

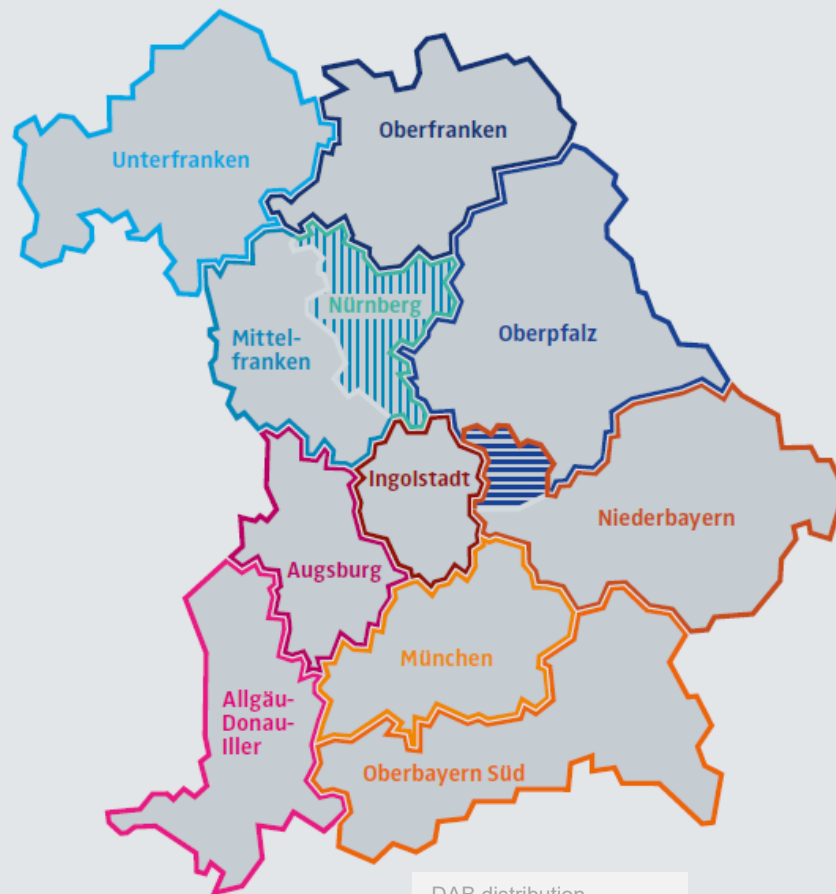


# **Thinking ahead instead of carrying on – long term strategies for radio and audio**

WorldDAB Summit 2023; November 8, 2023; Munich

**Dr. Thorsten Schmiede, President, Bavarian Regulatory Authority for New Media (BLM)**

# Radio Diversity in Bavaria (local stations)



## Oberfranken (Kanal 10B)

extra radio  
Galaxy Oberfranken  
Radio Bamberg  
Radio Eins  
Radio Euroherz  
Radio Mainwelle  
Radio Plassenburg

## Unterfranken (Kanal 10A)

Galaxy Aschaffenburg  
Radio Charivari Würzburg  
Radio Gong 106,9  
Radio Hashtag+  
Radio Primaton  
Radio Primavera

## Mittelfranken (Kanal 8C)

Galaxy Mittelfranken  
Radio 8

## Augsburg (Kanal 9C)

Fantasy lounge	Radio Fantasy
Hitradio RT1	Radio Fantasy Classix
MEGA Radio	
Mega Radio 80s	Radio Schwaben
Radio Augsburg	Smart Radio

## Allgäu-Donau-Iller (Kanal 8B)

Das neue Radio Seefunk 1  
Donau 3 FM 1  
Galaxy Allgäu  
Hitradio RT1 Südschwaben  
Radio 7 1  
Radio Fantasy Allgäu  
Radio Schwaben  
RSA Radio

## Ingolstadt (Kanal 11A)

Galaxy Ingolstadt  
Hoamat Welle  
MEGA Radio  
Mega Radio 80s  
Radio IN  
Radio IN Oldie Welle

DAB distribution  
DAB and FM distribution

## München (Kanal 11C)

o89 Kult	Münchner Kirchenradio
95.5 Charivari	Radio 2Day
Digital Classix	Radio Arabella
Energy München	Radio Gong 96,3
Felerwerk/CRM	Radio Horeb München
LORA/Radio	Radio München
M94.5	Radio TOP FM
MEGA Radio	

## Oberpfalz (Kanal 6C)

Galaxy Amberg/Welden  
gong fm  
Radio Charivari Regensburg  
Radio Ramasurl

## Nürnberg (Kanal 10C)

Charivari 98,6	Ngo.4Beat
Energy Nürnberg	Pirate Radio
Hit Radio N1	Radio Gong 97,1
max neo	Radio F
MEGA Radio	Radio Z
Meln Lieblingsradio	Star FM

