

## 3 chains report good sales of DAB radios during Christmas

There will be many DAB+ radios under Christmas trees bought from chains Elgiganten, Fona and Hi-Fi Klubben this year as a press release sent by CES has said that that sales were up 50% compared to Christmas 2013:



“The big sales are for several reasons, but first and foremost it is an easy and reliable way to listen to radio, without the need to have access to the Internet. Many appreciate this simplicity.” says sales manager for radio / TV in Elgiganten Glenn Manson.

*“Many might think that radio today is largely only something that is streamed from the PC or smartphone, but we are currently experiencing a regular boom in sales of DAB radios.” says Glenn Manson from Elgiganten. (Photo: Grundig - model TR2500).*

### **DAB is certainly not outdated**

Some critics believe that DAB radio is outdated, but it is Glen Manson does not agree:

“Many might think that radio today is largely only something that is streamed from the PC or smartphone, but we are currently experiencing a boom in sales of DAB radios.” he says.

He points out that the ease of use and great selection are some of the reason for the success. The DR has moved the popular radio programs Giro 413 and National champion from the FM band for DAB also come into play.

The DR website reported on December 18 that Fona and Hi-Fi Club in South Jutland had experienced a tripling of sales and nationwide sales have increased 80%.

### **Be careful on the Internet's vulnerability**

BFE believe absolutely that DAB radio has a future. BFE's director Laila Kelp Rasmussen pointed so last night in an interview on TV 2 News that diversity, the ability to record and launch new services, and not least stable compound opposite the Internet, are some of the benefits.

Stable compounds are especially important when it comes to traffic reports and other warnings from the authorities. Proponents of the future belongs exclusively to Internet radio should squint to Sweden, where a hacker attack on the largest provider of in-house and telecommunications, Telia Sonera, got serious consequences in mid-December:

“The system was down for eight hours over 3 days and resulted in problems for a number of customers.” writes Dagens Nyheter.

“We see the hint of a disturbing trend where major telecommunications companies have disturbances in their networks due to attacks.” says lawyer Staffan Lindmark from PTS to the newspaper.

He says that previously these kind of attacks were aimed at a specific company or organization, but now the operator's infrastructure was attacked with results greater than expected.

BFE's position is therefore that in future, there is space for both DAB and internet. It is not an either-or, but a both-and.

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