

UK DAB sales up 10%

14th October 2014

DAB receiver sales in the UK have grown by 10% in the last year.

In the last 12 months (Oct 13 to Sep 14), total UK DAB receiver sales were 2.93 million units - up 10% from 2.66 million (Oct 12 to Sep 13). The key driver of growth is the automotive sector:

- Line-fit automotive DAB: 1.26m (up 52% from 0.83m)¹
- Portable DAB radios: 1.06m (unchanged)
- Non-portable DAB radios, e.g. clock radios, home audio systems: 0.61m (down 20% from 0.77m)²

The DAB market is now firmly established – for both consumer and line-fit automotive receivers.

Two clear trends emerge:

First, automotive line fit has become the norm - in September, 246,000 new cars (58% of the total) came with DAB as standard.

Second, despite a move away from traditional home audio systems to connected devices, sales of portable radios (the primary in-home platform for radio listening) remain strong. Within the portable sector, DAB is the predominant platform, accounting for 69% of all portable radio sales over the last 12 months.

About WorldDMB

WorldDMB is the global industry forum for digital radio promoting DAB / DAB+ - the digital radio broadcasting standards of choice in Europe and Asia Pacific. Its global membership includes public and commercial broadcasters, policy makers and regulators, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content.

Broadcast radio professionals have access to this body of expertise which is delivered through leading-edge industry events, car manufacturers' workshops, tailored workshops and seminars and the WorldDMB website which includes a members-only information portal with reports, databases and an extensive online ETI library.

For more information about WorldDMB contact projectoffice@worlddab.org

www.worlddab.org

¹ Source CAP / SMMT

² Source for portables and non-portables: GfK R&T, Panelmarket, Sales Units, Oct 13-Sep 14