



Department for  
Digital, Culture  
Media & Sport

# **UK – Digital Radio 2019**

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**World DAB Automotive 2019**  
**Torino, Italia - 20 June 2019**

# Digital Radio – Reach/Share of UK radio listening

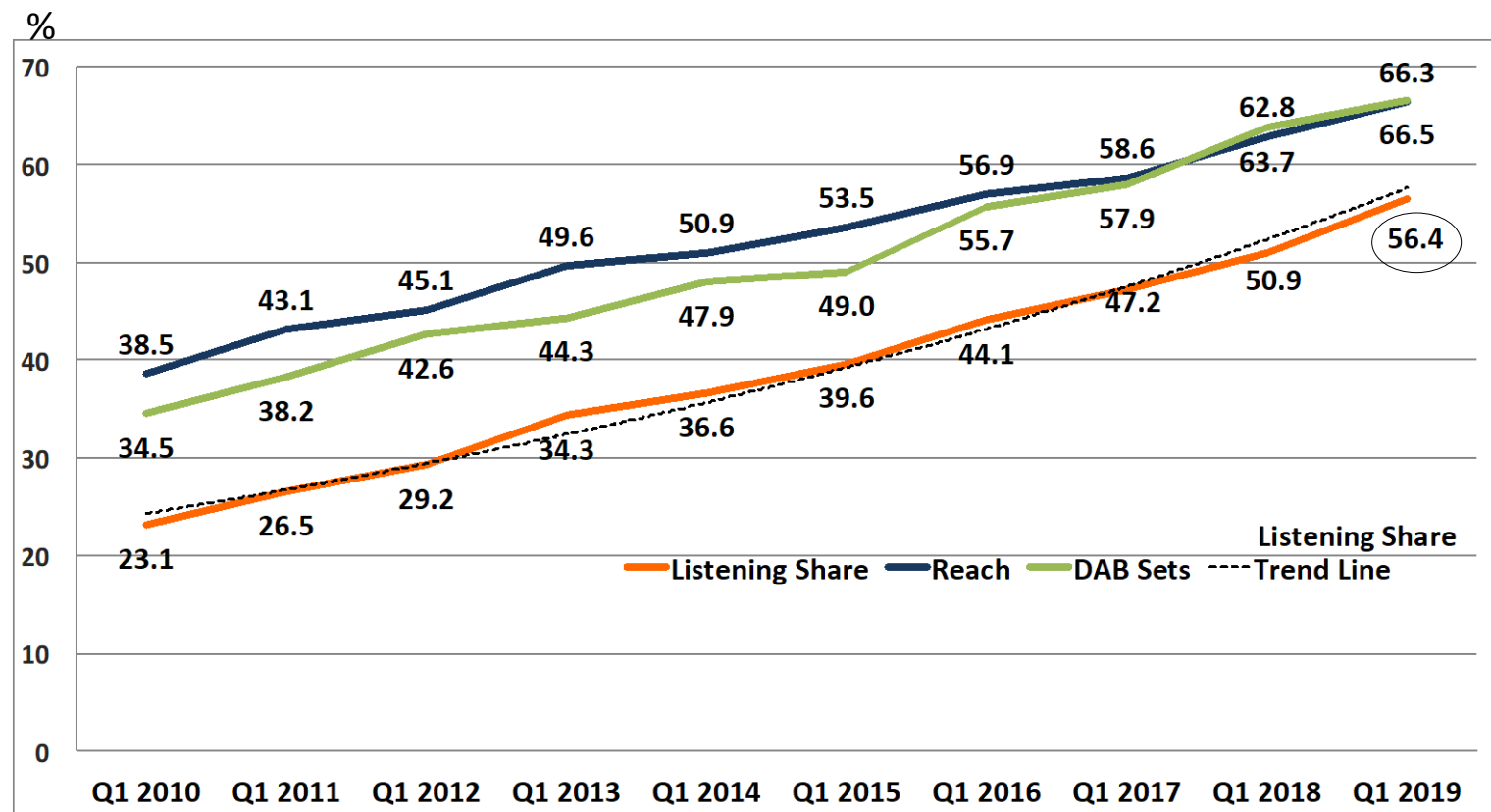
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- 1) UK – Digital Radio progress
- 2) Small Scale DAB
- 3) Digital Audio and Radio Review
- 4) Need for collaboration on digital radio/audio services between radio and motor industries

