DRIVETIME: THE END OF RADIO IN CAR?

FORD ENNALS, CEO
DIGITAL RADIO UK
WORKING WITH VEHICLE MANUFACTURERS

DIGITAL RADIO UK BOARD

arqiva  
global  
BBC  
BAUER

RadioCentre  
comunicorp  
technology
DIGITAL RADIO
RADIO SWITCHOVER
Digital Radio = Better Radio
DIGITAL RADIO = BETTER RADIO

25+ STATIONS
SOUND QUALITY
SPORTS STATIONS
SWITCHOVER-READY
50%  10%
93% of Drivers
62% of Listeners
35% of Revenue
UK CAR SALES
FASTEST-GROWING MAJOR MARKET
Drive on left

Links fahren

Tenez la gauche

Tenere la Sinistra
0%-60% In 4 Years

Source: CAP/SMMT Q2 2014
SEPTEMBER

30 MANUFACTURERS
+250K NEW CARS
+50% INCREASE
HOW DID THIS HAPPEN?

HARD WORK
RELATIONSHIPS
COVERAGE
ROAD NETWORK
COMMUNICATIONS
HYUNDAI/KIA ANNOUNCEMENT

WORLD’S 5TH LARGEST MANUFACTURER
THE POPE IN A KIA SOUL
NEW MINIMUM STANDARD

- DAB/ DAB+ / FM
- TRAFFIC ANNOUNCEMENTS
- RECEIVER SENSITIVITY
- SERVICE FOLLOWING
- SWITCHOVER-READY
ACROSS EUROPE
THE DIGITAL DASHBOARD
DIGITAL DASHBOARD AUDIT
THE DIGITAL DASHBOARD
THE DIGITAL DASHBOARD
IMPORTANCE OF BROADCAST RADIO
Dude, where’s my radio?
IMPORTANCE OF COORDINATION
THANK YOU

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