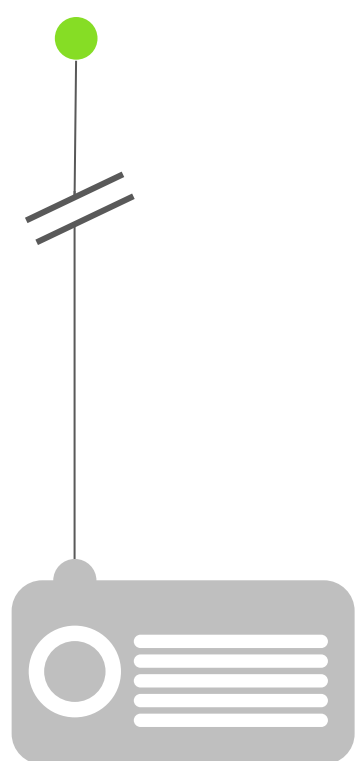


# DAB DIGITAL RADIO

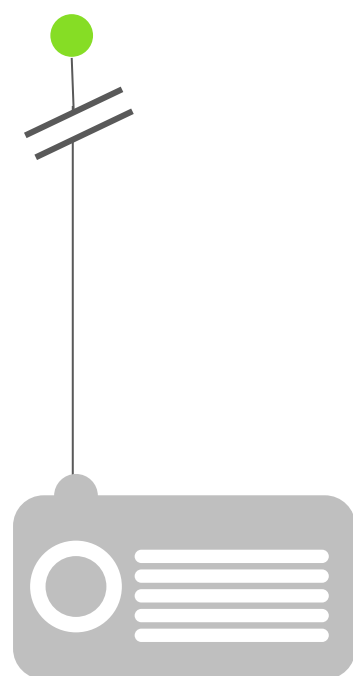
EUROPE AND ASIA PACIFIC



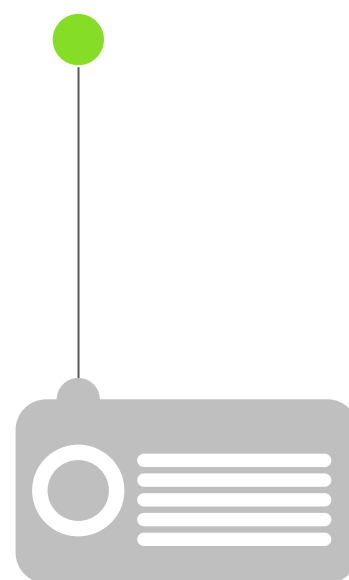
# CUMULATIVE DAB / DAB+ RECEIVER SALES (INCLUDING LINE FIT AUTOMOTIVE) 2008 – Q2 2021