## Niederbayern (Kanal 7D)

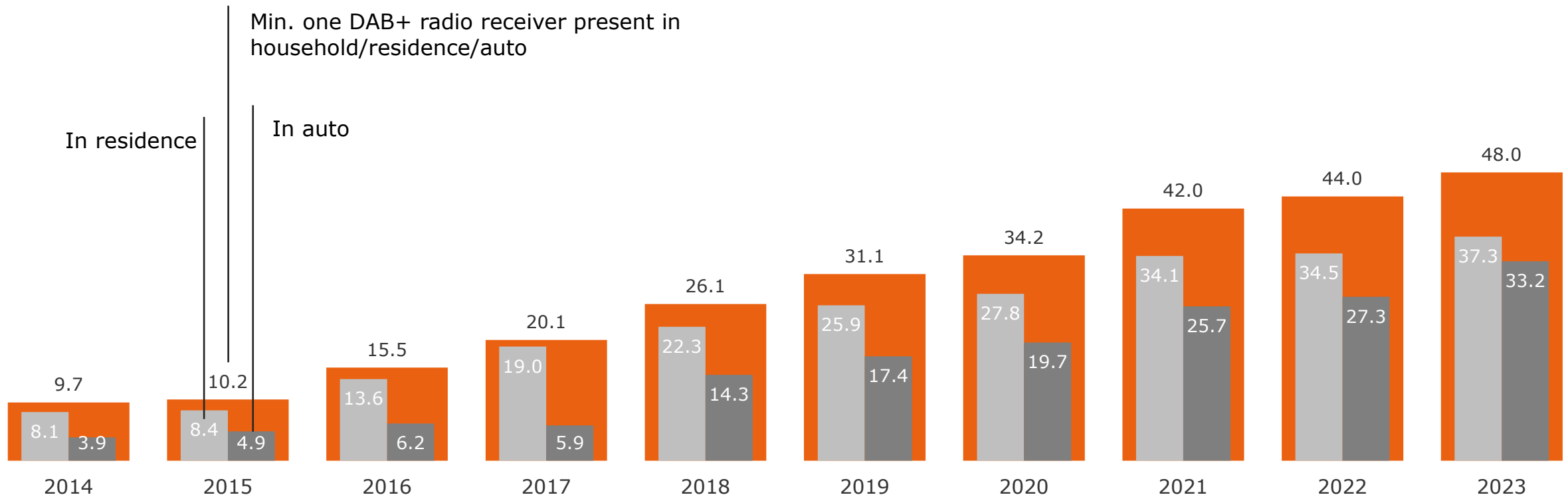
Galaxy Landshut  
Galaxy Passau/Deggendorf  
Oldie Welle Niederbayern  
Radio AWN  
Radio Trausnitz  
unser Radio

## Oberbayern Süd (Kanal 7A)

Alpin FM  
Bayernwelle SüdOst  
Galaxy Rosenhelm  
Münchner Kirchenradio  
Radio Alpenwelle  
Radio BUH  
Radio Charivari Rosenhelm  
Radio ISW  
Radio Oberland  
Radio Top FM

# Radio Receiver Statistics: Ownership of DAB+-radio receivers 2014-2023

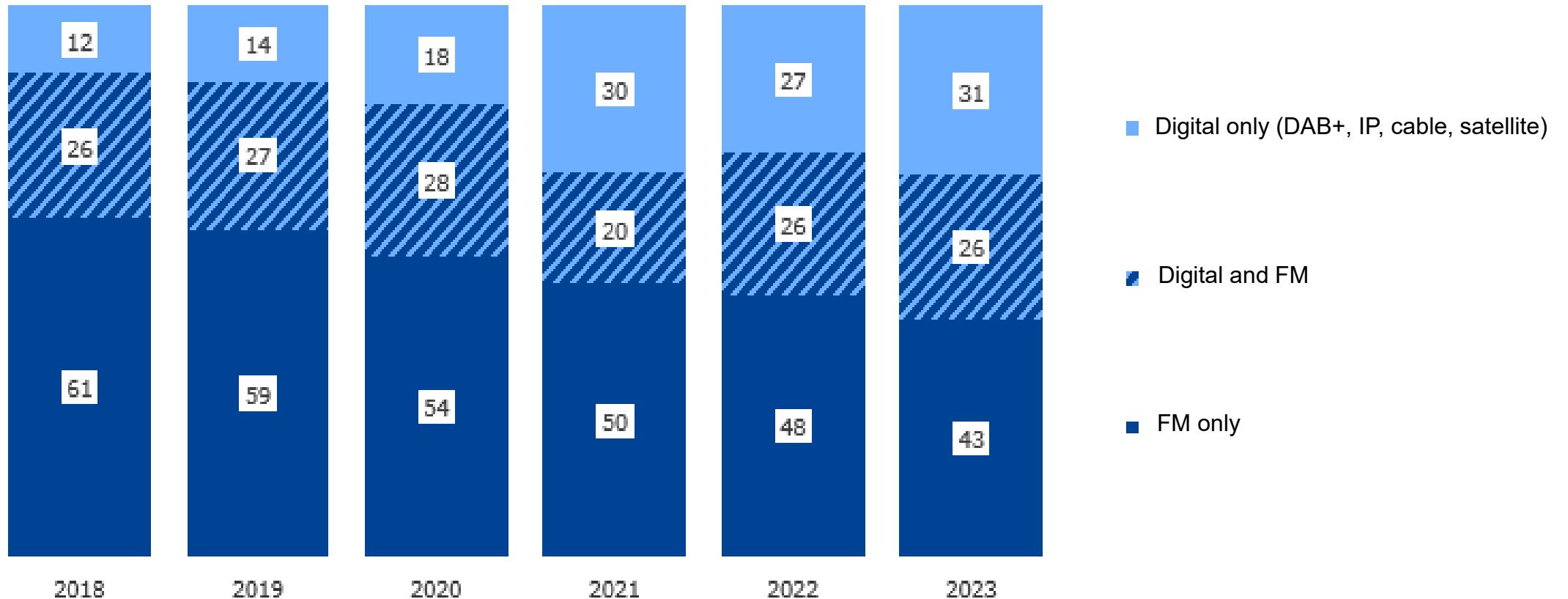
Population (14+ years of age) in Bavaria, at least one DAB+ radio receiver in the household/residence/auto  
Figures in percent



