

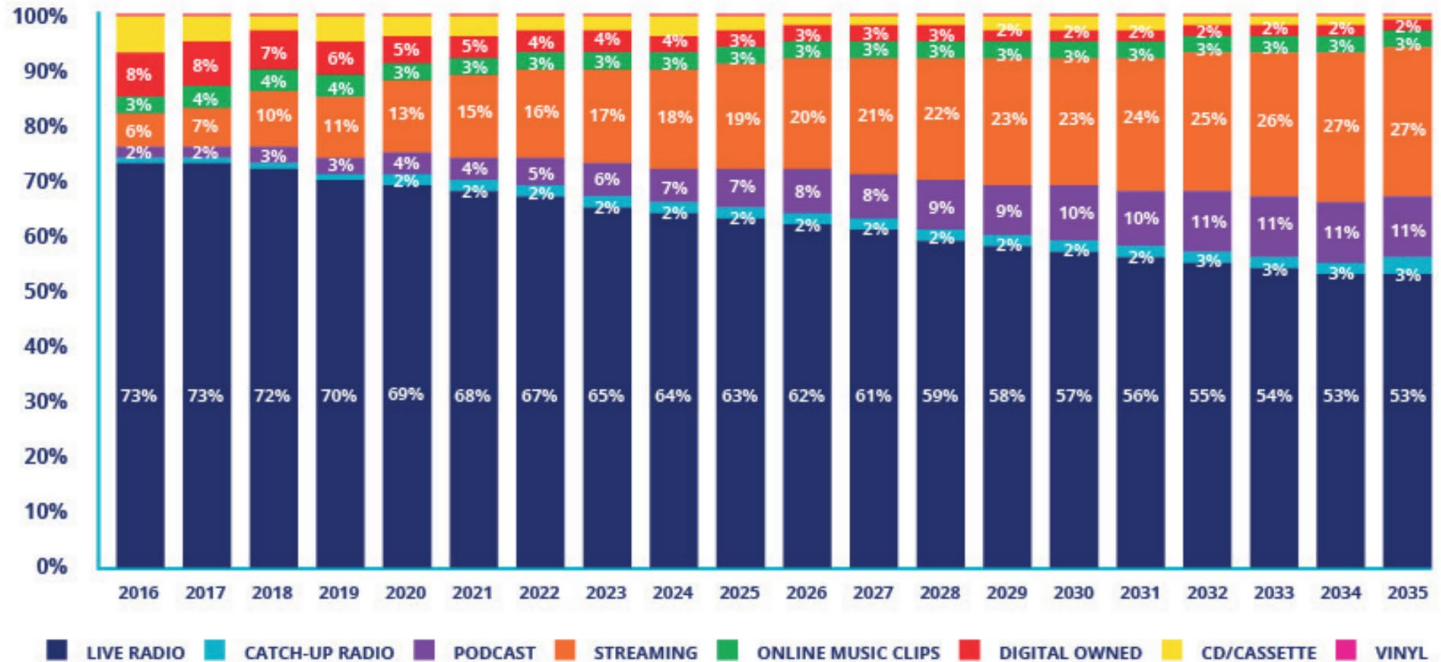


**DIGITAL RADIO
AND AUDIO
REVIEW**
21ST OCTOBER 2021

WorldDAB Summit 2021

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Media and Sport
Lindsey Mack, BBC

ADULTS 15+ SHARE OF AUDIO CONSUMPTION - SERVICE TYPE (% OF HOURS)



