Digital Radio in the UK
Market Update

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Impact of COVID-19

Make home a far nicer place to be, whilst you stay home and stay safe, with digital radio
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
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
DIGITAL LISTENING NATIONAL COMMERCIAL STATIONS

83%

UP 13.9M HRS

Source: Q1 2020 RAJAR/Ipsos MORI/RSMB
21 national commercial stations are DAB+

UK market update
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 at retail

UK market update
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THANK YOU