Sources: Funkanalyse Bayern Hörfunk 2014-2023

# Distribution of daily reach by reception path 2018–2023

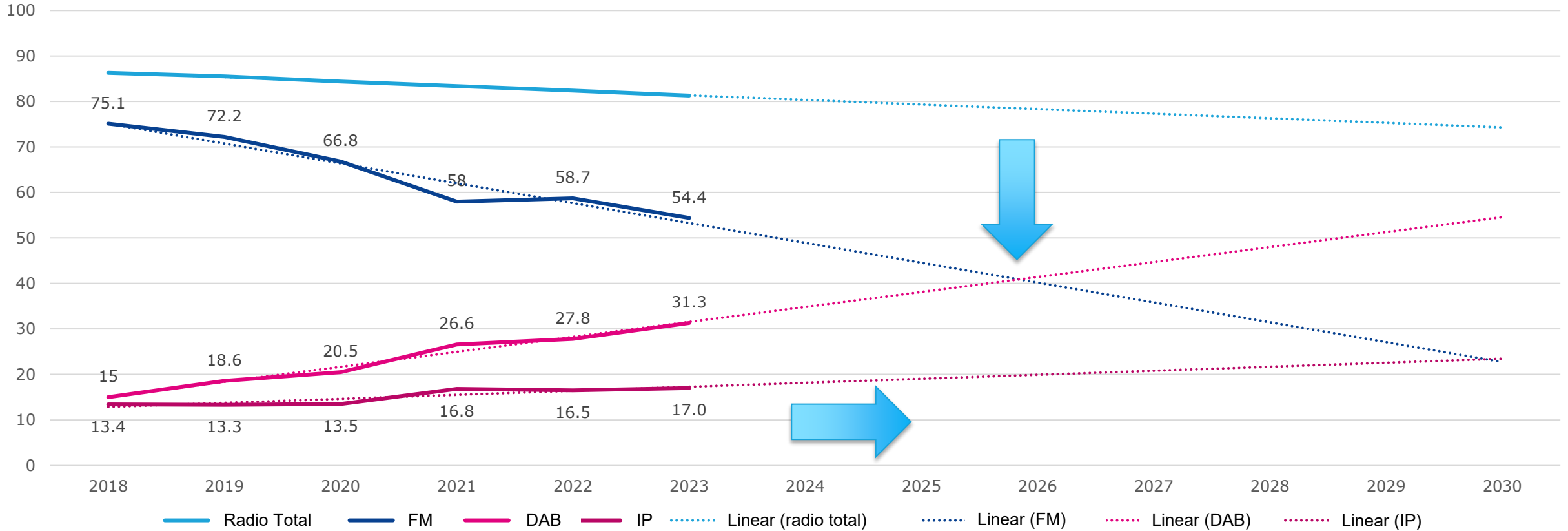
Population (14+ years of age) in Bavaria in %



Basis: Daily reacher Mo-Fr radio total, population 14+ in Bavaria; for calculation of percentages, persons who did not indicate any method of reception were removed from the calculation (2023: 1.8%); due to rounding, this can produce totals other than 100%.

# Daily Reach Trends

Current values and linear extrapolation (not a prognosis!)



Daily reach Monday to Friday in percent; Source: Funkanalyse Bayern Hörfunk 2018-2023