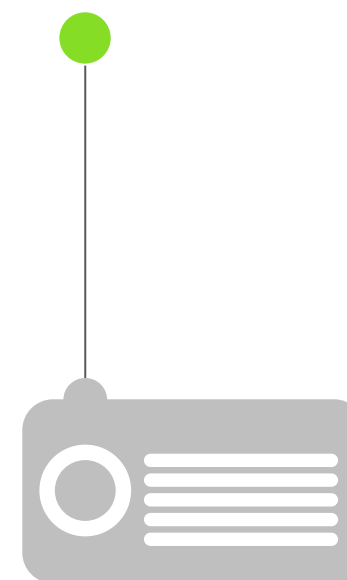
United Kingdom  
48,198,000<sup>1</sup>



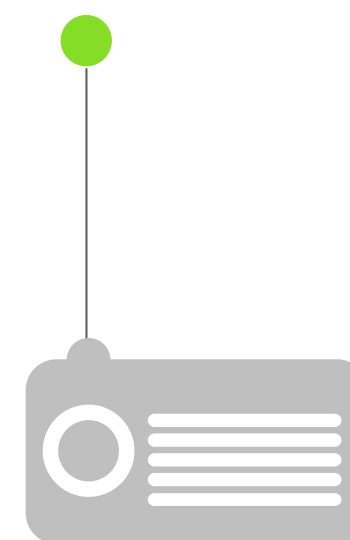
Germany  
21,600,000<sup>2</sup>



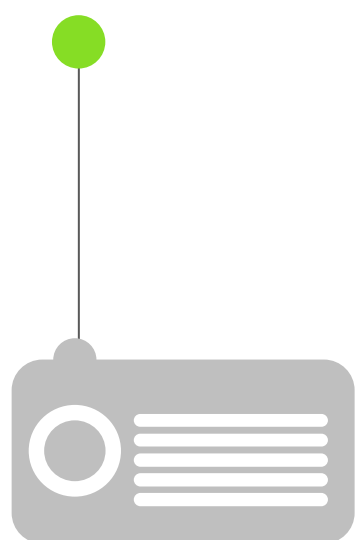
Italy  
8,095,000<sup>3</sup>



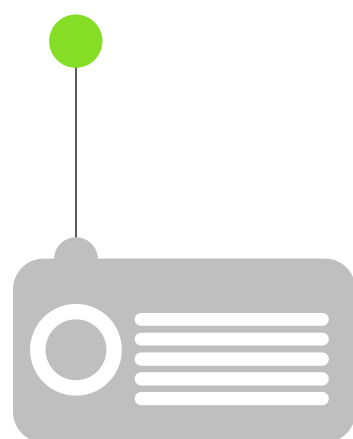
Norway  
7,000,000<sup>1,4</sup>



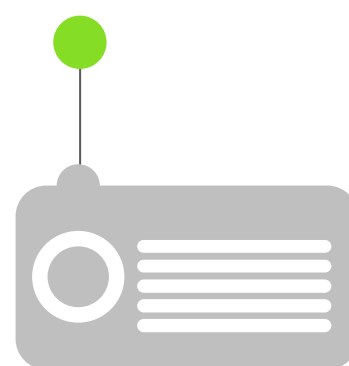
Australia  
6,941,000<sup>5</sup>



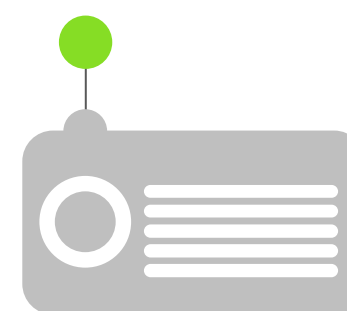
Switzerland  
5,694,000<sup>1,6</sup>



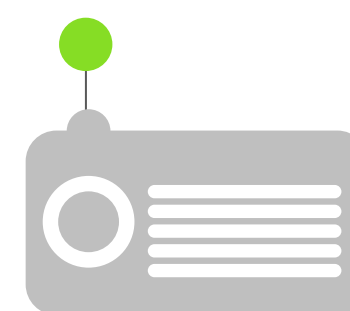
France  
5,428,000



Netherlands  
2,827,000<sup>7</sup>



Belgium  
1,887,000<sup>7</sup>



Denmark  
1,547,000<sup>8</sup>

<sup>1</sup> including pre 2008 sales

<sup>2</sup> As of Q2 2021, including sales starting from 2013

<sup>3</sup> Sales of consumer DAB+ radios almost tripled in the first half 2020 following the introduction of rules requiring all receivers to have DAB+ from 1st January 2020

<sup>4</sup> Q4 2020 estimate

<sup>1</sup> <sup>5</sup> including sales from 2009-Q2 2021

<sup>6</sup> June 2021. Cars: 2.094 Million (Q2: estimation)

