

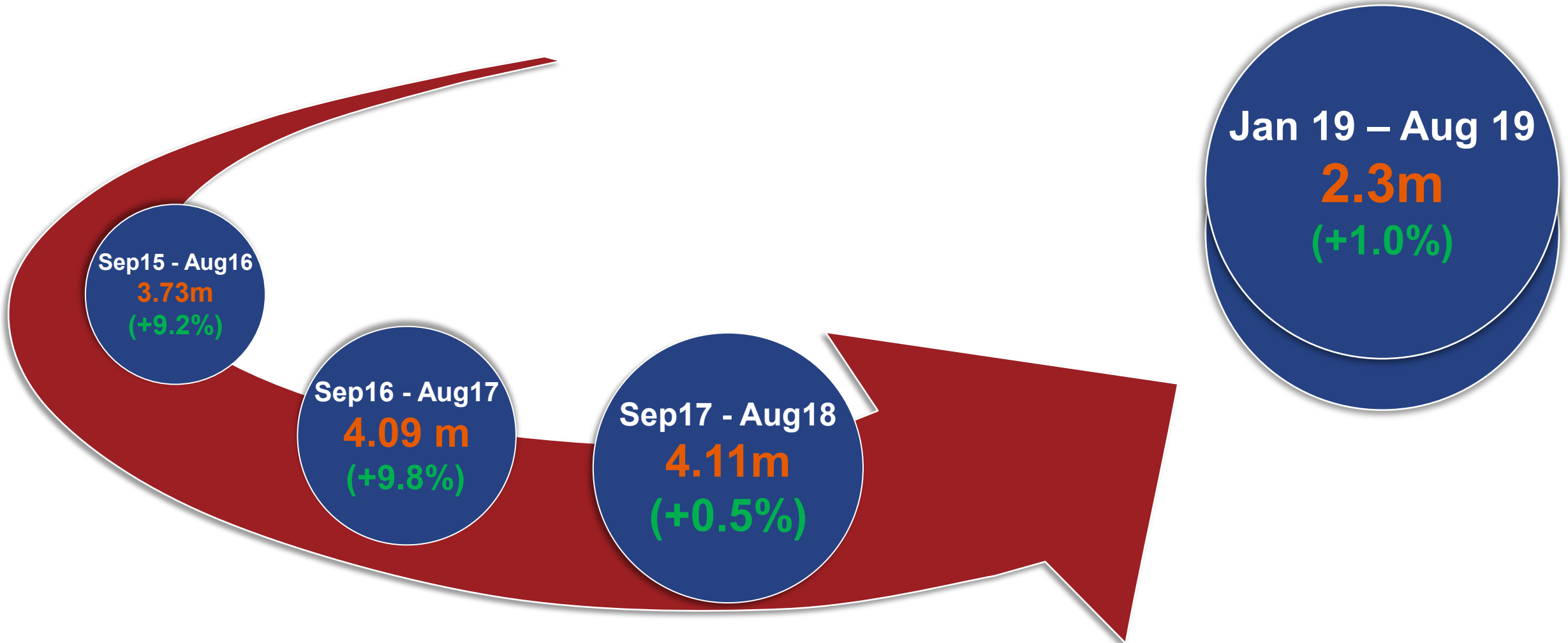
# Receiver sales – what the data tells us

