



Drive 2 Digital

World DMB Automotive Conference

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Digital Radio UK

Composition:

BBC and UK Commercial Radio
Car and Radio Manufacturers
Work with Government and Ofcom

Objectives:

Accelerating the growth of digital radio
Getting digital radio in cars
Planning a future digital radio switchover



Drive 2 Digital

Monday 5 November 2012

digitalradio in association with SMMT



Attendees

350 delegates. Good representation from across industry:

- **80 Broadcasters** including BBC, Global, Absolute, Real & Smooth, Sky and UTV.
- **40 Vehicle Manufacturers** from 21 Brands. 85% of the market.
- **80 Radio manufacturers** including Pure, Roberts, Sony, Alpine, Connects2 and Kenwood
- **50 Retail delegates** including Halfords, Tesco, John Lewis, Argos, Currys and Comet
- 20 national and industry **media**
- **Government and Regulator**

Prepare for a Digital Radio Switchover announcement

- Digital radio is the future for the UK
- **Government switchover announcement in 2013**
- Dates confirmed once criteria met:
 - 50% digital listening
 - 90% local coverage
- Should be achieved by end 2015



Coverage improving – focus on road network

- BBC extended and boosted national coverage to 94% population
- BBC expanding to 97% by end 2015 (target)
- **BBC to provide continuous coverage to all motorways, and primary roads**
- MoU signed to build out local DAB coverage
- Regional coverage boosts: 13 in next 12 months.

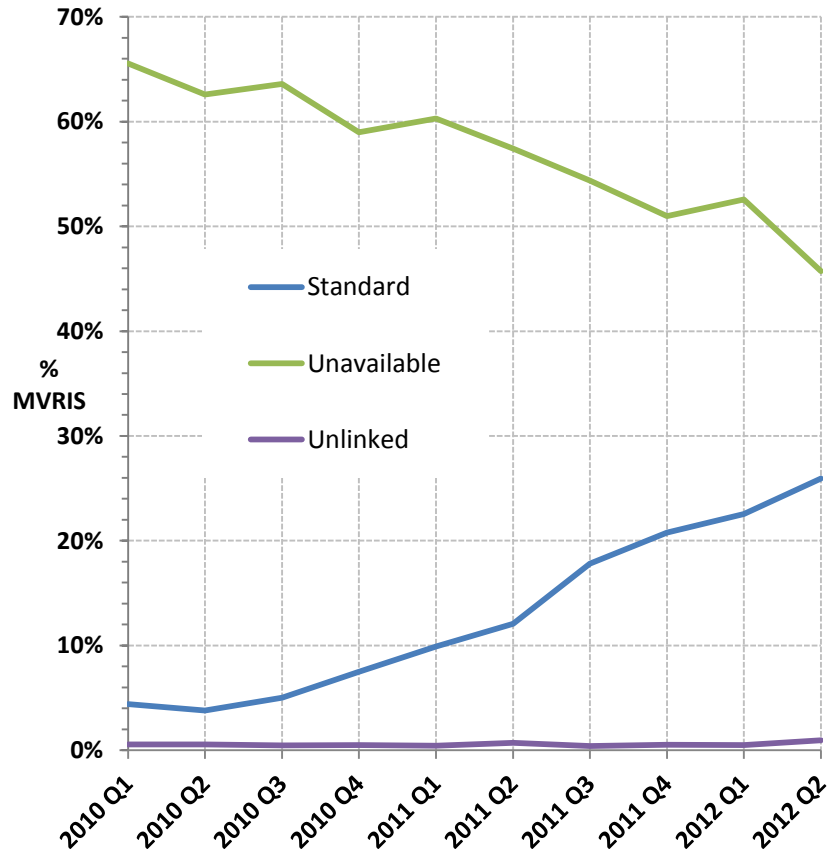
Digital take-up growing – focus on in-vehicle

- **Reach:** 25 million people listen every week
- **Penetration:** 42% of homes with DAB digital radio
100% of homes have Digital TV
60% of people have smart-phones
5% of cars have DAB
- **Sales:** 16 million DAB radios sold
650,000 in-vehicle digital radios in 2012
- **Listening:** 32% of all listening digital

New research - Drivers happy with digital

- 60% of motorists are aware about a potential switchover to digital radio
- Motorists are highly satisfied with digital radio in their car and would recommend to others.
- Most motorists only listen to DAB digital radio or listen to it more than FM/AM radio
- Reception and coverage has improved - most people with a DAB radio in their car say they get consistently good reception
- Half of in-car DAB digital radio owners said they would be disappointed if digital radio wasn't available for their next car
- In-car DAB digital radios are perceived to increase the value of a vehicle
- In-car digital radio is the top choice for the next technological innovation

Digital Radio fitted as standard



Majority of new cars by end of 2013. VW and Vauxhall full range

All new cars by end of 2015

Leading models with digital radio



Franchised Dealer channel now open

- Vauxhall were first dealer network to offer approved aftermarket digital adapter
- Ford announced launch this week. 650 dealers
- Other VM dealers now offering product include VW, Skoda, Seat, BMW/Mini
- Majority of other VMs to offer product in Q4 2012 / Q1 2013
- Franchised dealer channel opens aftermarket to vehicles 1-3 years old



HEAR
MORE
BE SWITCHED ON WITH VAUXHALL

DAB radio
£195
fully fitted

Genuine Vauxhall Accessories. **VAUXHALL**

digitalradio

DIGITAL BENEFITS

Digital broadcasting is more diverse than analogue, allowing for a wider range of stations than FM. This means you'll still be able to get all of your favourite FM radio stations you love, now in excellent sound quality, as well as more music, more sport and more entertainment through DAB. This includes full coverage of all the sport this summer.

