

# Bringing The Radio Industry Together

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World DMB General Assembly  
6 November 2013

| • digitalradio • |

# Digital Radio UK

## Composition:

BBC and UK Commercial Radio

Car and Radio Manufacturers

Work with Government and Ofcom

## Objectives:

Accelerating the growth of digital radio

Getting digital radio in cars

Planning a future digital radio switchover



# Background

- Launch of Commercial National Digital Multiplex: 1999
- Launch of BBC National Digital Services: 2002
  
- Digital Radio UK Established: December 2009
- Digital Economy Act : April 2010
- Digital Radio Action Plan: June 2010
  
- Radioplayer Launch : April 2011
- Vehicle industry commit to fit digital radio: October 2011
- Industry connected consumer campaign: December 2011
- MoU for local DAB coverage funding: July 2012
- Switchover decision and announcement: 16 Dec 2013

# Government Digital Radio Action Plan

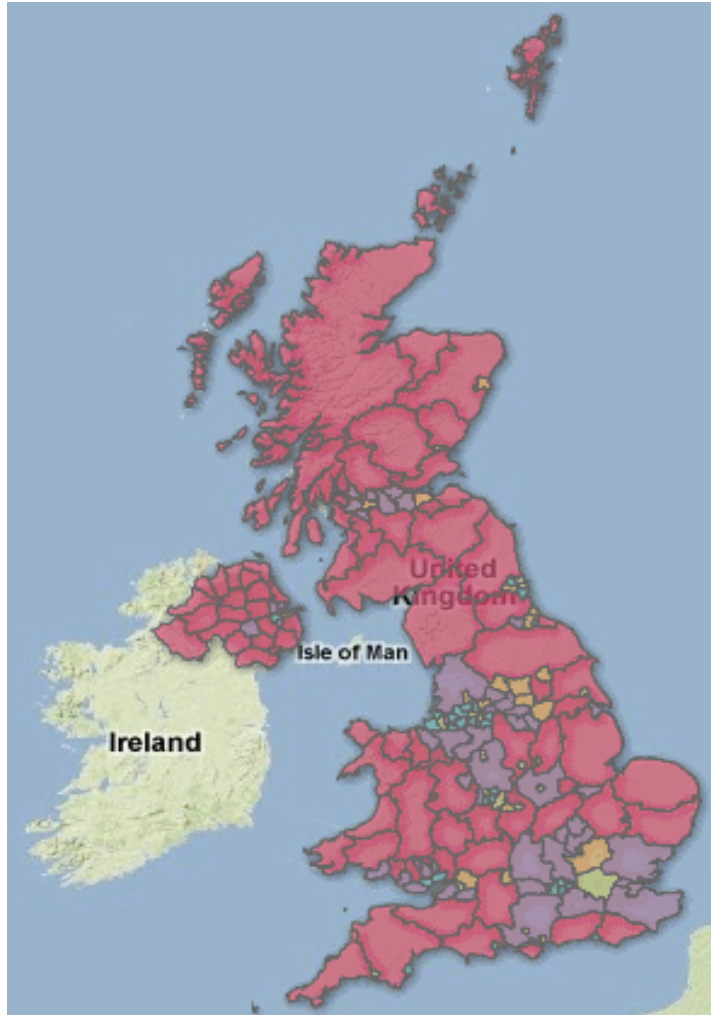
- Government Digital Radio Action Plan 2010
- **Government switchover announcement 2013**
- Government criteria:
  - 50% digital listening
  - 90% local coverage
- Criteria to be achieved in 2016



# Industry case for switchover

- Government case for switchover:
  - FM is full
  - Fairer access to broadcasters for spectrum
  - DAB expands consumer choice
  - Dual transmission unfair and inefficient
  - Digital is the future
- Broadcaster case for switchover:
  - Ends dual transmission
  - Enables roll out of DAB coverage
  - Ensures radio remains relevant
  - Digital is the future

# Expansion Of National/Local DAB Coverage



- National BBC DAB now 94%: building to 97% by end 2015
- Commercial national DAB now 90%
- Local DAB now 72%: expanding to 90%
- In the last 18 months coverage improved for 8.3 million people



# Strong DAB station line-up

## digital



## digital-only



## Foreign language stations



# UK radio in robust health

- Remarkable resilience in digital age
- 91% of all adults listen
- Radio share of audio 76%
- Listening 50% BBC/50% commercial radio