**WorldDAB General Assembly  
Brussels 6<sup>th</sup> November 2019**

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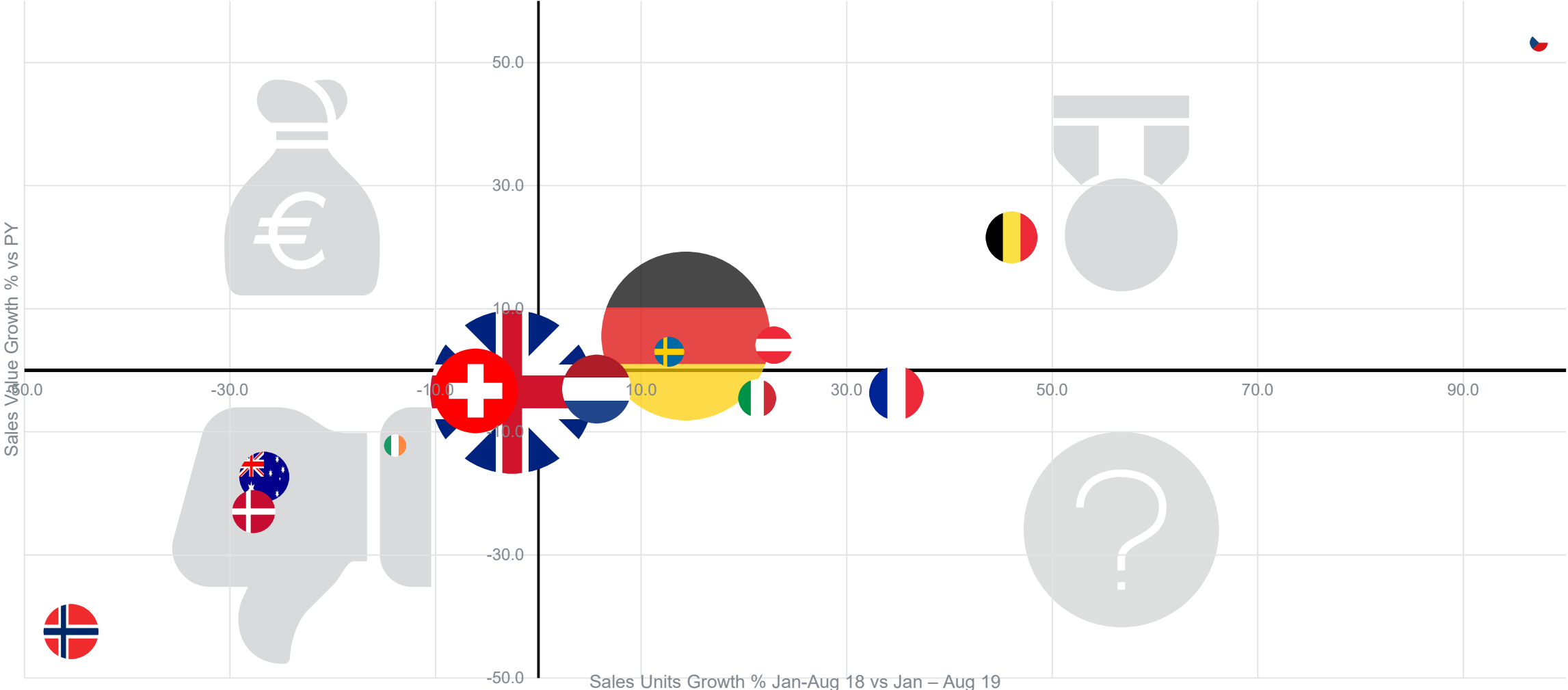
DAB device sales in Europe13\* + Australia: Strong growth in recent years, latest performance has slowed down. 2019 recovers and looks slightly positive.



Source: GfK PoS Panelmarket / EU13 + Australia: Germany, Great Britain, France, Italy, Netherlands, Belgium, Switzerland, Denmark, Sweden, Norway, Ireland, Austria, Australia; DAB Fusion

# DAB Development by Country

+/-% Sales and Revenue vs. Previous Year



Source: GfK PoS Panelmarket / EU12 + Australia: Germany, Great Britain, France, Italy, Netherlands, Belgium, Switzerland, Denmark, Sweden, Norway, Ireland, Austria, Australia; DAB Fusion



The average retail price of a **DAB device** is **117€**, for No DAB its only **90€!**\*

\*Jan – Aug 19 / EU13+AUS

■ Source: GfK PoS Panelmarket / EU13 + Australia: Germany, Great Britain, France, Italy, Netherlands, Belgium, Switzerland, Denmark, Sweden, Norway, Ireland, Austria, Australia; DAB Fusion

How to make growth  
sustainable?