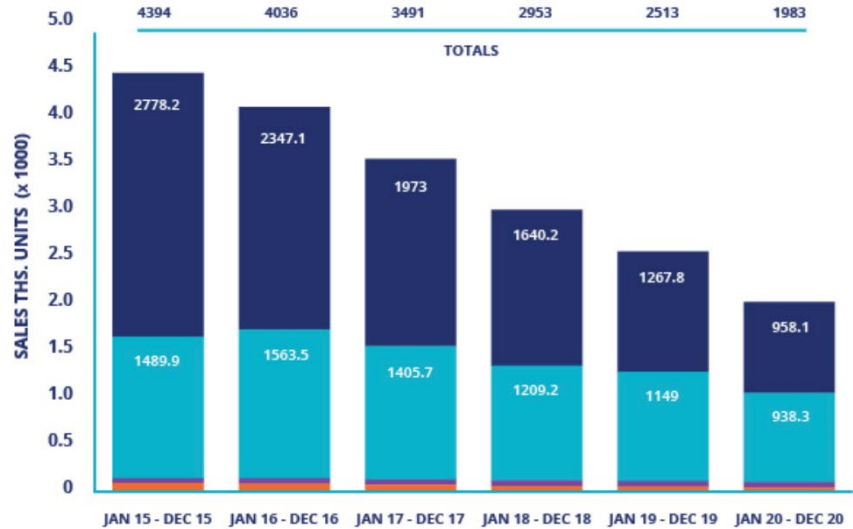
Source: Mediatique Future audio consumption in the UK (update), December 2020

MEDIATIQUE: SUMMARY OF OUTCOMES, RADIO LISTENING BY PLATFORM

%	AM/FM	DAB	Digital TV	IP
2020²⁶	41.4%	40.2%	4.4%	14%
2030	12- 14%	48-53%	3-4%	29-36%
2035	8 - 10%	49-55%	3%	32-40%

UK RADIO SALES VOLUME 2015-2020

- **Analogue**
(FM/MW/LW)
- **Digital Radio (DAB STANDALONE)**
- **HYBRID RADIO**
(DAB/Internet Radio)
- **Internet Radio**
(FM/Internet Radio)



IMPORTANT AND EXPECTED FEATURES, RADIO DEVICES

Important and expected

Feature radio must have to be considered

Important but not expected

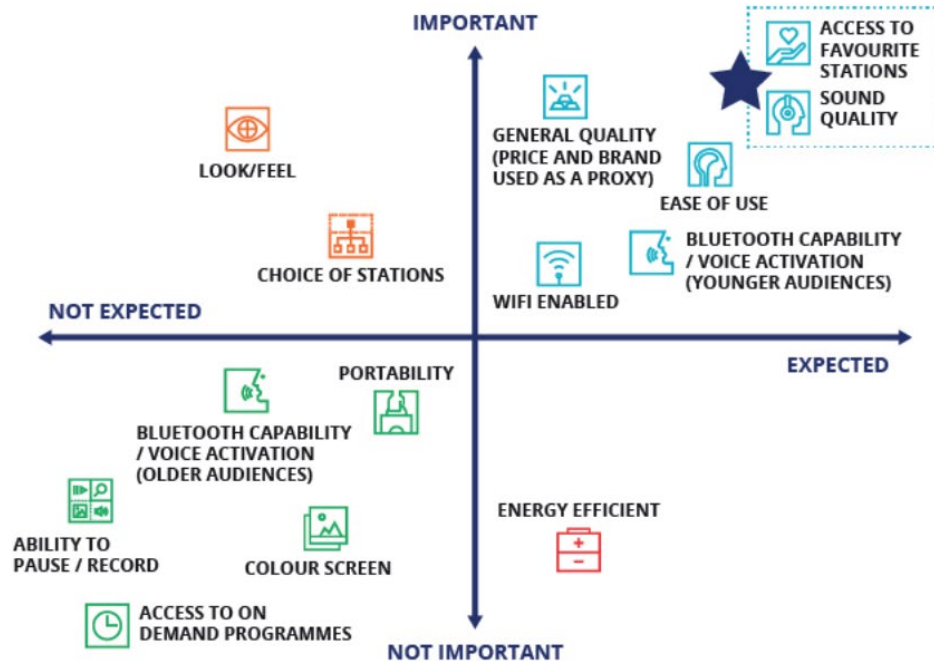
Help differentiate from other devices but not willing to pay more for

Not important and expected

Assume it will be there so worth highlighting feature

Not important and not expected

Not essential to focus on features as little consideration given



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Thank you

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