<sup>7</sup> contains only DAB+ sales starting from 2013

<sup>8</sup> including sales starting from 2011

## % NEW CARS WITH DAB / DAB+



Italy  
100%



Norway  
100%



Switzerland  
99%



United Kingdom  
97.5%



Belgium  
96%



Netherlands  
95%



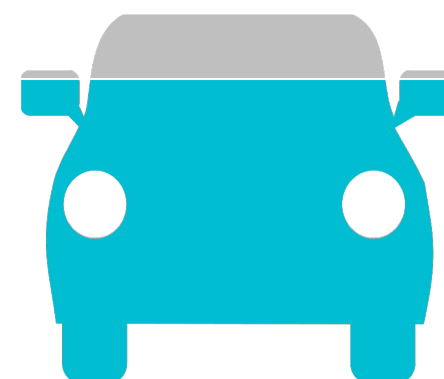
Germany  
94%



Denmark  
93%



France  
89%



Australia  
82%

# TOTAL DAB / DAB+ NETWORK COVERAGE (% OF POPULATION) 2013 VS 2021

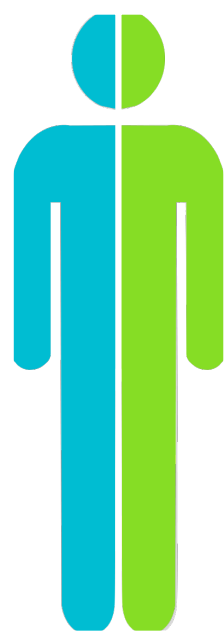
2013 2021



Denmark  
98% 99.9%



Norway  
89% 99.7%



Switzerland  
99.5% 99.5%



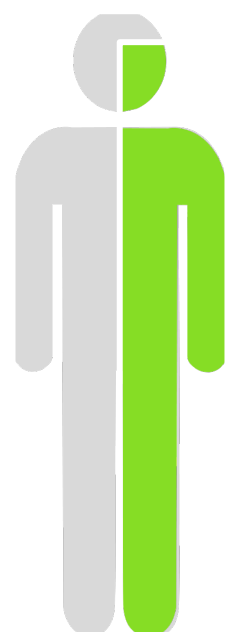
Germany  
91% 98%



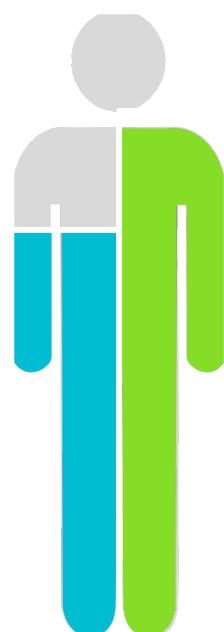
United Kingdom  
94% 97.3%



Belgium  
95% 97%



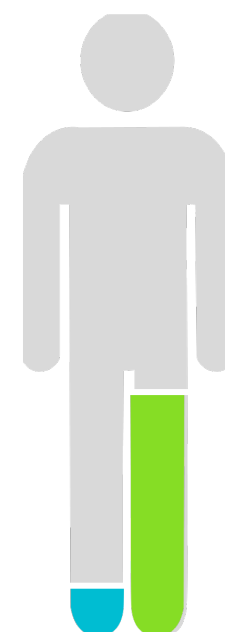
Netherlands  
DATA NOT AVAILABLE >95%



Italy  
65% 84%



Australia  
63% 64%



France  
8% 39%

# DAB / DAB+

## 1ST LEVEL % ROAD COVERAGE \*

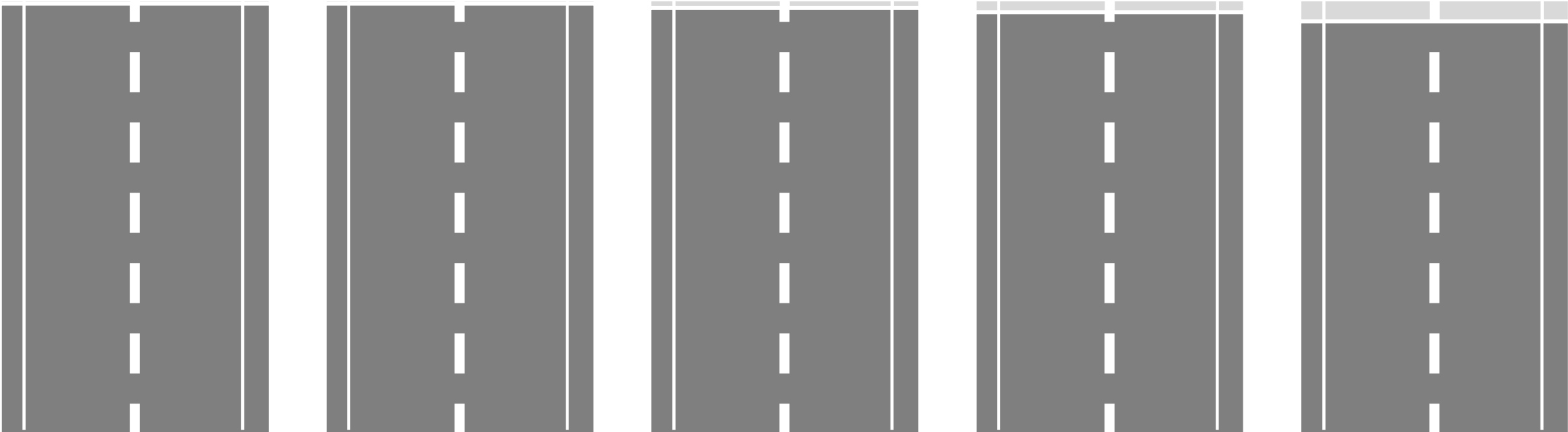
Switzerland<sup>9</sup>  
1,450 km  
99%

