



PRESS RELEASE

WorldDMB report highlights international growth of digital radio

London, 8th September, 2014

WorldDMB has for the first time collated key statistics from digital radio markets around the world. The aim is to present, in an easily accessible format, the status and progress of DAB/DAB+ in nine major territories.

Coverage

Digital radio network coverage continues to expand and is now at 99% in Switzerland, 98% in Denmark, 95% in Netherlands, 94% in the UK and 91% in Germany. Although in pre-launch phase, Italy has already reached 65% population coverage.

Household penetration

In mature digital radio markets, household penetration is close to half of the population: UK 46%, Norway 43%, Switzerland 39%, and Denmark 37%. These figures are expected to jump as the ongoing planning towards a digital switch over progresses in these, and other, key markets.

Digital radio listening

In Q2 2014, 47% of listeners in Norway were using a digital device (up from 40% in Q4 2013) and the market appears on track to achieve the switchover target of 50% by the end of 2014. The Norwegian Media Authority has announced this month that all other switchover criteria have been met. In the UK digital radio reach was at 52.1% at Q4 2013.

DAB/DAB+ receiver sales

Sales of DAB/DAB+ receivers continue to grow with worldwide cumulative sales of consumer and automotive radios now exceeding 26.5 million. Growth in several markets has been very strong - in 2013, sales in Germany were up 50% year on year and in Switzerland up 35%. In Norway, as the market gears up for DSO, growth has been even more spectacular at 139%.

Automotive

Coverage is pushing the take up of digital radio in cars. Approximately 30,000 km of highways in mainland Europe and the Nordic region are covered by a digital radio signal. 63% of new vehicles in Norway, 55% in the UK and 29% in Switzerland are line fitted with DAB digital radio.

There is a clear roadmap for growth of DAB/DAB+ digital radio in all European markets, as well as in the Asia Pacific, South Africa and other territories. Full information on the market developments in all countries can be found in the September 2014 issue of the **WorldDMB Global Update**, distributed at IBC and available by clicking [here](#). An infographics piece is featured on pages 4-5.

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About WorldDMB

WorldDMB is the global industry forum for digital radio, facilitating the adoption and implementation of broadcast digital radio based on DAB, DAB+ and DMB, the digital radio standards of choice for broadcasters across Europe, Asia Pacific and other regions. WorldDMB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content.

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