# The industry offering increases!



- No of Selling SKUs in Europe 13 + Australia



■ Source: GfK PoS Panelmarket / EU13 + Australia: DAB Fusion



In average a store sells **7 different DAB SKUs** in January to August 2019. That is a **decline by 1 SKU compared to 2018.\***

\*Jan – Aug 19 / EU13+AUS

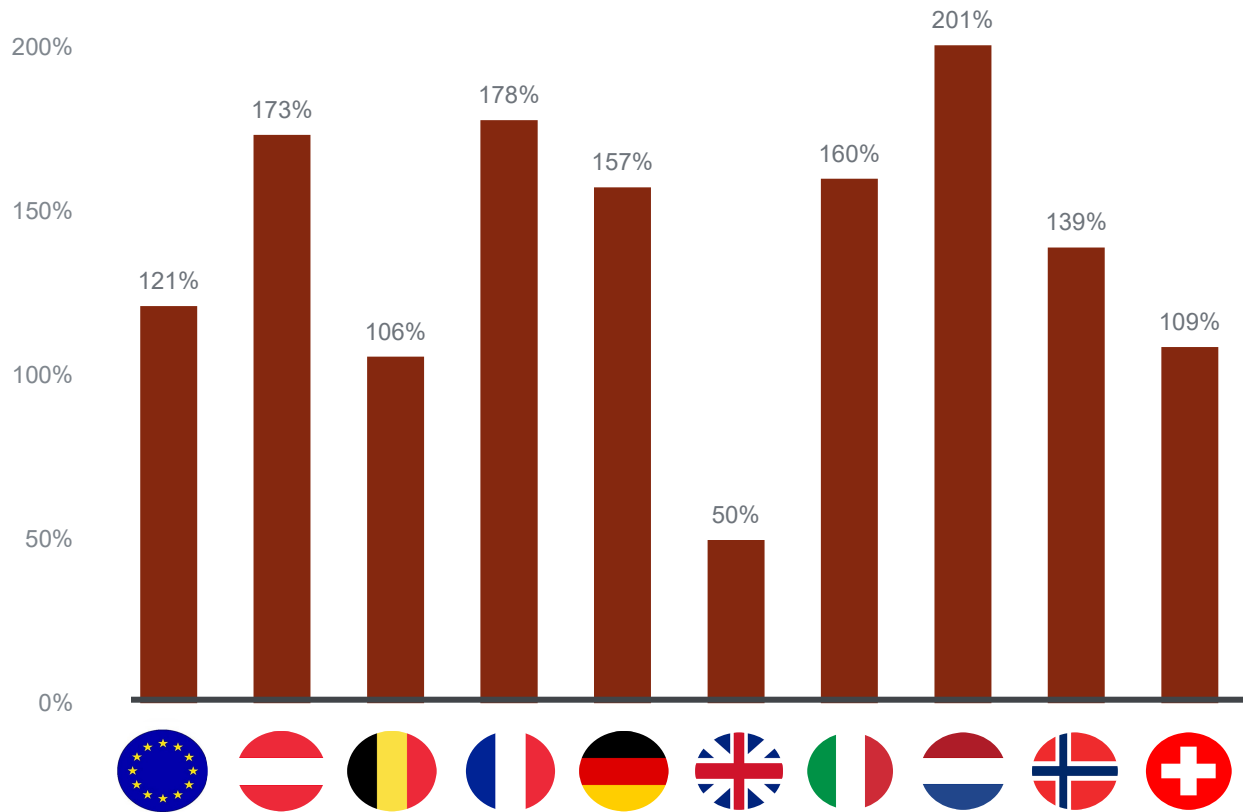
# AI Speaker get the attention!



