

**DAB/DAB+ RECEIVER SALES (INCLUDING LINE FIT AUTOMOTIVE) 2008 – H1 2021**

Sources: GfK\* GB (England/Scotland/Wales only), SMMT/CAP UK up to and including Q2 2020 and DRUK estimates thereafter (United Kingdom automotive), Digitisation report 2021 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 2020 (Norway), GfK Point of Sales DAB+ Fusion report, inclusive of market coverage estimation extrapolation, to represent 100% sales coverage. The report includes the following product categories: Audio Home Systems, Clock Radios, Portable Radios, Portable Media Players (up to and including June 2015 data), Radio Boomboxes, Receivers (up to and including Feb 2018 data) & Smart/Mobile Phones, June 2021 (Australia), VFACTS and Glass's Information Services Report, June 2021 (Australia automotive), GfK Italia CAWI survey (Italy), digitalradio.it (Italy automotive), GfK\* 2013 – H1 2021 (Netherlands), JATO Dynamics 2021, DAB+ as standard 2013 – H1 2021 (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 2021, DAB+ as standard years 2015 – H1 2021 (France automotive), GfK\* 2013 – H1 2021 (Belgium), JATO Dynamics 2021, DAB+ as standard years 2015 – H1 2021 (Belgium automotive), GfK\*, 2011 – H1 2021 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 2021, DAB+ as standard 2015 – H1 2021 (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), Estimate based on all radios fitted in new passenger cars are DAB/DAB+ as standard from 2021 (United Kingdom), GfK Italia CAWI survey (Italy), Total new DAB+ enabled vehicle sales for 12 months to 30 September 2021, 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 2021 (Netherlands, Belgium, France, Germany, Denmark)

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

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

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), 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), Q3 2021 RAJAR/Ipsos MORI/RSMB (% of adult population claim to have access to a DAB set in their home) (United Kingdom), GfK Radio Ratings, Q2 2021 (S2-4 2021), SMBAP, Cumulative audience, Mon-Sun, 12mn to 12mn, All People 10+ (Australia), Danish Bureau of Statistics (Denmark), Digitisation report 2021 carried out by TNS Infratest (Germany), yearly IPSOS dedicated surveys (Belgian average of Flanders and Brussels-Wallonia Federation) (Belgium), "Observatoire de l'équipement audiovisuel des foyers de France métropolitaine. Résultats de l'année 2020 pour la radio » - Médiamétrie / CSA, May 2021 (France), digitalradio.it (Italy)

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

Sources: WorldDAB

**DIGITAL RADIO REACH - ALL PLATFORMS**

Sources: Radioundersøkelsen 2020, Kantar for The Norwegian Media Authority (Norway), Ofcom Switzerland, DigiMig Trend analysis 08.2021 (Switzerland), Q1 2020 / Q3 2021. RAJAR/Ipsos MORI/RSMB (United Kingdom), Gallup/DR, the % of Danes who listen to digital radio (DAB+ and IP) every week (Denmark), yearly IPSOS dedicated surveys (Belgian average of Flanders and Brussels-Wallonia Federation) (Belgium), NLO/GfK, Jan-July 2021, Mo-Sun, whole day, Total 10+; Jan-Dec 2020 Mo-Sun, whole day, Total 10+ (Netherlands), GfK Radio Ratings, Q1 2020 (S1-2 2020) & Q1 2021 (S1-2 2021), SMBAP, Weekly Cumulative Audience, Mon-Sun 530am-12mn, All People 10+ (Australia)

**DAB/DAB+ SHARE**

Sources: Ofcom Switzerland, DigiMig Trend analysis 08.2021 (Switzerland), Q3 2021. RAJAR/Ipsos MORI/RSMB (United Kingdom), Gallup/DR, only available for public service channels (Denmark), yearly IPSOS dedicated surveys (Belgian average of Flanders and Brussels-Wallonia Federation) (Belgium), NLO/GfK, Jan-July 2021, Mo-Sun, whole day, Total 10+ (Netherlands)

**EMERGING MARKETS**

Sources: TDA (Algeria), Verein Digitalradio Österreich (Austria), Teleradio PU (Azerbaijan), Bulgarian Communication Regulations Commission (Bulgaria), OIV (Croatia), Ceske Radiokomunikace a.s., Czech Radio, RTI cz s.r.o., TELEKO s.r.o. (Czech Republic), ERT (Greece), RRI (Indonesia), Service des médias et des communications (SMC) (Luxembourg), Ministry of Information Kuwait (Kuwait), Broadcasting center ltd. (Montenegro), National Broadcasting Council of Poland, Polish Radio (Poland), Qatar Media Corporation (Qatar), Radio Television of Serbia (Serbia), VÚS (Research Institute of Posts and Telecommunications, Slovakia (Slovakia), RTV Slovenija (Slovenia), ICASA (South Africa), Swedish Radio (Sweden), National Broadcasting and Telecommunications Commission of Thailand (Thailand), 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.