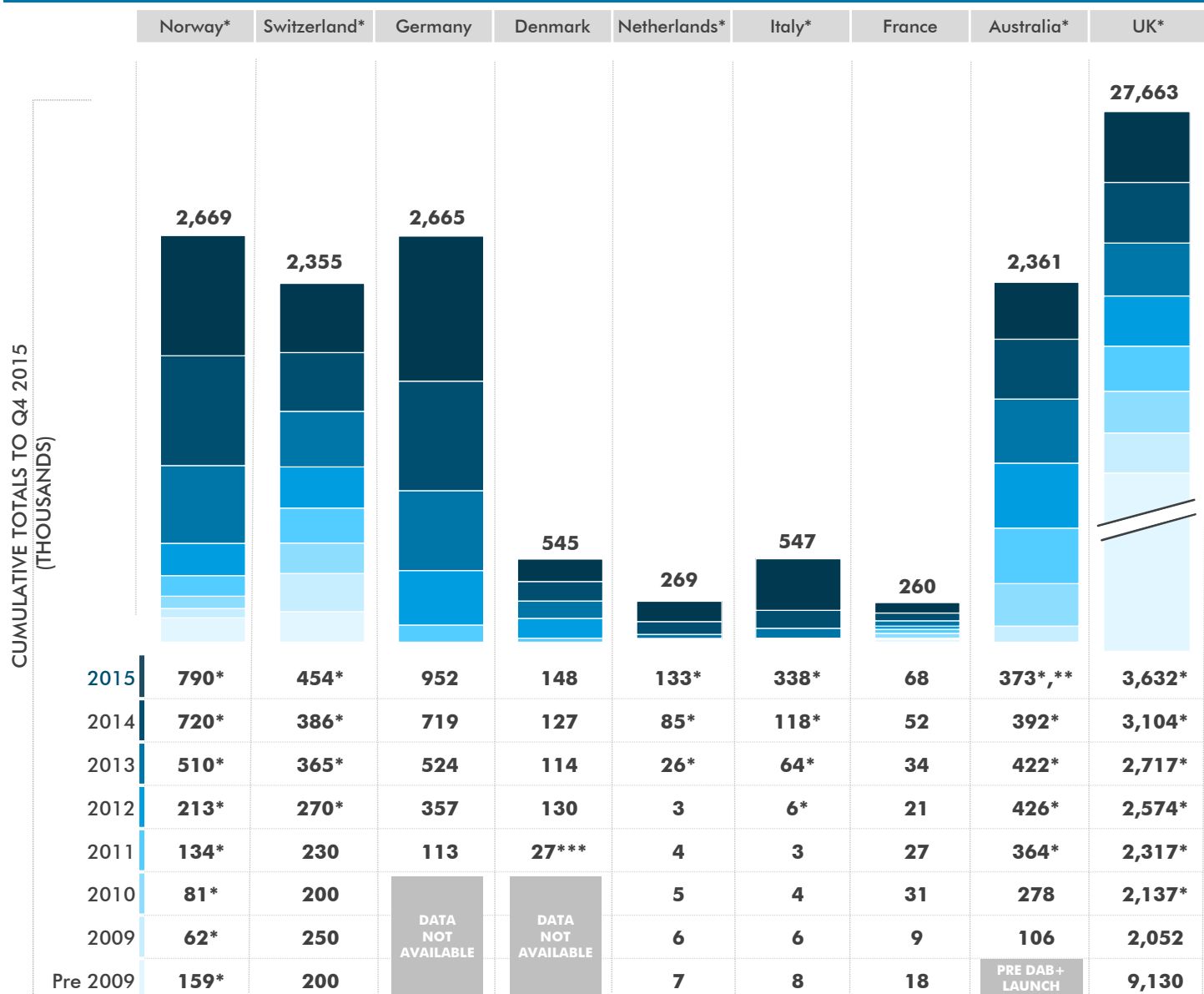


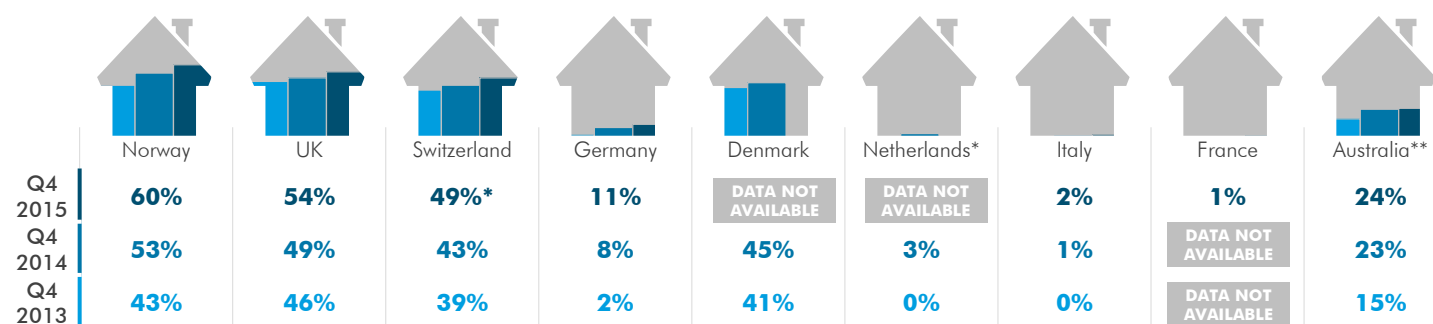
## DAB/DAB+ RECEIVER SALES (INCLUDING LINE FIT AUTOMOTIVE)



\* including line fit automotive \*\* Q1-Q3 2015 \*\*\* 2011 GfK data for Denmark does not include Clock Radio and Portable Radio

Sources: Elektronikbransjen February 2016 and TNS Gallup (Norway), MCDT (Switzerland), GfK (Germany), GfK (Denmark), GfK (Netherlands), JATO Dynamics May 2015, DAB+ as standard (Netherlands automotive), GfK (Italy), digitalradio.it (Italy automotive), GfK (France), GfK MarketScope Australia Q 3 2015, Glass's Automotive Business Intelligence September 2015 (Australia automotive), GfK (UK), SMMT/CAP UK (UK automotive)

