



# PRESS RELEASE

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## DIGITAL RADIO LISTENING AND OWNERSHIP INCREASES

- **Listening share via digital platforms increases 14% year on year**
- **Year on year DAB listening and ownership increases 20% and 13% respectively**

The percentage share of all radio listening via a digital platform has increased by 14% in the past year to 20.9% from 18.3% and remained steady quarter on quarter, according to the latest RAJAR figures released today. Of all digital platforms, DAB has performed most strongly, increasing in both listening and ownership, year on year and quarter on quarter.

DAB's share of listening has increased to 13.7% from 11.4% a year ago, and from 13.3% in the last 3 months. The number of adults living in a household with a DAB receiver has increased by 13% or 2 million year on year to 17.1m from 15.1m, and by half a million in the past 3 months from 16.6m in Q3 2009.

With plans for digital switchover now being debated in Parliament, the longer term trends are also encouraging: DAB ownership has trebled in the last 4 years, from 11.1% in Q4 2005 to 33.4% in Q4 2009, with over a third of adults now owning a DAB set at home.

Ford Ennals, Chief Executive, Digital Radio UK, commented:

"It's encouraging to see steady and sustained growth in both digital set listening and ownership, and stability across all platforms. It's also notable that analogue listening now accounts for only two thirds of all listening, and within homes this figures is lower still at 54%. Given that 75% of all new portable radios purchased are digital, this is no surprise.

"Whilst these figures are a platform for strong growth in 2010, the radio industry has made it clear that without significant change we will not see the step change in listening habits needed to fully deliver the benefits of digital. The Digital Economy Bill is an essential first step in making this happen and we are

now working on plans to improve coverage, get digital radios in more cars, work with broadcasters to deliver more exciting content and services, and develop integrated consumer communication campaigns to raise awareness and understanding of digital radio. Only by making these changes will we see a rapid move to digital.”

Source: RAJAR / Ipsos - MORI / RSMB, period ending December 2009, all stations and groups results are reported on their specified reporting period and TSA.

### **About Digital Radio UK**

Digital Radio UK is the company tasked with establishing digital as the leading radio format in the UK and ensuring its wide availability and continuing take up among the UK's 46 million radio listeners.

Funded and supported by commercial radio, the BBC and Arqiva, Digital Radio UK is the central industry communicator on digital radio, working closely with all parties with an interest in digital radio, from broadcasters and the car industry to manufacturers and retailers, to deliver the consumer and economic benefits of digital radio upgrade, which include more station choice, better sound quality and greater functionality for radio listeners.

### **For information:**

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