Denmark  
1,300 km  
99%

Germany<sup>10</sup>  
12,700 km  
98%

Norway  
7,500 km  
97%

Netherlands  
4,800 km  
95%

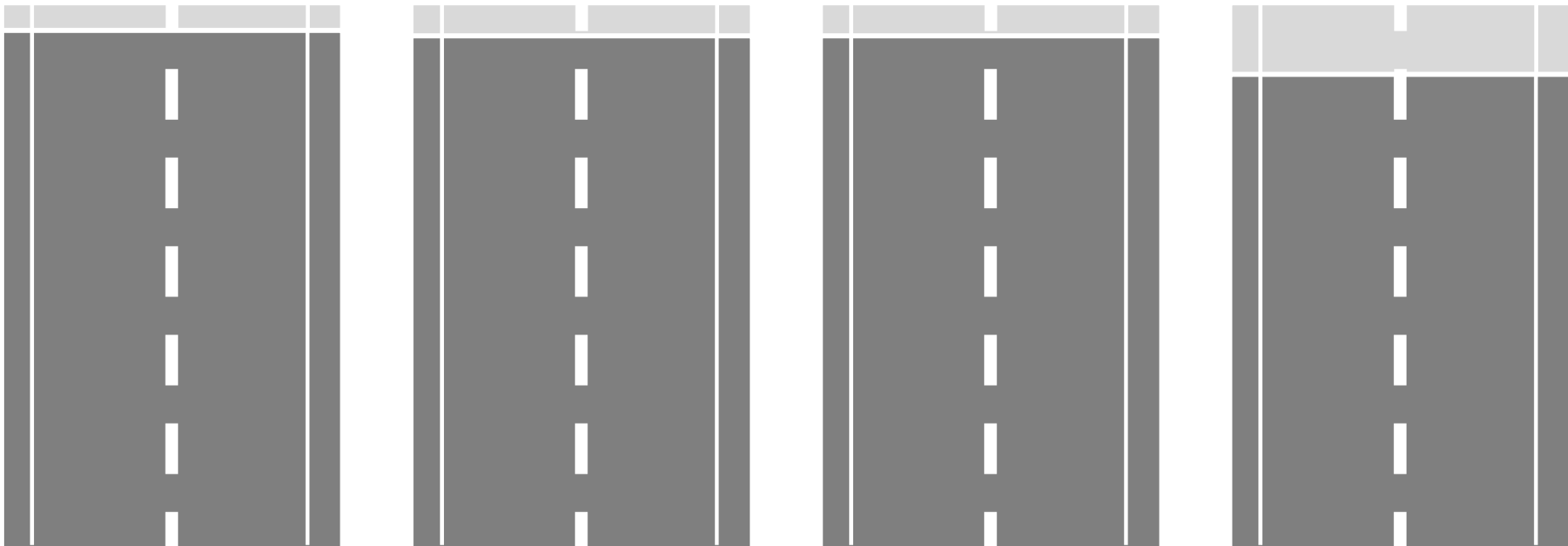


Belgium<sup>11</sup>  
1,675 km  
95%

Italy<sup>12</sup>  
6,500 km  
95%

Australia<sup>13</sup>  
  
94%

United Kingdom<sup>14</sup>  
46,000 km  
87%



\* KM first level road coverage (motorways, autobahns, autostrade, autostradas, autoroutes).

However most countries also have equivalent coverage on second level routes.

