
WorldDMB tracks drivers of growth of in-car digital radio

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- **Automotive adoption of DAB accelerating rapidly in UK, Norway, Switzerland and Australia**
- **A growing number of markets showing long term commitment to digital radio - Norway on course to be first to have Digital Switchover**
- **Over 40% of households in UK, Norway, Switzerland and Denmark have digital radio**
- **In established European markets, digital radio covers over 90% of 1st level roads**

WorldDMB today releases its latest research on digital radio in cars. The aim of the research is to highlight the growth of DAB digital radio adoption and show the commitment by the automotive and broadcasting industries to provide better in-car listening. The WorldDMB [DAB/DAB+ digital radio automotive infographic](#) covers progress in Australia, Denmark, France, Germany, Italy, Netherlands, Norway, Switzerland and the UK.

On the release of the infographic, Patrick Hannon, President of WorldDMB said "Our aim with this research is to demonstrate clearly that DAB digital radio is the platform of the future in Europe. With the first countries moving to Digital Switchover, and motorists driving between these markets, it is becoming increasingly important for car manufacturers to include digital radio as standard."

New cars sold with digital radio

Digital radio is fast becoming a standard automotive feature in the most developed European digital radio markets. In the UK and Norway, over 60% of new cars are now sold with DAB radios (up from less than 5% four years ago) – and Switzerland follows closely with 45%.

Policy commitment to digital radio

Norway and Switzerland are the likely to be the first countries in the world to set firm dates for Digital Switchover (DSO). Norway has achieved the criteria for DSO in 2017 and awaits Government confirmation of this date. In Switzerland, DSO is planned for 2020-24 – with final approval expected later this year. In the UK, Government policy is focused on a digital future for radio; and in Germany, the ARD has confirmed its long term commitment to DAB+.

Digital radio household penetration is on the rise

Digital radio adoption is growing strongly in key markets – in Norway 53% of households have digital radio; in the UK 49%, in Denmark 45% and in Switzerland 43%. In Germany receiver sales are growing rapidly – rising 63% year on year in Q4 2014.

DAB/DAB+ coverage of major roads

1st level road coverage in Switzerland, Norway, Denmark and Netherlands exceeds 90% - with Switzerland now achieving 100% coverage. In Germany, the national multiplex alone provides 75% road coverage – with additional coverage provided by regional ARD networks. In Italy coverage of major roads has already reached 65%.

The DAB/DAB+ digital radio automotive infographic can be downloaded from the [WorldDMB website](#).

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About WorldDMB

WorldDMB is the global industry forum for digital radio promoting DAB and DAB+ - the digital radio broadcasting standards of choice in Europe and much of Asia Pacific. Its global membership includes public and commercial broadcasters, 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 via the members-only information portal that includes an extensive online ETI library. More than 500 million people worldwide are within range of a DAB/DAB+ Digital Radio transmitter, there are well over 1,000 services on air and several hundred varieties of receivers are available to market.
