



Press Release

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DAB invades the hearts and homes of the Danes.

Digital radio (DAB) increases again - the latest figures from Danmarks Statistik (Danmarks Statistik produces and communicates official statistics) show that almost every third Danish home now have a DAB radio.

DAB-radios are very popular among the Danes, the penetration rises and rises. In 2006, 14% of the Danes had a DAB radio, in 2007 it was 20%, the figure increased to 25% in 2008 - and this year the figure is as high as 29%, this is the latest official figures, just published by Danmarks Statistik.

"It is a very positive development. We have always known that the Danes love digital radio, but to see the development continues so strong, is extremely positive. Almost every third Danish homes have invested in a DAB-radio - this sends the very strong signal that the Danes are not in doubt: DAB is not a niche technology for the few, but a full acknowledged radio platform for all. "says Erik Henz Kjeldsen, Chairman of DAB Digital Radio Denmark

Developments in Denmark and in Europe shows that digital radio is the future - most recently, Germany has decided to roll-out DAB across the country from the beginning of 2010 and France has also decided that their radio future is digital, the French Government has further legislated that all radios that are sold in France in the coming years must be digital - including in the cars.

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