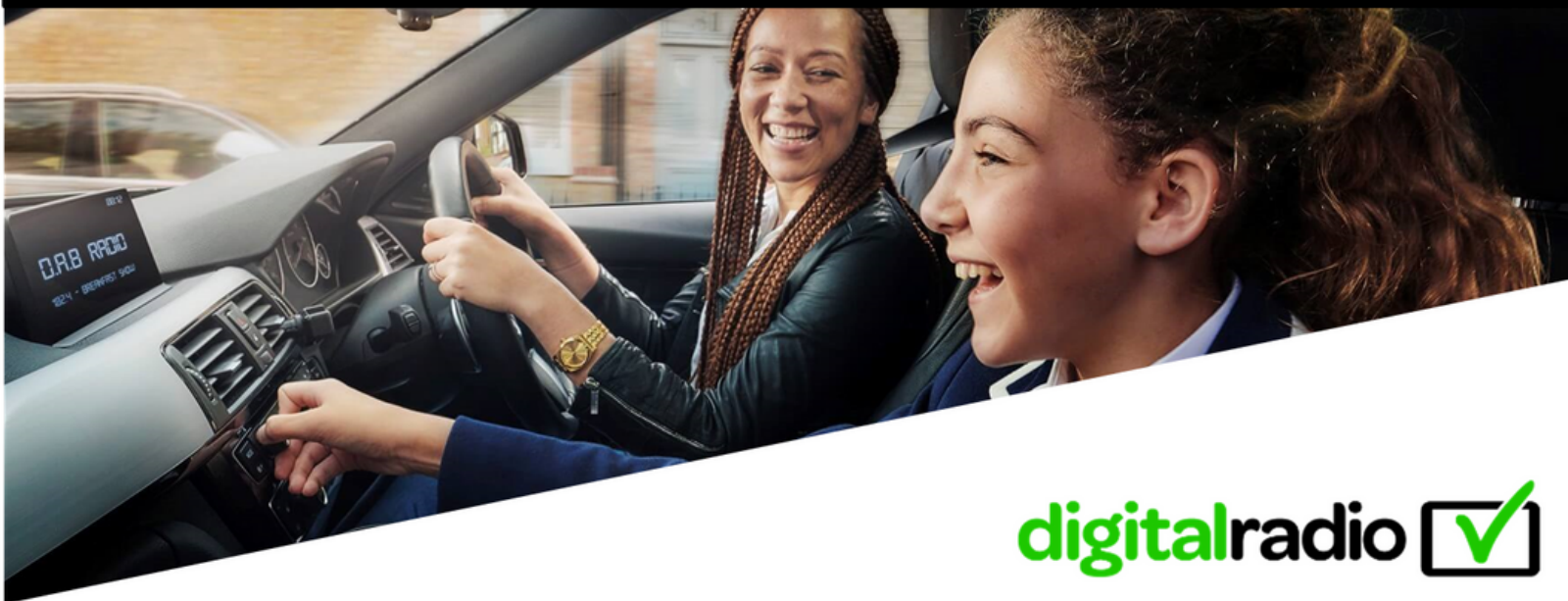




digitalradio

INTRODUCTION

The UK has approximately 36 million vehicles on the road, including 4 million vans and lorries. One third of all cars already have DAB and around 500,000 radios and adapters have been sold in the car aftermarket.

A national retailer converting cars called Halfords has 470 outlets. There are also over 800 independent retailers, some of which are mobile, converting cars. With nearly all new cars sold with DAB as standard, a major area of focus is in converting cars and commercial vehicles already on the road.

From October 2017 to February 2018 a pilot project was undertaken to assess the communications, capacity and products required to convert the UK car parc to digital radio. It was a local collaboration in the county of Surrey between broadcasters, retailers, garages and radio manufacturers.

UK: DAB STATUS

- Population 64.1 million**
- DAB+ coverage 97.3%**
- DAB services on air 487**
- New cars sold with DAB 92.4%**
- DAB receivers sold 35.6 million**



THE ACTIVITY

The objectives of the project were to convert cars to digital radio, encourage and support new market entrants, learn about effectiveness of industry communications and to conduct qualitative consumer research on car conversion. Local radio stations ran adverts and competitions for converting cars to DAB and training and visits were arranged to local retailers and garages. Merchandising and point of sale materials were provided to raise awareness of the benefits of DAB. Support was provided to garages and retailers on the installation of aftermarket products.

“This project showed the impact that focussed, local communications can have. By working closely with broadcasters, retailers and garages we have learnt a lot about how to accelerate the adoption of digital radio for Britain’s drivers.”
Sam Bonham, Digital Radio UK



CONCLUSIONS AND NEXT STEPS

The local communications raised awareness of DAB aftermarket products and showed that significant scaling of car conversion capability and capacity is possible. 25 consumers were surveyed about their experience and the majority would recommend a DAB adapter for others, with those who had a positive installation experience listening to more stations/radio as a result.