

# UK Country Update WorldDAB GA

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What is going on with those  
crazy Brits?

Brexit  
Flexit  
Shmexit



# Most listening is to digital radio



digitalradio 

65% of all adults  
57% of radio listening  
70% of digital listening is DAB  
22% of digital listening is online





93% of new cars have DAB  
40% of all cars have DAB  
42% of in car listening is digital



**28% of adults have smart speakers**  
**Online listening growing by +35%**  
**Smart speakers outsell radios**  
**Radio sales decline at retail**

# DCMS and Industry Review



Department for  
Digital, Culture,  
Media & Sport

Secure future of UK radio  
No plan for switchover



# Commercial shift to DAB+ broadcast

**heart**  
dance  
non-stop club classics

**heart**  
extra

**heart**<sup>70s</sup>  
non-stop 70s feel good

**heart**<sup>90s</sup>  
non-stop 90s feel good

**heart**<sup>80s</sup>

**Smooth**  
Extra  
YOUR REFRESHING MUSIC MIX

**gold**  
The Greatest Hits of all Time

**CAPITAL**  
XTRA  
DANCE. URBAN. UK

**CAPITAL**  
XTRA  
RELOADED

**Virgin**  
RADIO  
ANTHEMS

**Virgin**  
RADIO  
CHILLED

**Jazz** FM  


**JACK**  
Radio  
Women. Playing What We Want.

**UNION**  
**JACK**  
playing the best of british

**FUN**Kids

**FORCES**  
RADIO BFBS

**RADIO** X

**LBC**  
NEWS

# UK radio market has been transformed