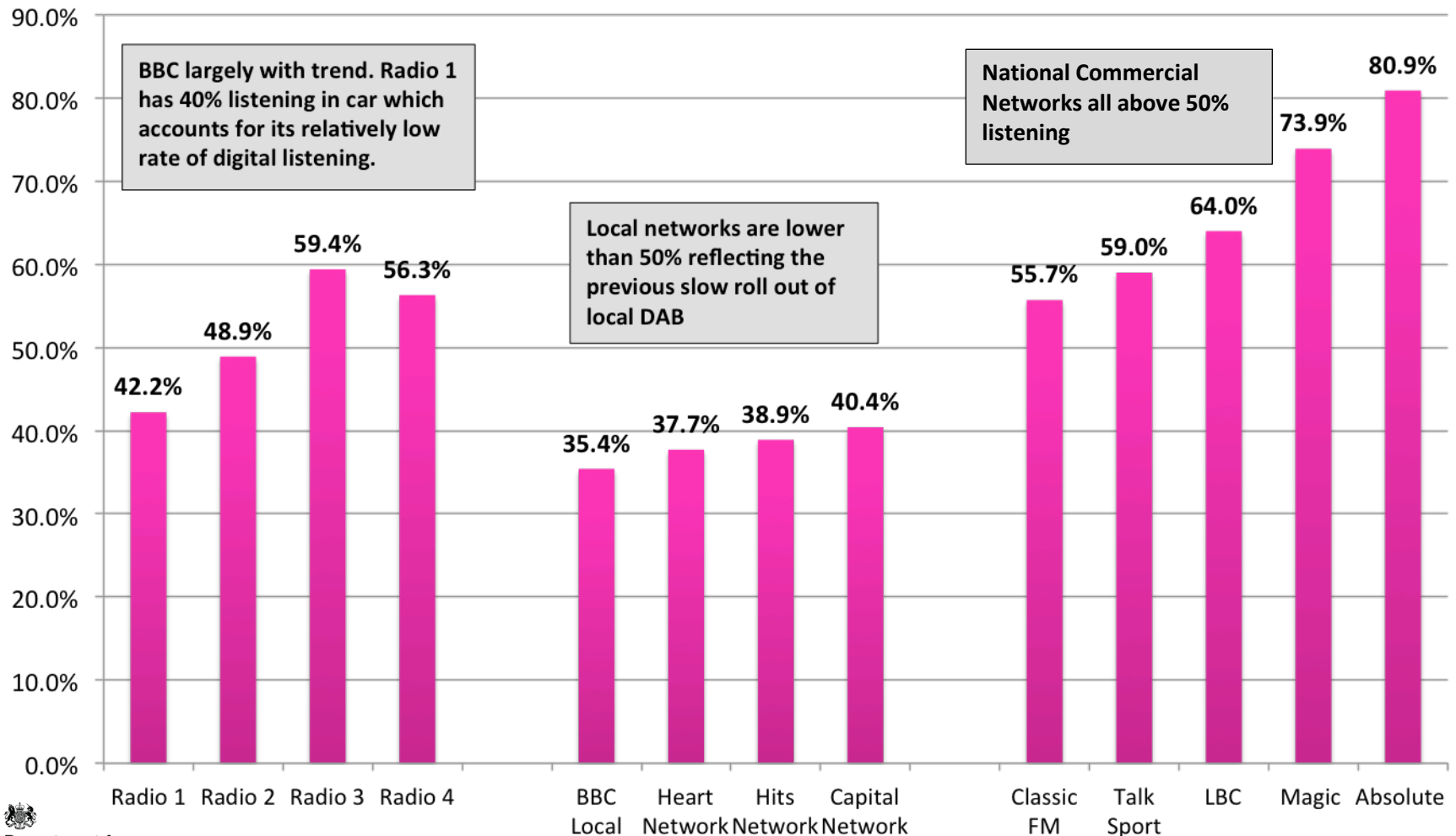
# Digital Radio reach/share of UK radio listening

