

WorldDAB Automotive 2019 UK

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Coverage Update

UK

Digital listening progress and Digital radio review³

- **Digital listening is now 56.4%**
- DAB listening is 40.4%
 - 72% of digital listening
- IP listening is 11.0%
 - 20% of digital listening
- Digital listening in cars 41.5%
 - +24% growth
- **Minister has announced Digital Radio Review**
- Recommend measures and collaborative actions to strengthen radio industry
- Will run until mid-way through next year

UK Coverage Update

	BBC	Digital 1	SDL	Local
Homes	97.4%	91.7%	83%	91%
Major roads	87.4%	80.2%	66.9%	75.2%

Marketing Campaigns to drivers

UK

Marketing Update - UK

- Marketing campaigns include in-car messaging
 - Christmas *‘give the gift of digital for their car’*
 - Summer – *‘make sure you can get all the stations you have at home in your car’*
 - March & September registration periods – *‘if you are buying a new car or van make sure it has a digital radio’*
- Promotions with automotive retailer Halfords
- On air promotions for digital car adaptor giveaways





Important Information on my market

UK

Country Information Update – Listening and new vehicles

- Consultation on EECC implementation to launch soon
- Overall radio listening in-car at 24%
- In-car digital listening 41.5% up 20M hours / 24%

	Q1 2019	Q1 2018
Cars	91.5%	89.1%
CVs	51.4%	51.8%

14.2M / 35.5% of vehicles have digital radio



5.1M CVs – 700K / 13.7% have DAB