Strong and strengthening radio brands



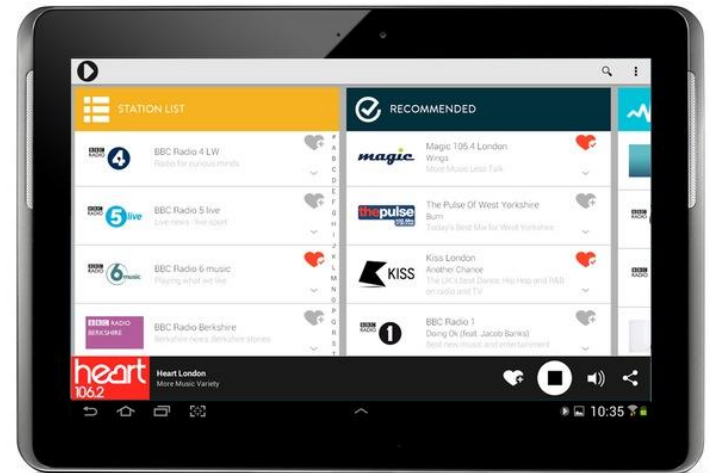


# Multiple Devices And Options



# UK Radio Online

- Radioplayer: unique industry collaboration
- Common station radio player and console
- Available online, tablet and smartphones
- Consistent advertising opportunities
- Opportunity to click and buy



# Digital listening update (Q3 2013)

- Digital listening share now 35.6%, 14% up yr on yr
- 51% of the population now tunes in via a digital platform each week
- 24 million adults have a DAB set at home
- Analogue listening in home less than 50%
- 70% of digital listening is DAB
- Listening on DAB 23%, up 13% yr on yr
- Listening online/apps 5.7%, up 37% yr on yr
- 15 -24 yr olds online/apps listening 15%

