



Press Release

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Extremely Good Sales on DAB Radio's

In 2008 the industry experienced a significant growth in sales of DAB radios (digital radios) and everything suggests that the great DAB sales continue.

Year on year, the sales of DAB radios have increased. At the end of 2005 around 120,000 Danes had DAB - in October 2008 it was 1.3 million Danes.

There is no doubt that the Danes really have taken digital radio to mind and that fact shows in the sales.

Retailers and distributors report that they have experienced very good sales in 2008 - and they expect that sales will go in the same positive direction in 2009.

Some retailers, even ran out of DAB radios, in the early stages of the Christmas sales, - and this happened despite the fact that they had bought much more than at Christmas 2007.

Many Danes have already DAB radios in the kitchen, the bedroom and the bathroom - the next step is that DAB comes more into the living rooms (many stereo's has DAB receivers). DAB will also be more common in the cars - the shops have already small DAB receivers at a reasonable price that can be connected to the existing car radio.

Many more Danes will become DAB radio listeners in 2009. Among all those who have not yet invested in a DAB radio, almost 1 million Danes say that within the next 12 months they will invest in one*. So the unbelievable good sales in 2008 are therefore very likely to continue in 2009.

* In October 2008, DAB Digital Radio Denmark had in cooperation with DR Media Research and Megafon research, conducted the most comprehensive and thorough Danish DAB survey ever.

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