

DAB/DAB+ RECEIVER SALES (INCLUDING LINE FIT AUTOMOTIVE) 2008 – H1 2020

Sources: GfK* GB (England/Scotland/Wales only), SMMT/CAP UK (United Kingdom automotive), Digitisation report 2020 carried out by TNS Infratest (Germany), An estimate based on Digital Radio Survey Q1 2019 (Kantar Media), Nielsen Audio 2020 and The Electronics trade figures for 2019 (Norway), GfK*, data includes Smart/Mobile Phones but excludes Car Radios (aftermarket) & Tuners (Australia), Q2 2020 and Glass's Automotive Business Intelligence June 2020 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio (Australia automotive), GfK Italia CAPI survey (Italy), digitalradio.it (Italy automotive), GfK* 2013 – H1 2020 (Netherlands), JATO Dynamics 2020, DAB+ as standard 2013 – H1 2020 (Netherlands automotive), Ofcom Switzerland, GfK (Switzerland); Weer GmbH as per Q2 2020, cars 1.8 Million (Q2: estimation) (Weer GmbH is only evaluating once a year) (Switzerland automotive), GfK* (France), JATO Dynamics 2020, DAB+ as standard years 2015 – H1 2020 (France automotive), GfK* 2013 – H1 2020 (Belgium), JATO Dynamics 2020, DAB+ as standard years 2015 – H1 2020 (Belgium automotive), GfK*, 2011 – H1 2020 GfK data for Denmark does not include Tuners and Car Radios and 2011 GfK data for Denmark does not include Clock Radio and Portable Radio (Denmark), JATO Dynamics H1 2020, DAB+ as standard 2015 – H1 2020 (Denmark automotive)

% NEW CARS W/DAB/DAB+

Sources: Estimate by national broadcasters and Digitalradio Norway, based on general info on DAB+ availability from each car importer. Currently no local official statistic is available to track DAB+ ratio in the Norwegian market for new cars. Cars without line fit DAB-radios are given retrofit solutions locally. The estimate includes private cars only (Norway), Weer GmbH (Switzerland), SMMT/CAP automotive Q2 2020 (UK), JATO Dynamics H1 2020 and digitalradio.it (Italy), Total new DAB+ enabled vehicle sales for 12 months to 30 June 2020, as sourced from VFACTS and Glass's Information Services Report, reported as a percentage of total new vehicles sold, as supplied by FCAI (Australia), JATO Dynamics H1 2020 (Belgium, Denmark, Netherlands, France), DAT/VDA report (Germany)

All figures standard fit except Norway and Germany which also includes cars with DAB+ taken as an option.

TOTAL DAB/DAB+ NETWORK COVERAGE (% OF POPULATION) 2013 VS 2020

Sources: DR (Denmark), Norkring AS (Norway), BBC (United Kingdom), Ofcom (Switzerland), Media Broadcast (Germany), Digital Radio NL (Netherlands), digitalradio.it (Italy), WorldDAB, CSA (France), RTBF and Norkring Belgium (Belgium), Commercial Radio Australia (Australia)

DAB/DAB+ 1st LEVEL ROAD COVERAGE*

Sources: DR (Denmark), Norkring AS (Norway), BBC (United Kingdom), SRG SSR, Ofcom (Switzerland), Federal Roads Office FEDRO (Switzerland)(Switzerland), Media Broadcast (Germany), Digital Radio NL (Netherlands), digitalradio.it (Italy), Estimation RTBF and Norkring Belgium (Belgium), Commercial Radio Australia (Australia)

DAB/DAB+ HOUSEHOLD RECEIVER PENETRATION

Sources: Nielsen Audio 2020 (Norway), Q1 2020 RAJAR/Ipsos MORI/RSMB (% of adult population claim to have access to a DAB set in their home) (United Kingdom), GfK Radio Ratings, Q1 2020 (S1-2 2020), SMBAP, Cumulative audience, Mon-Sun, 12mn to 12mn, All People 10+ (Australia), Danish Bureau of Statistics (Denmark), Digitisation report 2020 carried out by TNS Infratest (Germany), NLO Audiomonitor September 2019 (Netherlands), "Observatoire de l'équipement audiovisuel des foyers de France métropolitaine. Résultats de l'année 2019 pour la radio » - Médiamétrie / CSA, May 2020 (France), digitalradio.it (Italy)

NUMBER OF NATIONAL STATIONS ON DAB/DAB+ VS FM

Sources: WorldDAB

DIGITAL RADIO REACH - ALL PLATFORMS

Sources: WorldDAB, PPM, Nielsen (Norway), Q1 2019 / Q1 2020. RAJAR/Ipsos MORI/RSMB (United Kingdom), NLO Audiomonitor September 2019 (Netherlands), Ofcom Switzerland, DigiMig Trend analysis 02.2021 (Switzerland), Source updated to correspond to latest data: GfK Radio Ratings, Q1 2019 (S1-2 2019) & Q1 2020 (S1-2 2020), SMBAP, Weekly Cumulative Audience, Mon-Sun 530am-12mn, All People 10+ (Australia)

DAB/DAB+ SHARE

Sources: Ofcom Switzerland, DigiMig Trend analysis 02.2021 (Switzerland), Q1 2020. RAJAR/Ipsos MORI/RSMB (United Kingdom), Gallup/DR, only available for public service channels (Denmark)

EMERGING MARKETS

Sources: TDA (Algeria), Verein Digitalradio Österreich (Austria), Teleradio PU (Azerbaijan), OIV (Croatia), Ceske Radiokomunikace a.s., Czech Radio, RTI cz s.r.o., TELEKO s.r.o. (Czech Republic), ERT (Greece), RRI (Indonesia), BCE Luxembourg (Broadcasting Center Europe) (Luxembourg), Ministry of Information Kuwait (Kuwait), Macedonia radio Television (North Macedonia), Polish Radio (Poland), Qatar Media Corporation (Qatar), Radio Romania (Romania), Radio Television of Serbia (Serbia), VÚS (Research Institute of Posts and Telecommunications, Slovakia (Slovakia), RTV Slovenija (Slovenia), ICASA (South Africa), Swedish Radio (Sweden), ONT (Tunisia), TRT (Turkey), Telecom Regulatory Authority & Emirates Standardization and Metrology Authority (United Arab Emirates), National Council of Television and Radio Broadcasting of Ukraine (Ukraine), The Voice of Vietnam (Vietnam)

* GfK Point of Sales DAB+ Fusion report, inclusive of market coverage estimation extrapolation, to represent 100% sales coverage. The DAB+ Fusion report includes the product categories: Audio Home Systems, Tuners, Receivers, Clock Radios, Portable Radios, Radio Recorders and Car Radios (aftermarket). Exception in single countries apply.