BE SWITCHED ON WITH VAUXHALL

The switch to digital radio is on its way. The digital changeover has already happened on TV networks throughout the UK, and the switch from FM to DAB radio is coming very soon. Vauxhall are prepared, are you? Be switched on and hear more with DAB.

£195 IS MUSIC TO YOUR EARS

DAB integration is now available for all Vauxhall models, utilising steering wheel controls and the vehicle display, for only £195 fully fitted.

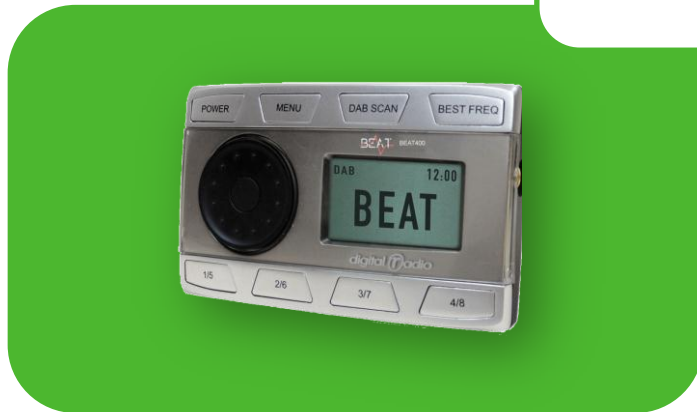
Contact your Vauxhall Retailer or visit www.vauxhall.co.uk/dab for more details.

Aftermarket product range increases

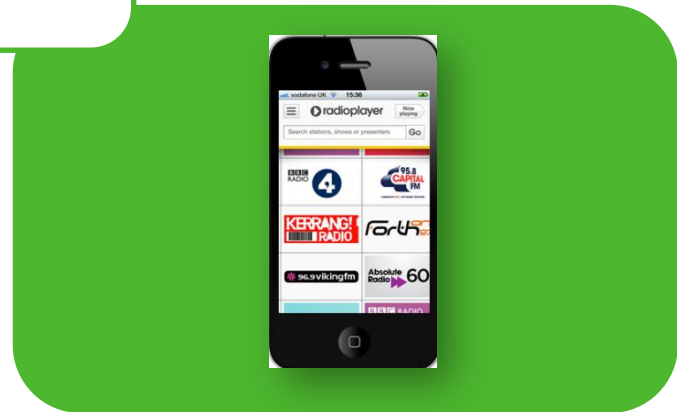
Integrated adapters



Fitted adapters



Self-fit adapters



Radio app integration



Ensure products meet minimum receiver specifications

digitalradio 

Phase out analogue-only products



Integrate Radio apps in-vehicle



Station
Apps



Train and accredit installers



AUTOMOTIVE TECHNICIAN
ACCREDITATION



Build for the European market



Launch of conversion working group

Aim: Make recommendations on how to fully convert the vehicle parc to digital at the point of a switchover

Objectives:

- Develop annual conversion targets
- Draft and manage a vehicle conversion risk register.

Identify mitigations

- Develop a plan to meet the conversion targets:
 - Identify the main barriers to conversion
 - Recommend the most impactful policy / industry interventions

Driving consumer demand

- **£10 million Consumer Communications Campaign**
- **Dealer / Retailer communications**
- **Government switchover announcement in 2013**
- **The next phase – A digital radio evangelist**



Capitalise on our communications



Promotional material



What is digital radio?

What stations can you get?

Extra digital-only stations, your FM favourites and many more.

Stations vary by location and platform so don't forget to use our online station checker at getdigitalradio.com to see which stations you can get in your area.

More stations to love in clear sound:

With digital radio most people can get over 30 stations, offering you a wider choice of stations to love.

There's national news, entertainment and sports stations as well as chart music, dance, jazz, rock, RnB, classical, and many local stations.

Digital radio also gives you crackle-free digital quality sound.

Boosting digital radio coverage

There's never been a better time to get digital radio. Digital radio transmitters are being switched on all over the country, meaning signal improvements for millions of listeners.

Wherever you are:

- || You can listen on a digital radio set
- || You can listen online, on smartphone apps like Radioplayer, or on TV
- || You can get digital radio in your car. Ask your car accessories retailer about a digital radio car adapter, or if you're getting a new car, ask your dealer about digital radio.



On radio



Online



On mobile



In car

Check which stations you can get at getdigitalradio.com

Find out more at getdigitalradio.com






Be digital advocates – Sell the benefits

digital



digital-only



The future is Digital

Spread the love

#spreadthelove

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