



DIGITAL RADIO BRIEFING: KEY FACTS

LOCAL AND COMMUNITY RADIO: THE FUTURE IS SECURE

- In the event of a future radio switchover, FM will not be switched off but will become the home of the smaller local and community radio stations which will create new opportunities and secure their future.
- Government has specified that FM, as well as DAB, must be a standard part of all new radios. Listeners will be able to continue to receive all their local stations whether they are on FM or DAB, in the same way we listen to stations on AM and FM now.
- Regulator Ofcom are developing a small-scale, low-cost DAB transmission solution for smaller stations. This solution could provide a future option for small local stations to move to DAB.

LISTENING TO DIGITAL RADIO: OVER 50% OF PEOPLE LISTEN TO DIGITAL RADIO EVERY WEEK

- The majority of digital listening takes place on DAB digital radios, but listening in car, on the internet (online and on mobile apps) and digital television play an increasing role
- Currently 35.6% of all radio listening is to digital platforms
- Over 50% of people listen via a digital radio platform each week in the UK
- 46% of homes already have a DAB digital radio – more than have Sky or Freeview

COVERAGE: NATIONAL AND LOCAL DAB COVERAGE BEING EXPANDED

- **94.5% for national BBC stations:** the BBC has announced its commitment to build out national DAB coverage up to 97% by a target date of 2015. A further 162 transmitters will be built and the BBC has committed to provide good in-vehicle coverage for motorways and major roads.
- **90% for national commercial stations:** national commercial digital radio stations were launched across Northern Ireland for the first time this summer.
- **72% local DAB coverage – building to 90%:** during 2013, new local DAB digital radio services will have been launched in new areas across the UK bringing local DAB to over 8 million people for the first time. Government, the BBC and commercial broadcasters have signed an agreement in principle to fund the build-out of local DAB to FM equivalence.

LISTENERS: GOVERNMENT SWITCHOVER PILOT DEMONSTRATES APPEAL OF DAB

Government conducted a digital radio switchover pilot in Bath during February and March 2013. Run by independent research company Ipsos/MORI, it involved the full conversion of 237 households in Bath to digital radio. The feedback showed:

- 80% say digital radio is better than analogue radio
- High satisfaction: 92% satisfied
- Vulnerable groups highly satisfied with digital radio, with 72% preferring versus analogue
- High recommendation of digital radio (8.6 out of 10)
- Top benefits: sound quality (69%), more choice of stations (64%), easier to use (69%)
- 68% discovered new stations
- 60% think a digital radio switchover is a good thing

CARS: DAB IN NEW CARS AND ALL CARS CAN BE CONVERTED

- More new cars come with digital as standard: 41.6% of new cars have digital radio as standard (Oct 2013 - CAP/SMMT), up from 4.4% in 2010.
- Leading manufacturers have gone digital: Ford, VW, BMW, Mini, Audi, Jaguar LandRover and Volvo are all fitting digital radio as standard and it is expected that over 90% of new vehicles will have digital radio as standard by the end of 2015.
- Every car on the road can be converted to receive digital radio: a range of digital radio adapters is available from car retailers and dealers and are becoming more cost effective.

CONTENT: DIGITAL RADIO OFFERS MORE CHOICE

In most of the UK a listener can receive not only their existing FM stations, but over 20 additional stations on digital radio (DAB). To check which stations can be received at a specific address, visit getdigitalradio.com



DIGITAL RADIOS: WHEN PEOPLE BUY A RADIO, 70% BUY DAB

- 70%* of radio set sales are DAB (*of those that are radio only devices)
- A DAB digital radio can be bought from £25
- An in-vehicle adapter can be bought from £50
- Digital radios have improved their energy efficiency by 46% since 2010 (DCMS research June 2013)
- Digital radios are now on average 20% more energy-efficient than comparable analogue radios

RADIO'S DIGITAL FUTURE

BACKGROUND

The Digital Economy Act 2010 gave the Secretary of State the flexibility to set a date for digital radio switchover. Government has committed to making a decision in-principle on switchover in Q4 2013. Before a date can be set, two criteria need to be met: 50% of listening must be to digital platforms: digital coverage for national services must be comparable to FM, and local DAB must reach 90% of the population and major roads.

DIGITAL RADIO UK

The Digital Radio UK Board comprises representatives from the BBC, Global Radio, Bauer Radio, Real and Smooth Ltd, Absolute Radio, RadioCentre, Arqiva, Intellect and the Society of Motor Manufacturers and Traders (SMMT). We account for 96% of radio listening and over 45 million listeners each week. We also share principal responsibility for UK radio transmission. We believe:

- The future for radio is digital and this is beneficial for listeners.
- We have a firm foundation for a future transition to primarily digital transmission.
- We would welcome a decision in principle on radio switchover this year.
- This would signal further investment in the build-out of DAB coverage.
- The future for local and community radio is secure - we are committed to investing in the provision of local content and news on local radio.
- A switchover should be audience-led within a framework of agreed terms and criteria.