Q1 figures

Source: RAJAR – Q1 data 2010-2019



# UK - Digital Listening by Stations/Station Group



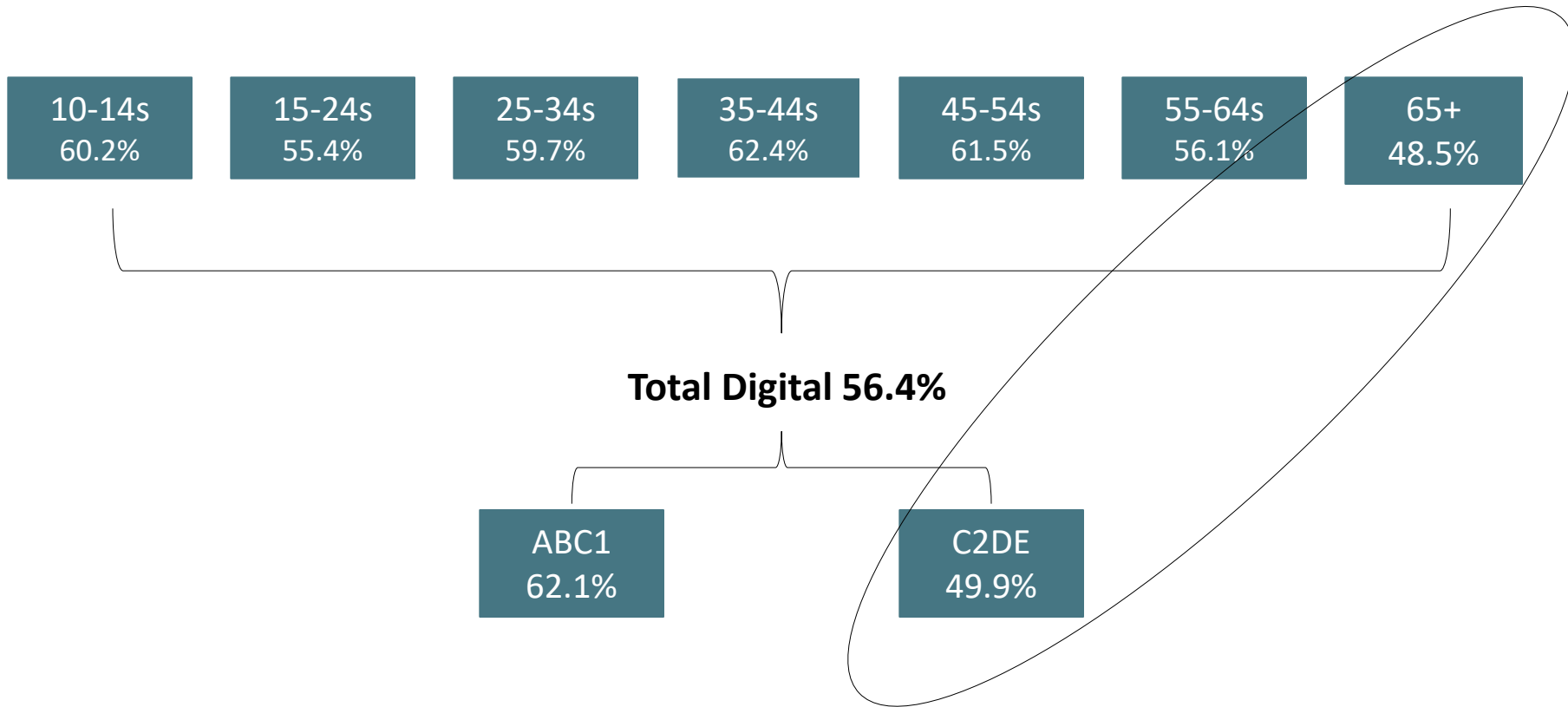
# Small-Scale Digital Radio

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- New approach to digital broadcasting for small radio stations - opens the way for much cheaper distribution for the 400-500 small UK stations.
- Massive interest UK – over 700 expressions of interest running services received by Ofcom (UK's Broadcasting Regulator)
- Legislation to be introduced in UK Parliament– will set out the main rules for licensing.
- The objectives are:
  - to encourage the development of more new niche and local stations,
  - create a genuine pathway for the majority of existing community radio stations to go digital and
  - limit, but not exclude, the involvement of larger stations
- Ofcom will consult on the detailed processes – starting in early July.
- New services licensed from early 2020

