

# Digital Radio in the UK Market Update

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# Impact of COVID-19



Check Your Available Stations 



WAYS TO LISTEN

YOUR STATIONS

IN YOUR CAR

UK market update



# Impact of COVID-19

- Increased radio listening
- Support for audiences and local communities
- Decreased advertising levels

# Major digital radio trends 2020

- Growth of digital listening
- Shift to DAB+ for national digital stations
- Expansion of small-scale DAB
- Government and industry radio and audio review
- Retail marketing

# DIGITAL LISTENING

58.6%

Source: Q1 2020 RAJAR/Ipsos MORI/RSMB

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# Growth of digital listening

## Q1 2020 RAJAR

- All digital listening 58.6%
- DAB listening 40.2%
- On line listening 14%
- Digital TV listening 4.4%

Source: Q1 2020 RAJAR/Ipsos MORI/RSMB

# Sources of digital growth

- Online listening in home (32% of adults have access to a smart speaker)
- Digital listening to national commercial stations



ONLINE LISTENING IN HOME

17%

UP 21M HRS OR BY 27%

32% adults have access to a  
smart speaker

Source: Q1 2020 RAJAR/Ipsos MORI/RSMB

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# DIGITAL LISTENING NATIONAL COMMERCIAL STATIONS

83%

UP 13.9M HRS

Source: Q1 2020 RAJAR/Ipsos MORI/RSMB

# 21 national commercial stations are DAB+

heart

heart  
dance  
non-stop club classics

heart<sup>70s</sup>  
non-stop 70s feel good

heart<sup>90s</sup>  
non-stop 90s feel good

heart<sup>80s</sup>

gold  
The Greatest Hits of all Time

95-106  
CAPITAL  
FM  
THE UK'S NO.1 HIT MUSIC STATION

CAPITAL  
XTRA  
DANCE. URBAN. UK

CAPITAL  
XTRA  
RELOADED

Smooth  
Radio

Smooth  
Chill

RADIO  
GET INTO THE MUSIC  
104.9 & 92.7 | DIGITAL RADIO | MOBILE

Jazz  
FM

bfbs | Radio

UNION  
JACK  
RADIO

JACK  
Radio  
Women. Playing What We Want.

LBC  
NEWS

LOVE  
SPORT  
RADIO

Virgin  
RADIO  
ANTHEMS

Virgin  
RADIO  
CHILLED

FUN  
KIDS

TIMES  
RADIO

# Shift to DAB+

- No national DAB capacity
- Over 50% of national commercial digital stations
- 21 stations out of 41 total
- Majority of small-scale stations

# Radio and Audio Review

- Joint Government/industry review to ensure a robust and vibrant future for UK radio and audio sector
- Led by Review Steering Group comprised of industry stakeholders, incl. broadcasters, techUK and Ofcom, and chaired by DCMS
- Delivered by 3 Work Groups – Listeners; Devices, Automotive & Supply Chain; Distribution & Coverage
- Timeline for completion March 2021

# Retail marketing challenges

- Impact of smart speakers
- Lack of retail understanding and support
- Retail engagement programme

# RADIO'S DIGITAL REVOLUTION



ROMAN KEMP

JAMIE THEAKSTON  
& AMANDA HOLDEN

ANGELLICA BELL

RONAN KEATING  
& HARRIET SCOTT

GREG JAMES

ZOE BALL



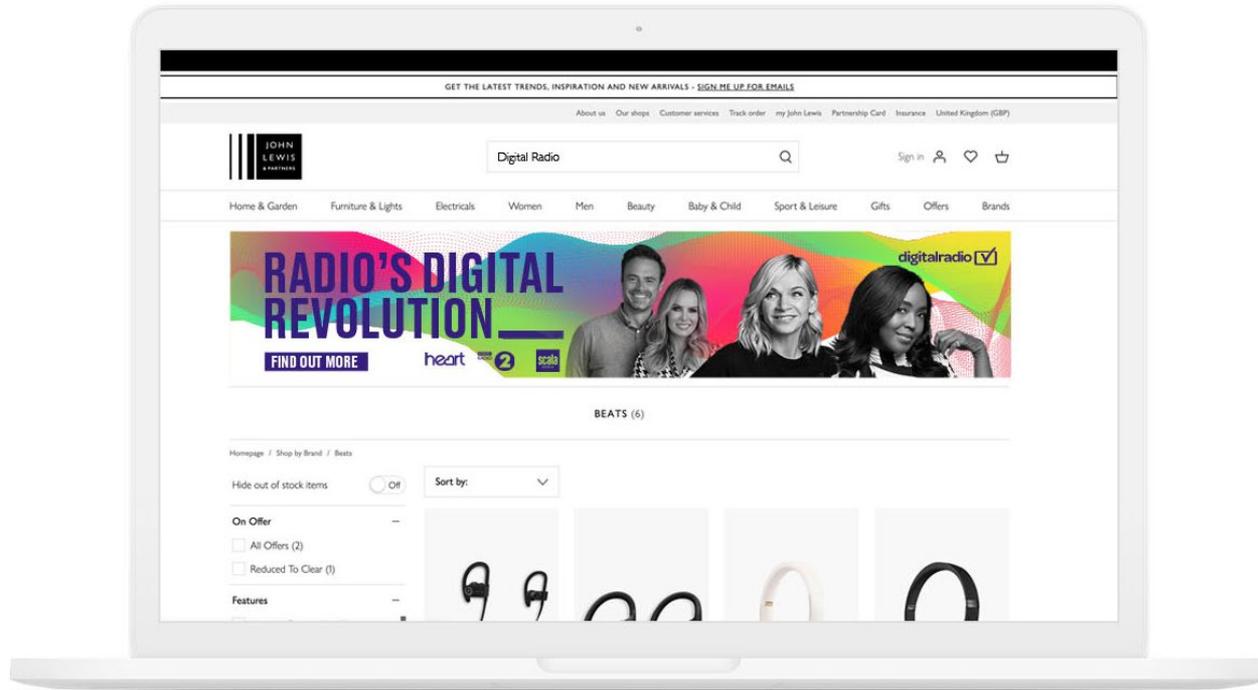
# *Radio's Digital Revolution at retail*



# Radio's Digital Revolution at retail



# Radio's Digital Revolution at retail



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THANK

YOU