9

Since end 2019 all 1st level tunnels longer than 300m are fitted with DAB+

10

National muxes only, regional muxes provide further coverage

11

Road coverage of DAB+ area covered Flanders and Wallonia

12

National and local muxes, no data on 2nd level routes

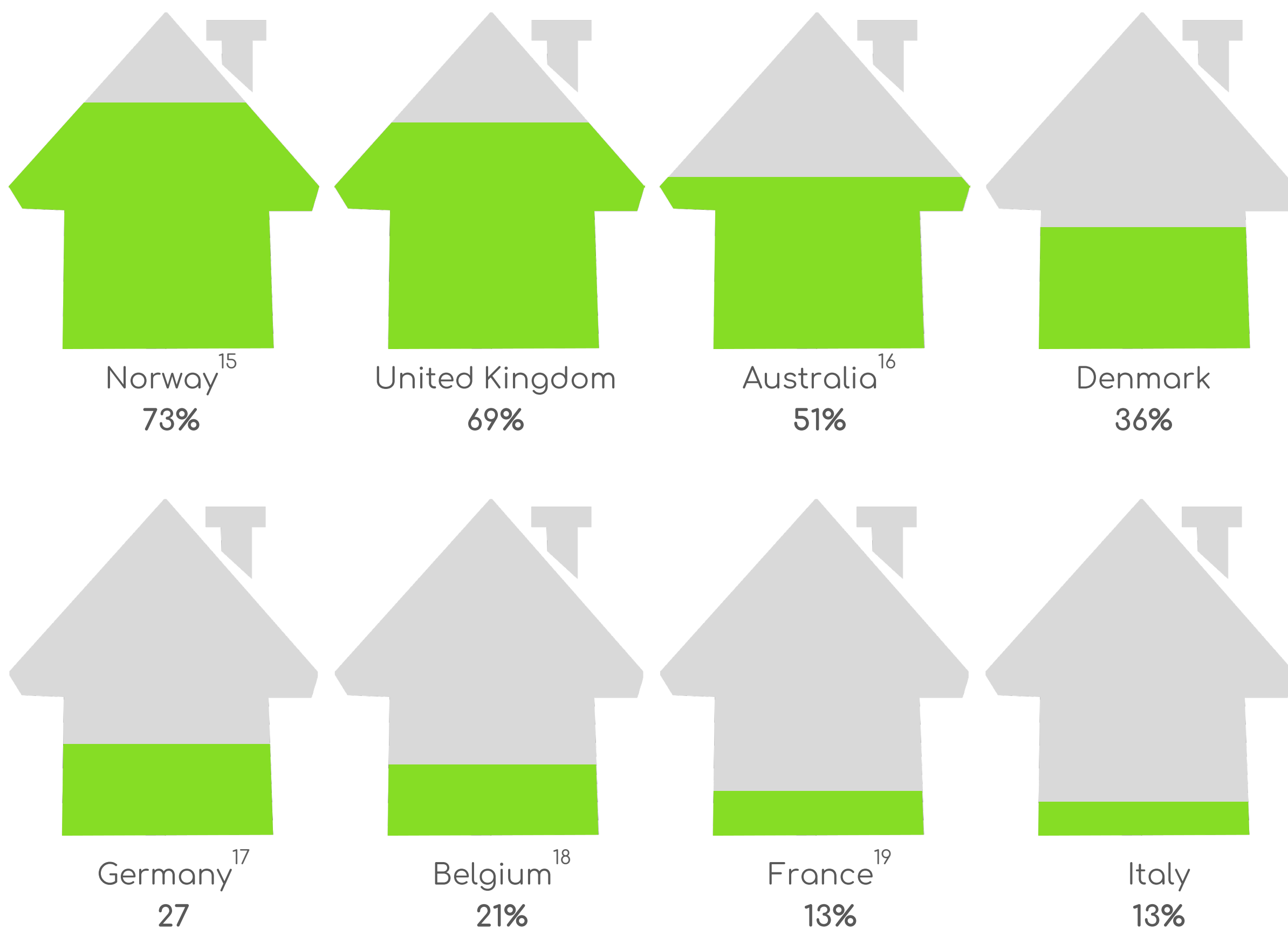
13

Road coverage of DAB+ markets only, covered in 8 capital cities & 1 regional area.

14

BBC National

# DAB / DAB+ HOUSEHOLD RECEIVER PENETRATION



<sup>15</sup> 73% of Norwegians have one or more DAB radios in their home. 71% of Norwegians have access to DAB in their car

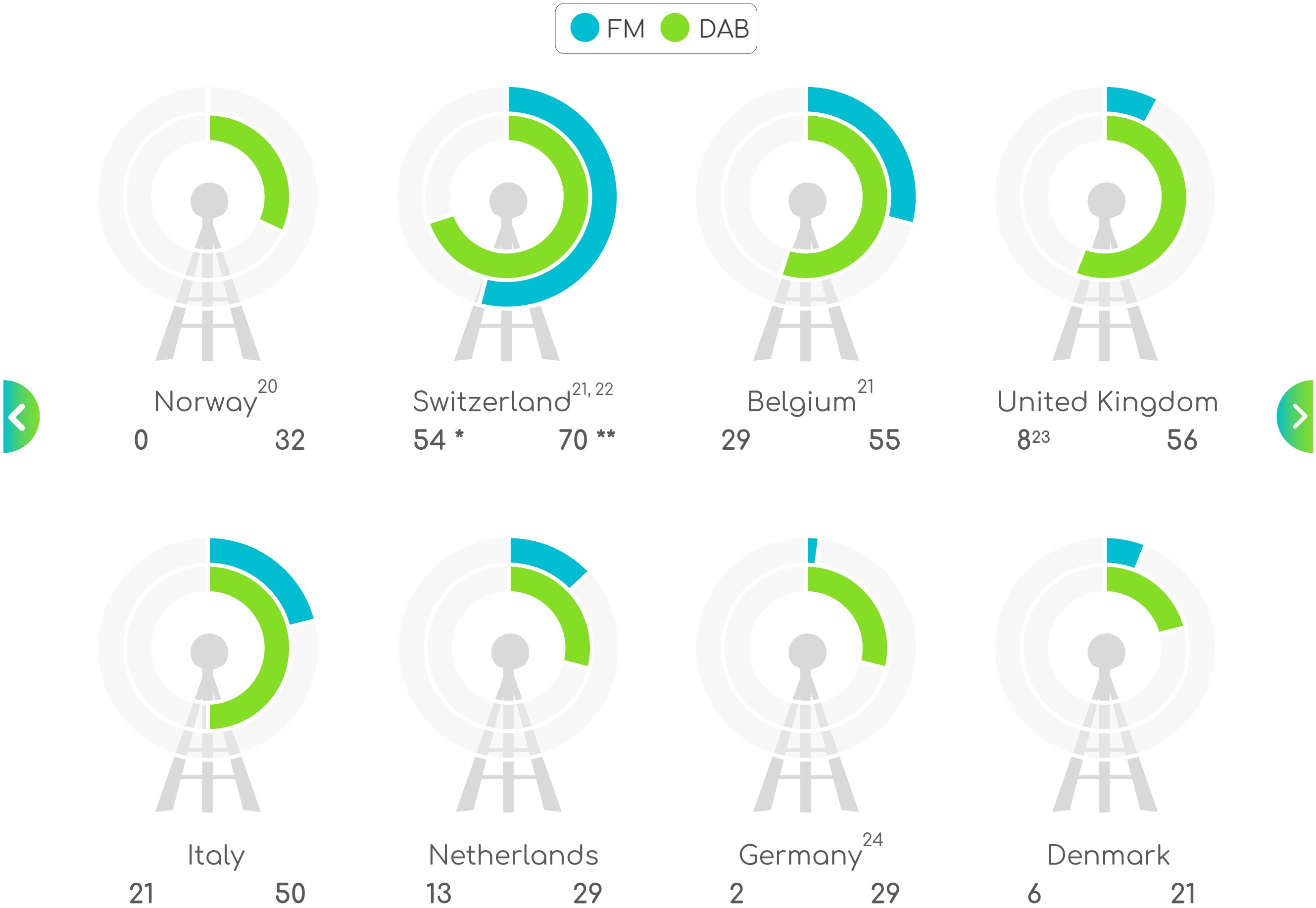
<sup>16</sup> Refers to % of people who have access to a DAB+ digital radio at home, at work or in the car in the five metropolitan capital cities, as of Q2 2021