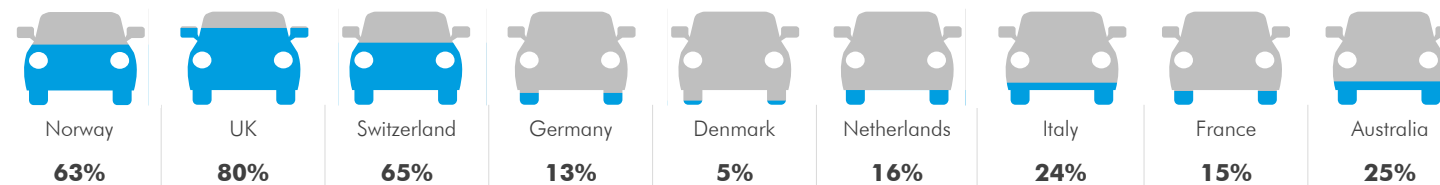
## DAB/DAB+ HOUSEHOLD PENETRATION YEARS 2013 – 2015



\* listening time \*\* refers to major metropolitan areas

Sources: Digitalradio Norge and TNS Gallup (Norway), Digital Radio UK, RAJAR (UK), MCDT (Switzerland), Digitisation reports 2014 and 2015 carried out by TNS Infratest (Germany), WDR (Germany), TNS Gallup (Denmark), Telecompaper report for Agentchap Telecom (Netherlands), digitalradio.it (Italy), WorldDAB (France), GfK Radio Ratings, DAB+, Wave 4, 2015 (Australia)