No. of Selling SKUs per shop increased by 3 SKUs to 7 in average

250%

Growth Jan-Aug18 vs Jan-Aug 19



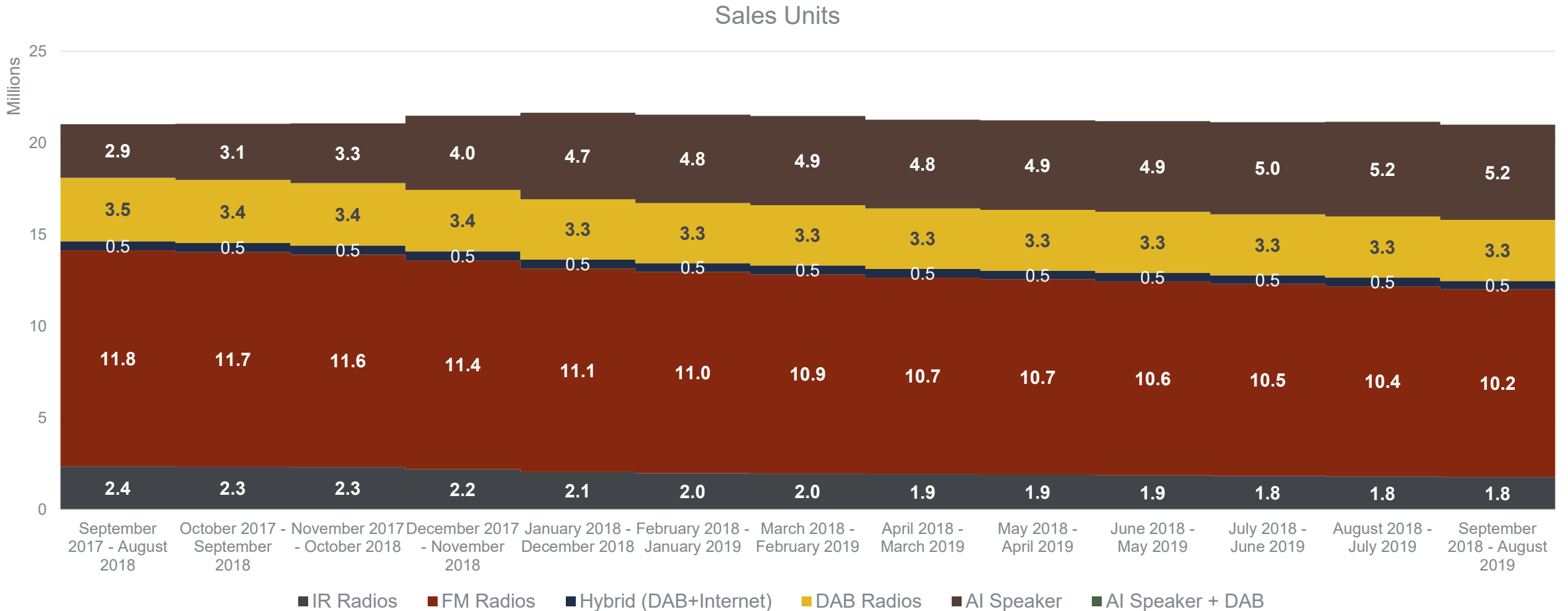
GfK PoS; Panerlmarket, EU13 + AU; DAB Fusion

7-Nov-19 ■ DAB Markets / WorldDAB General Assembly



# Simplification

Voice Assistants promising an Easy Life!



Source: GfK PoS Panelmarkets / EU13 + Australia; DAB Fusion

A photograph showing a person's hands holding a smartphone, with another person's hand pointing at the screen. In the background, a laptop is visible on a table. The image is partially obscured by a white diagonal overlay on the right side.

Unlocking consumer's  
wallet delivering rich  
experiences **50% say**  
“I value experiences  
more than  
possessions”

# Summary

## Three Key Take away



1

Countries legislation may help to growth – but think how that can be sustainable?

2

While the devices exist – they must be sold. Do not forget retail as a gatekeeper!

3

Innovation is key to the experience of the consumer – Voice becomes a key feature!



Growth  
from  
Knowledge

Thank you for your  
attention!