# Digital Listening by Age

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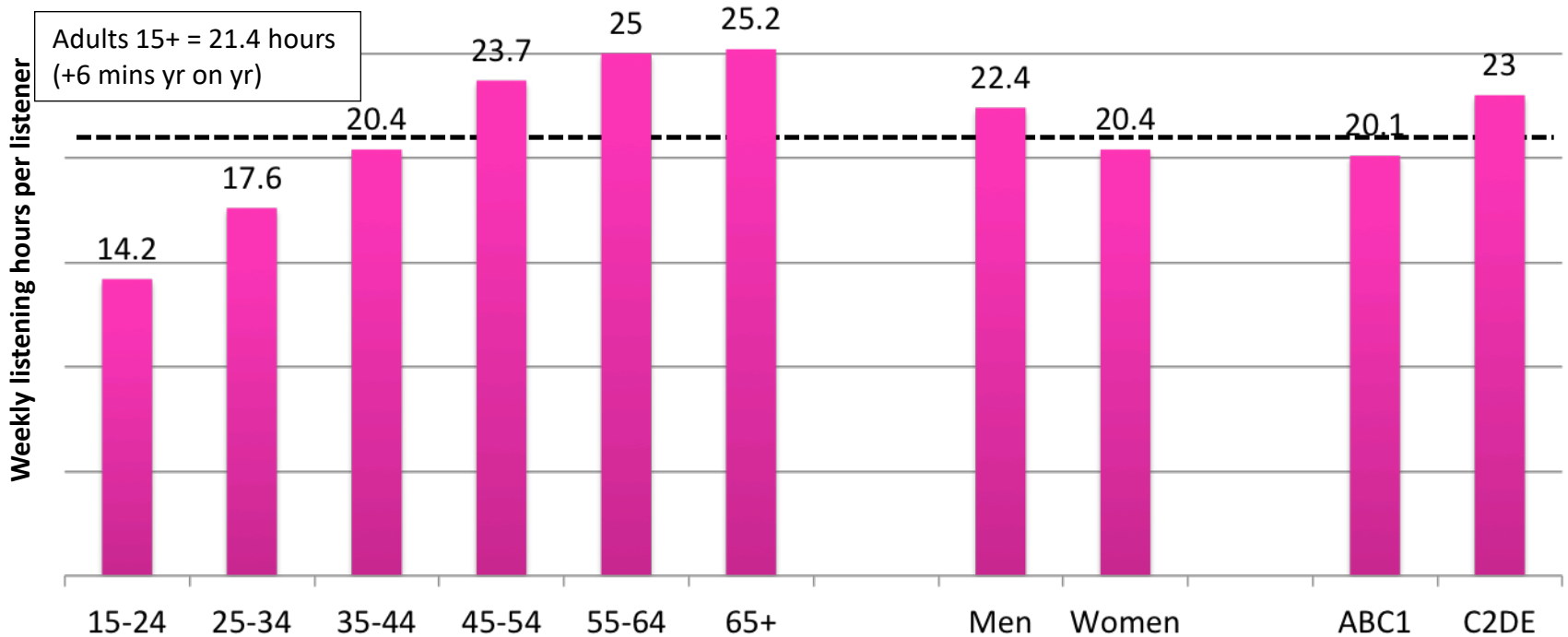
Source: Q1 2019 RAJAR/– total figure =56.4%

# Radio Listening by Age Group - Listening by Young People

Average weekly listening, by demographic group – RAJAR Q1 2017 – Produced for Ofcom CMR

Average change

(mins) **-18**   **-18**   **+12**   **+18**   **+30**   **-18**   **-6**   **+6**   **-6**   **+12**



# Digital Radio and Audio Review

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- Announced by Margot James, UK Minister for Digital and Creative Industries on 13 May.
- Broader than just looking at a radio switchover and timings
- Will be a joint Government/Industry review:
  - (a) assess future scenarios for the consumption of UK radio and audio content on all radio and online platforms;
  - (b) assess the impact of likely models of future listener trends on current and future distribution strategies for UK radio groups and industry
  - (c) make recommendations on further measures and collaborative actions to strengthen UK radio audio and industry for the benefit of all listener groups
- Planned to conclude Autumn 2020



# Supporting radio during the transformation the car

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- Automotive is transforming and moving to autonomy and automation – opportunities and risks for radio and audio provision.
- Drivers are technological, environmental, social and economic drivers and supported by greater connectivity.
- Radio – as live non IP dependent service - still has a vital part to play but radio needs more cooperation and active collaboration
- More needs to be done make integration as simple and possible for car manufacturers and to help them manage the fragmentation of European radio.
- UK digital radio and audio review – will consider these trends and how the radio industry should position itself to retain its relevance in the car for the medium and long-term