<sup>17</sup> As of Q2 2021, including sales starting from 2013

<sup>18</sup> As of Q4 2020, base = population 12+

<sup>19</sup> 2020, 13% of individuals have access to a DAB+ home receiver

# NUMBER OF NATIONAL STATIONS ON FM VS DAB / DAB+



20 FM before 2017 had 5 national stations

23 includes two AM services

21 No national stations; all stations dedicated to a language region or a region

24 up to 270 regional DAB+ programmes available

22 no FM only stations

\* simulcast DAB+ stations  
\*\* exclusive DAB+ stations



# DIGITAL RADIO REACH ALL PLATFORMS

the % of people who listen to digital radio in a given time period

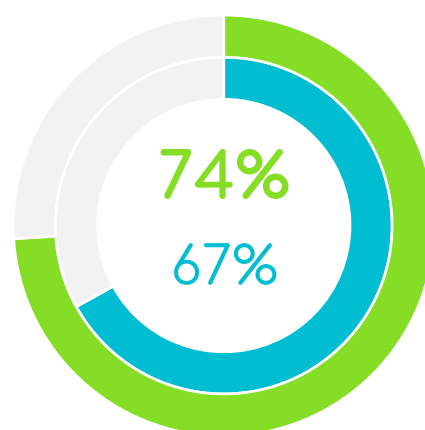
Norway<sup>25</sup>

● Q4 2019 ● Q4 2020



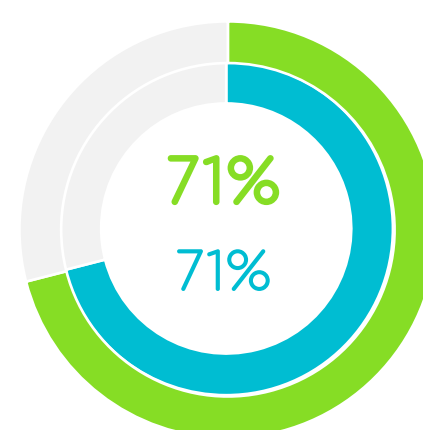
United Kingdom<sup>26</sup>

● Q1 2020 ● Q3 2021



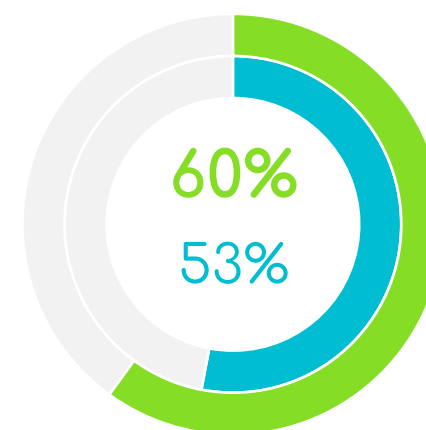
Switzerland

● Q2 2020 ● Q2 2021



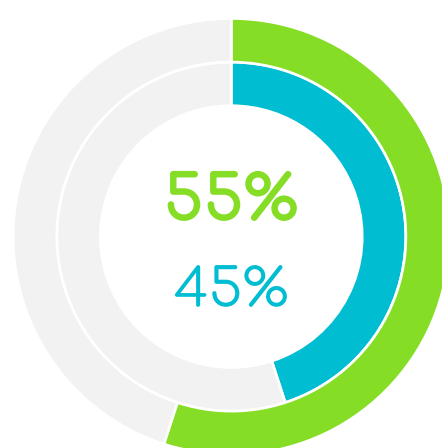
Denmark<sup>27</sup>

● Q2 2020 ● Q2 2021



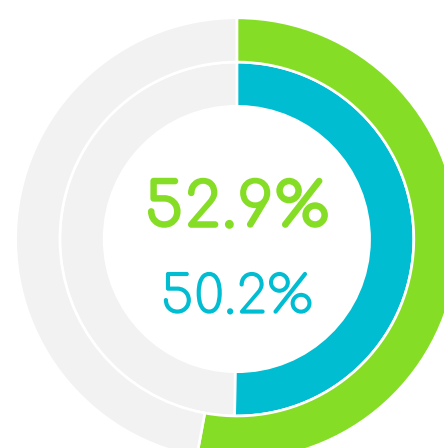
Belgium

● Q4 2019 ● Q4 2020



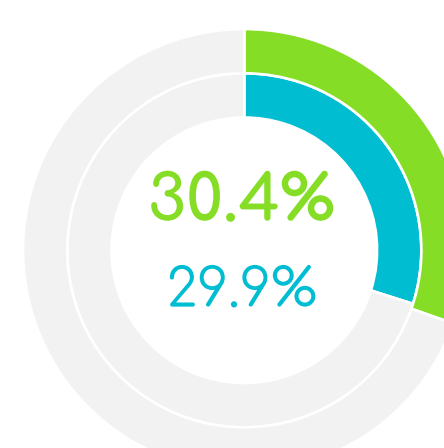
Netherlands<sup>28</sup>

● 2020 ● 2021



Australia<sup>29</sup>

● Q1 2020 ● Q1 2021



25

No FM distribution of national stations. For total listening, including local radio, reach among daily listeners is 97% digital and 3% FM only (local radio listening). Reach among daily listeners of national radio is 100%.

26

UK RAJAR listening figures from Q3 2021 have been calculated using a modified survey methodology and this should be considered when making comparisons against historical data.

27

Not all stations in Denmark have their platforms (DAB, IP, FM, Cable) measured.

28

Weekly % of all listeners listening via a digital source (DAB+, online and digital cable)

29

Simulcast station listening via DAB+ and DAB+ only station listening via any platform

