



## DIGITAL RADIO UK: PRESS RELEASE

### DIGITAL RADIO SALES TOP 15 MILLION

*UNDER EMBARGO UNTIL 00.01 HRS FRIDAY 25 MAY 2012*



Digital radio sales have now reached a major landmark, according to GfK Retail and Technology, who announced that a total of 15 million digital radios\* have been sold in the UK. This follows an upturn in digital radio sales in 2012 with GfK reporting that year on year sales of digital radios were up 8% over the last 3 months and up 11% in April.

The buyer of the 15 millionth digital radio was Neil Bisset from West Sussex [see image] at John Lewis Oxford Street, London. Mr Bisset was presented with a Pure Evoke Mio Union Jack digital radio by John Lewis, the Official Department Store Provider to London 2012. The Pure Evoke started the digital radio boom back in 2002.

According to RAJAR, digital radio listening is now reaching record audiences with over 42% of adults having a DAB digital radio at home. Digital listening in the UK has now reached almost 30% of all listening. The increase in popularity of digital radio has been boosted by the buildout



of BBC national coverage to 93% and a plan to extend coverage to 97% by 2015. Another factor driving consumer demand has been the launch of new digital-only stations such as Absolute 80s, Planet Rock, BBC Radio 4 Extra and BBC 6 Music, recently hailed as the UK Station of the Year at the Sony Radio Awards. In July the BBC will launch new digital-only station BBC Radio 5 Live Olympics Extra which will provide exclusive coverage of the London 2012 Olympic Games.

Following the surge in digital radios in homes there has been a move to fitting digital radios in cars with 26% of new models coming with digital radio as standard [source CAP/SMMT, April 2012]. Volkswagen, who represents 10% of UK car sales, has just announced that all 2013 models will have digital radio as standard starting with the iconic VW Beetle. Market leaders Ford and Vauxhall have already confirmed that by 2013 most of their cars will have digital radio as standard-fit.

Ford Ennals, CEO of Digital Radio UK, says: *"Reaching the milestone of 15 million digital radios reflects the increasing popularity of digital radio. People who have digital radio love it, and tell their friends about it. We would expect there to be a further increase in sales as people get ready for an unmissable summer of sports and music which they can follow exclusively on digital radio."*

Owen Watters, Deputy CEO of Roberts Radio, says: *"Reaching the 15 million sales threshold for digital radio is a hugely significant milestone that demonstrates the British public's appetite for new, exciting radio broadcasts. With a digital-only station 6 Music winning station of the year, and looking forward to the launch of BBC Radio 5 Live Olympics Extra, it really does prove that the exclusive content on offer is better than ever and there is no better time to make the switch to digital radio."*

Colin Crawford, Marketing Director of Pure, says: *"Pure kick-started the digital radio market ten years ago and we are proud to still be leading the way with innovative, desirable digital radios for the home and the car. It's a fitting celebration of this fantastic milestone that the 15th*



*millionth DAB owner should be presented with the latest incarnation of the radio that started it all."*

Rob Hennessy, buyer, Audio, Imaging and Gaming at John Lewis, says: *"Digital radio sales at John Lewis are strong, driven by our extensive range of products, and sales assistants who can help you make the right choice."*

Nigel Catlow, Business Group Director, Consumer Electronics at GfK, says: *"We are pleased to confirm that the 15 millionth digital radio set has now been sold in the UK, and that digital radio is proving to be a resilient category in the consumer electronics market."*

**KEY DIGITAL RADIO FACTS** (Sources: RAJAR Q1 2012, GfK, CAP/SMMT)

- 29.2% of all Radio listening is to digital platforms, up 10% year on year
- 50% of all radio listeners listen via a digital platform each week
- Of all listening: 19.1% is to DAB (up 15% year on year), 4.4% to DTV (up 7% year on year), 3.9% internet (up 8% year on year)
- Of digital listening, 70% is to DAB (excluding not stated)
- 42.6% of adults have a digital radio in the home
- \*Digital radio sales have now reached 15 million in total, including DAB standalone, DAB +internet and internet radios (GfK)
- 26% of new car registrations in April 2012 had digital radio fitted as standard, up from 10.8% in April 2011 (CAP/SMMT)
- Car DAB digital radio sales have grown by 40% for the three months Jan-Mar 2012 compared with the same period in the previous year (GfK).

**About Digital Radio UK**

Digital Radio UK works with Government, broadcasters, manufacturers, retailers, and a wide range of stakeholders to accelerate digital listening, to enable the expansion of the digital radio platform, and to ensure that industry meets the consumer-led criteria to be achieved for a proposed radio switchover. Digital Radio UK's Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media, GMG Radio and Absolute Radio, together with Intellect and the Society of Motor Manufacturers and Traders.

**For further information**

Jane Ostler, Communications Director, Digital Radio UK

Jane.ostler@digitalradiouk.com 07817 411240