

Delivering UK radio's digital future

Ford Ennals, CEO
Digital Radio UK

Long and difficult journey

But definitely worthwhile

50%+



Digital has transformed UK radio

71% of listeners
52% of listening

Update 1

digitalradio 

dab+ 

Digital listeners are all ages



Update 2

digitalradio 

dab+ 

Growth of digital radio in the car

47% of listeners
37% of listening

Update 3

digitalradio 

dab+ 

Commercial digital stations doing well

Digital One

Absolute
Radio



Absolute
Radio 90s



CLASSIC fm



heart
extra



heart^{80s}



Update 4

Sound Digital

Absolute
Radio 80s



heatradio



Women. Playing What We Want.



digitalradio



Helping local stations go to digital



Government back small-scale DAB

Government criteria have been met



Department
for Culture
Media & Sport



Update 6

digitalradio

dab+

Smart speakers change everything



67% of all listening is radio

Update 7

digitalradio

dab+

Digital radio is the future of radio



digitalradio 

dab+ 

Thank you.

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