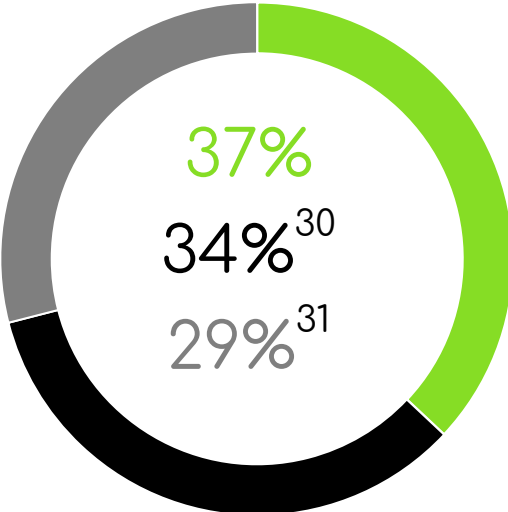


# DAB / DAB+ SHARE

Total listening hours by platform, % share

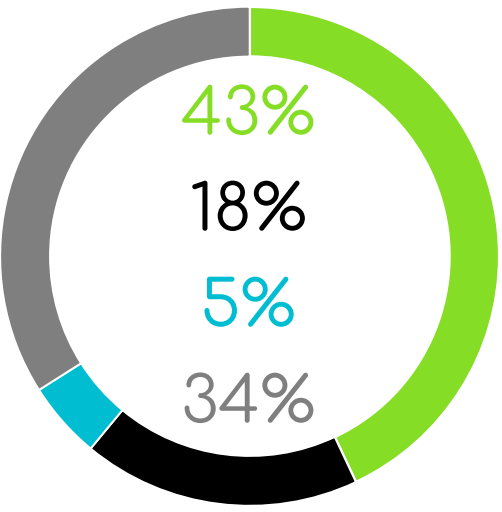
Switzerland

Q2 2021



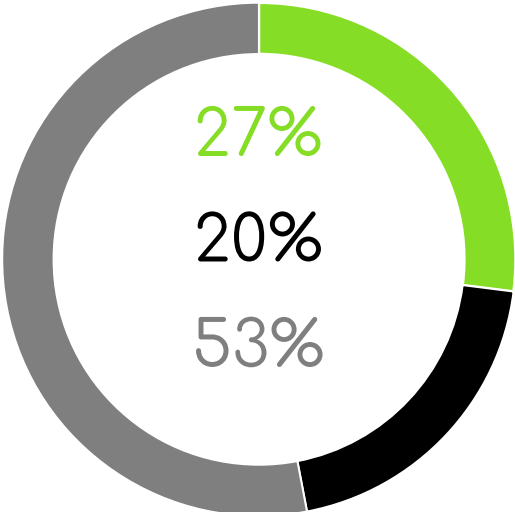
United Kingdom

Q3 2021



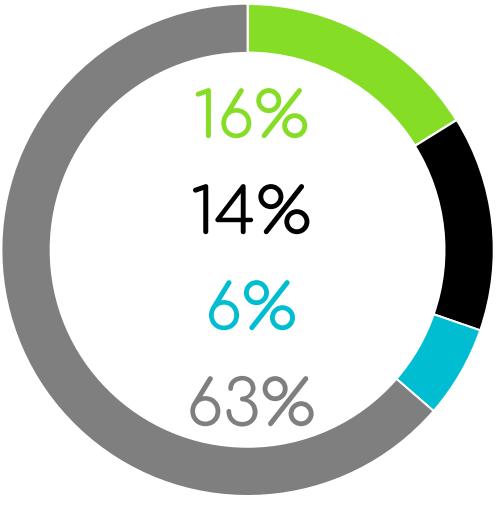
Denmark

Q2 2021



Belgium

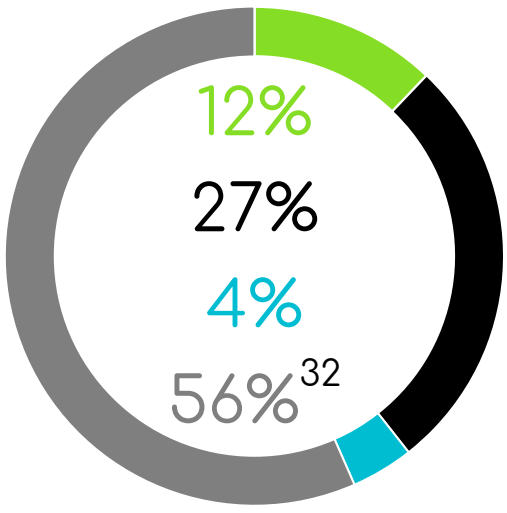
Q4 2020



DAB IP DTV / other digital FM / AM

Netherlands

H1 2021



DAB IP Other FM / Cable

<sup>30</sup> In Switzerland, 'IP' listening includes streaming, cable and IP-TV

<sup>31</sup> FM only: 12%

<sup>32</sup> FM/Cable 56% (including digital cable)

# EMERGING MARKETS

## % POPULATION COVERAGE

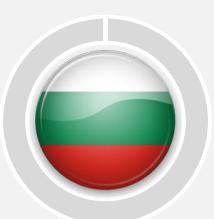
### EUROPE

#### Austria



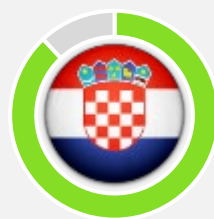
Regular DAB+  
83% coverage

#### Bulgaria



Public  
consultation  
in place

#### Croatia



Trial DAB+  
88% coverage<sup>33</sup>

#### Czech Rep.



Regular DAB+  
95% coverage

#### Greece



Regular DAB+  
Athens,  
Thessaloniki and  
Patras

#### Luxembourg



DAB+ launch  
planned 2022

#### Montenegro



Trial DAB+  
29% coverage

#### Poland



Regular DAB+  
67% coverage<sup>34</sup>

#### Serbia



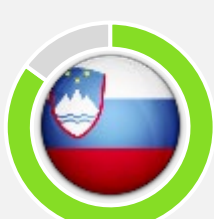
Trial DAB+  
78% coverage

#### Slovakia



Trial DAB+  
46% coverage

#### Slovenia



Regular DAB+  
85% coverage

#### Sweden



Regular DAB+  
43% coverage<sup>35</sup>

<sup>33</sup> Coverage is planned to be increased to 90.3% from 16 November 2021 when the regular service begins.

<sup>34</sup> Population coverage of 17 Regular regional DAB+ multiplexes, 82% popn coverage by Oct 2022. 9 Trial local DAB+ multiplexes are also on air and provide additional coverage.

