	Categories Progra	nna Fisher - Musie		C Ferrur
On Air Now O				
0	67		B	0.000
Fearne Cotton	Trevar Notson	Ken Bruce	Essertial Classics	
-		1	-	Sec.
· International	1	- 🔎	-	- Bailt
Pas Autor Incline	Sec. 1	And Anna Trans	Mand for Springs of Tapes Station Surveys	Name of the local sector designs, Party, and C.P. of all the fact registry, a
Constanting of the local division of the loc	-	CORRECT CONTRACT		Colors .







TAKE BBC RADIO WITH YOU WHENEVER, WHEREVER

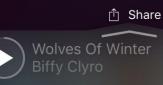




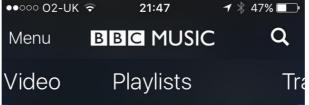


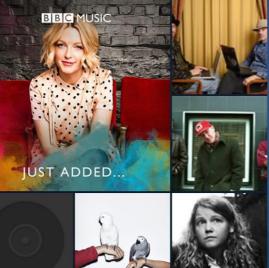
Joe Stilgoe sings a suitable song for a broadcast from the café in London's Southbank Centre

🕚 1d | Radio 3



Add Audio

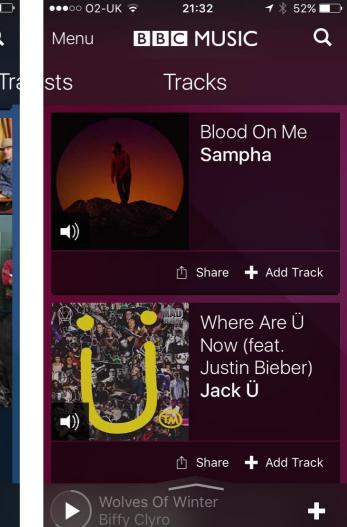




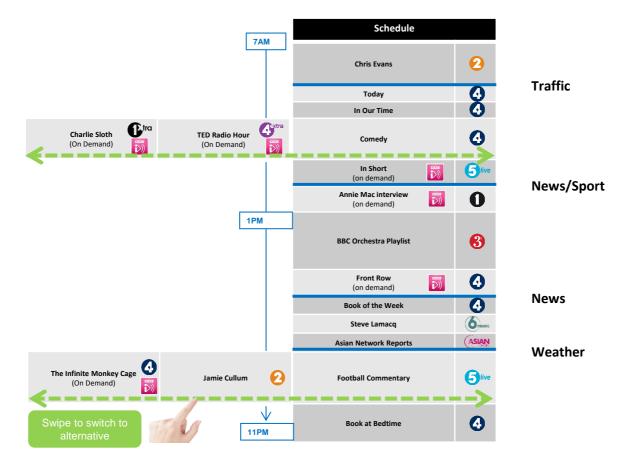
Lauren Laverne's Just Added...



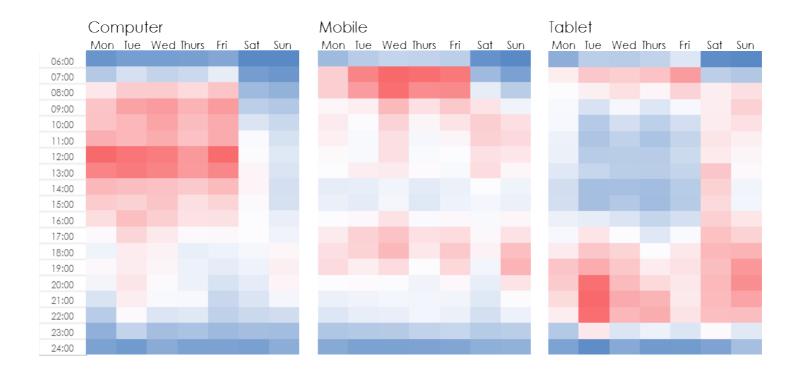
Joe Stilgoe performs his... Joe Stilgoe puts on his T...



Radio and music service personal to you



New skills and deals to optimise use of user data



Digital Radio in the Car in 10 Years