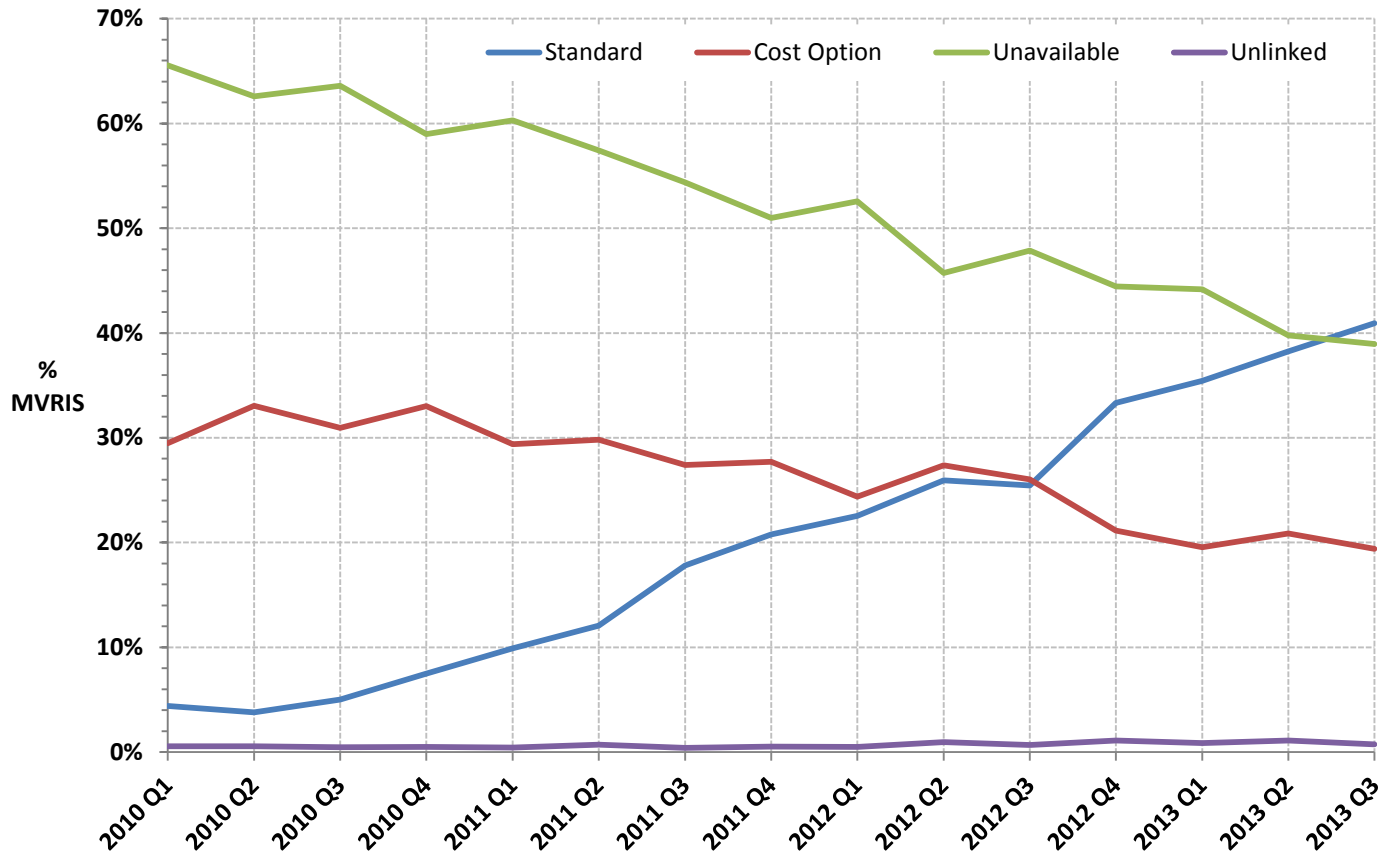
# Digital stations show strong growth

DIGITAL AUDIENCES (REACH) : Q3 2013			
No.	Station	Digital Audience ('000s)	Year on year change
1	BBC Radio 2	6,187	22.0%
2	BBC Radio 4	5,466	6.4%
3	BBC Radio 1	3,822	10.4%
4	Capital Network (UK)	2,876	39.1%
5	BBC Radio FIVE LIVE	2,872	6.1%
6	Kiss UK	2,869	50.4%
7	Absolute Radio Network	2,826	23.6%
8	Heart Network (UK)	2,442	16.4%
9	Classic FM	2,144	8.1%
10	BBC 6 Music	1,731	6.9%
11	Magic UK	1,602	8.2%
12	BBC Radio 4 Extra	1,593	-6.0%
13	FIVE LIVE SPORTS EXTRA	1,522	51.4%
14	talkSPORT	1,292	12.1%
15	Smooth Radio Brand UK	1,247	23.1%
16	1Xtra from the BBC	1,189	6.7%
17	Planet Rock UK	1,014	17.4%
18	BBC Radio 3	975	3.4%
19	BBC World Service	953	7.8%
20	Smash Hits (Now Kiss Fresh)	887	91.4%

- Top 9 digital stations are dual transmission
- BBC 6 Music the leading digital-only station with 1.7 million listeners
- Absolute 80s the leading commercial digital-only station with 1.2 million listeners
- Other digital only highlights - Planet Rock has 1 million listeners
- New station Kiss Fresh has 887,000 listeners
- Capital Xtra launched in October

# New cars with digital radio

Sep 2013: 41.5% of cars now with digital radio as standard



**End 2013**  
Approaching  
50% of new  
cars

**End of 2015**  
95%+ new cars

# Industry communications

- Cross-industry collaboration
- Heavyweight BBC and Commercial radio coordinated campaign led by Digital Radio UK
- Features D Love, the digital radio evangelist
- BBC TV, BBC radio, commercial radio
- Retailers, car accessory retailers





# Communications campaign

- BBC TV, BBC radio and commercial radio
- D Love encourages digital radio lovers to share the love with their friends
- Trails on Radio 1/2/3/4/5, over 100 commercial stations, and bespoke station activity with BBC and commercial radio presenters



# Digital radios at retail

- 70% of portable radios are now DAB
- DRUK works with retailers to encourage DAB ranging
- Coordinates industry retail promotions and advertising
- Inform customers online about what stations they can get
- Demonstration of digital radios is vital – repeaters
- Provision of point of sales information instore




# Car dealer communications




**Share the love -  
Share digital radio**

GREAT SOUND FOR YOU,  
YOUR FAMILY & FRIENDS

Only | **£199.00** |  
INCLUDING VAT AND FITTING



**GET IN TUNE**

Better signal | More choice | 


↑ | ↑ | ↑

Switch over to | **digitalradio** |

Now you can  
tune into  
more choice

Switching to DAB radio not only offers a wider choice of stations but a better quality reception. So simply ask one of our friendly service team who can point you in the right direction. Fully-fitted for only £250.

Follow the signs to complete car care



**KIA**  
The Power to Surprise



**NO DAB DIGITAL  
RADIO? TAKE NOTE.**

|| **digitalradio** ||

**ONLY  
£299** FULLY  
INSTALLED.

Sound good?  
For a demonstration,  
please speak to a  
member of staff.



Genuine  
BMW Accessories



The Ultimate  
Driving Machine

DAB Digital Radio



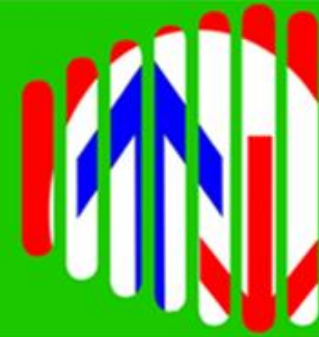
# Car accessory retailers



# Go Digital Conference

Monday 16 December 2013

| · digitalradio · |



# Digital tick mark: DAB/DAB+

**digitalradio** 

**digitalradio** 

Certification mark

Registered Installer

**digitalradio** 

Certification mark

Approved Adviser

**digitalradio** 

Certification mark

Approved Product

**get digitalradio** 



# Communications post decision

- Sustain cross-industry momentum
- Communicate “switchover on its way”
- Achieve transition to 50% digital listening
- Create consumer step-change in in-car conversion
- Public information and protection for consumers via the launch of the digital certification mark scheme
- Manufacturers and retail move to 100% DAB
- Radio switchover announcement

# Future Outlook

- UK Radio is in robust health
- BBC/commercial radio collaboration
- Working with retailers is vital
- Digital is the future of radio: DAB and IP
- Importance of common technology standards
- Government decision 2013