<sup>35</sup> Population coverage of the regular national DAB+ multiplex for NENT (commercial radio). A second regular commercial national DAB+ multiplex (Bauer Media) is reaching 40% of the population. A national DAB+ multiplex for public service (Swedish Radio) is reaching 41.8% of the population.

# EMERGING MARKETS

## % POPULATION COVERAGE

### EUROPE

Ukraine



Regular DAB+  
7% coverage

### MENA

Algeria



Trial DAB+  
8% coverage

Kuwait



Regular DAB+  
100% coverage

Tunisia



Regular DAB+  
75% coverage

UAE



DAB+ receiver  
specifications  
published

Qatar



Regular DAB+

### ASIA

Azerbaijan



Regular DAB+  
33% coverage

Indonesia



Trial DAB+  
Jakarta, Batam  
and Surabaya

Thailand



Trial DAB+  
Bangkok and vicinity  
14% coverage

### AFRICA

Turkey



Trial DAB+  
30% coverage

Vietnam



Trial DAB+  
Hanoi and Ho  
Chi Minh

South Africa



Trial DAB+  
Johannesburg  
and Pretoria<sup>36</sup>

36 Broadcast Regulator ICASA published on 23 April 2021 Digital Sound Broadcasting Regulations for DAB+ in South Africa.



# ABOUT THIS INFOGRAPHIC

The data included in this infographic has been provided by WorldDAB members and partners including market research agencies, broadcasters, national digital radio bodies, national ministries and governmental bodies.

WorldDAB gathers the latest available data on DAB+ regarding receiver sales; new car sales; population coverage; household penetration; road coverage; national DAB+ stations; digital radio reach; listening numbers; emerging markets.

Updated and published twice a year, the WorldDAB infographic includes important data and figures on DAB+ for broadcasters, receiver and automotive manufacturers, as well as listeners.

For questions related to this infographic contact [projectoffice@worlddab.org](mailto:projectoffice@worlddab.org).

For a full list of sources attributable to each statistic visit the [WorldDAB website](https://www.worlddab.org).