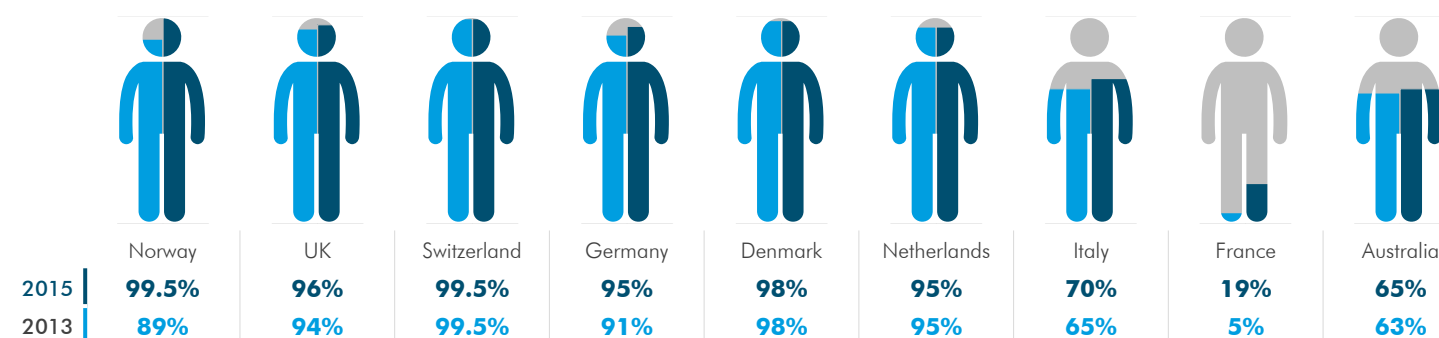
## % NEW CARS WITH DAB/DAB+



1 All figures standard fit except Germany and Italy which also includes cars with DAB+ taken as an option.

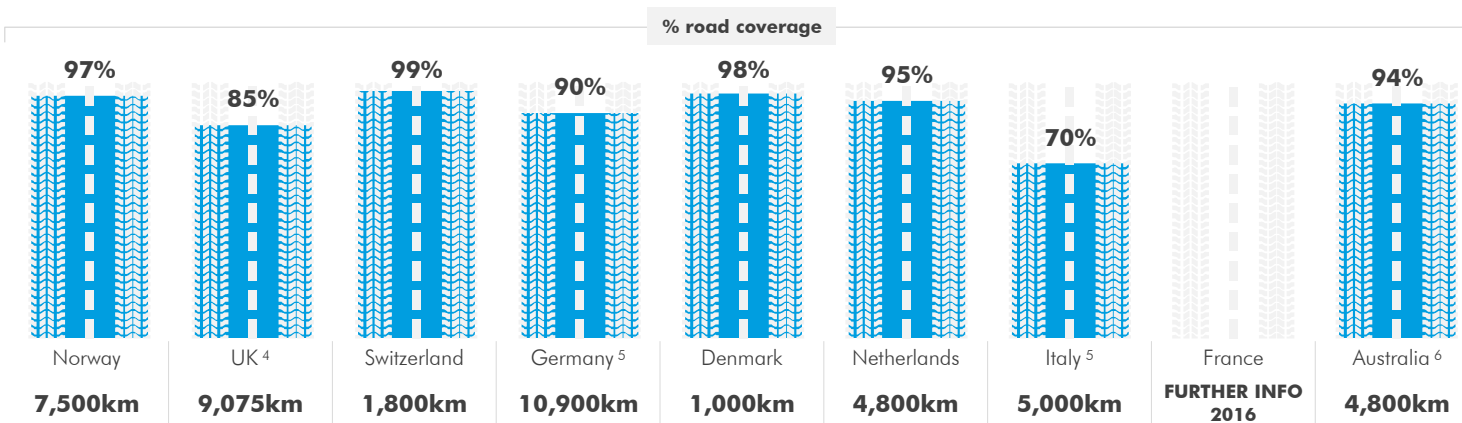
Sources: JATO Dynamics 2015 (Norway, Denmark, Netherlands, France), SMMT/CAP automotive Q4 2015 (UK), MCDT (Switzerland), DAT/VDA (Germany, data from interviews with new car buyers Apr - Jun 2015) (Germany), digitalradio.it estimate (Italy), Glass's Automotive Business Intelligence Sep 2015, Commercial Radio Australia (Australia)

## TOTAL DAB/DAB+ NETWORK COVERAGE (% OF POPULATION) 2013 VS 2015



Sources: Digitalradio Norge (Norway), Digital Radio UK (UK), MCDT (Switzerland), WDR (Germany), Media Broadcast (Germany), Teracom (Denmark), Digital Radio NL (Netherlands), digitalradio.it (Italy), TDF (France), Commercial Radio Australia (Australia)

## DAB/DAB+ 1st LEVEL ROAD COVERAGE \*



Sources: Digitalradio Norge (Norway), Digital Radio UK (UK), MCDT (Switzerland), Media Broadcast (Germany), Teracom (Denmark), Digital Radio NL (Netherlands), WorldDAB (France), digitalradio.it (Italy), Commercial Radio Australia (Australia)

\*KM 1st level road coverage (motorways, autobahns, autostrade, autostradas, autoroutes). However most countries also have equivalent coverage on 2nd level routes. | <sup>4</sup> BBC National | <sup>5</sup> National mux only, regional muxes provide further coverage. | <sup>6</sup> Road coverage of DAB+ area covered in five metropolitan capital cities

## DIGITAL RADIO MARKETING BODIES

Norway – [radio.no](http://radio.no) | United Kingdom – [getdigitalradio.com](http://getdigitalradio.com) | Switzerland – [digitalradio.ch](http://digitalradio.ch) | Denmark – [digitalradio.dk](http://digitalradio.dk) |  
Germany – [digitalradio.de](http://digitalradio.de) | Italy – [digitalradio.it](http://digitalradio.it) | Netherlands – [digitalradio.nl](http://digitalradio.nl) | France – Alliance for Digital Radio |  
Australia – [digitalradioplus.com.au](http://digitalradioplus.com.au)