



## **Press release**

### **DAB digital radio is more popular than ever**

- every 4th Dane has a DAB digital radio

**The Danes have seriously taken DAB digital radio to their hearts: 1.3 million Danes have a DAB radio. And nearly 1 million Danes, who haven't got DAB already, are counting on buying a DAB radio within the next year.**

DAB Danmark has, in co-operation with DR Media Research and the opinion-research institute Megafon, made the most thorough and comprehensive DAB research ever.

#### **The Danes wants DAB**

Every 4th Dane has a DAB radio; that corresponds to 1.3 mill Danes, who are already a part of the digital radio development.

23% of the Danes who haven't already got one, are counting on buying a DAB radio within the next year.

Among the 4.1 million Danes, who haven't DAB today, 23% say they will get DAB in 2009 - that's the same as nearly 1 million Danes.

*"Many Danes seems eager to buy a DAB radio - and our guess is that a lot will buy DAB radios to put under the Christmas tree. Vi are more than ready for the Christmas sales, the shops are loaded with DAB radio's in all price classes"* says Chain Director John Birkmose-Andersen from Expert.

#### **The number of channels is important**

55% of Danes says the best advantage of digital radio is the many channels.

28% says it's the receiver quality that is the most important advantage.

#### **DAB in cars**

The Danes also want DAB in their cars - 24% is willing to pay for DAB as extra equipment in the car.

*"Many Danes wants DAB in the car - and therefore it's very pleasant that the shops already have small DAB receivers that can be connected to the car radio", says Erik Henz Kjeldsen, Chairman of DAB Digital Radio Danmark.*

### **DAB is popular with everybody**

24% of the Danes have a DAB radio - and DAB is popular in all age groups.

The working active group from 30-60 years has the largest prevalence.

So it's not just the elderly radio listeners and the young "technology fascinated" that are enthusiastic about DAB. DAB is attractive for all ages and for both sexes.

*"There is no doubt that the Danes know what they want - and it's extremely positive to realize that the Danes want DAB as ever before. DAB digital radio is very popular in all age groups. And with the 18 DAB radio channels - and many of these is only available on DAB - we are satisfying the Danes' need for a large number of radio channels" says Erik Henz Kjeldsen, Chairman of DAB Digital Radio Danmark.*

*"Besides the 1.3 million Danes who already have a DAB radio, nearly 1 million Danes say they want to buy their first DAB radio, within the next year - we are very proud and excited about the huge success DAB has here in Denmark", he continues.*

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### **Facts about the research:**

DAB Danmark has, in co-operation with DR Media Research and the opinion-research institute Megafon, made the most thorough and comprehensive DAB research ever.

2012 Danes were asked about their position of DAB digital radio. The research was made from October 6<sup>th</sup> to October 15<sup>th</sup> 2008.

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**DAB**  
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