

## Over 50 million DAB receivers now sold worldwide

**28 March 2017, London, UK:** WorldDAB has published the latest version of its infographic, featuring DAB receiver sales, coverage and household penetration for markets in Europe and Asia Pacific up to the end of 2016.

Key findings include:

- Over 53 million receivers (including automotive line-fit) have been sold worldwide
- Growth in digital radio being fitted as standard in new cars – Norway (98% of new cars with DAB), UK (87%) and Switzerland (66%) lead the way
- DAB population coverage continues to grow: Norway (99.7%), Switzerland (99.5%), Denmark (98%), The UK (97%), Germany (96%) and The Netherlands (95%)
- Next wave of markets developing strongly – 23 countries with DAB services featured in infographic

Available to download [here](#), the new version for the first time includes information on receivers sold in cars for Denmark, Germany and The Netherlands - plus details on emerging DAB+ markets.

### *Impact of Digital Switchover*

Norway's digital switchover has had a significant impact on digital radio sales and reach, with cumulative receiver sales reaching 3.9 million and listening reach up to 69% at the end of Q4 2016. This is alongside a jump from 63% to 98% for new cars sold with DAB+.

Switzerland, starting its own DSO in 2020, has seen cumulative receiver sales increase to 2.8 million with the DSO marketing campaign due to start this year.

### *Established markets*

The UK now boasts total receiver sales of 31.7 million, along with an increase in the number of new cars fitted with DAB as standard to 87%.

Over 8 million receivers have now been sold in Germany, with coverage up to 96% of the population and 98% of 'first level' roads. 581,000 receivers have now been sold in The Netherlands and Italy has almost reached the 1 million receivers sold mark. Over 3 million receivers have now been sold in Australia, with new services in Canberra, Darwin and Hobart due in 2017.

"In the last year digital radio has continued to go from strength to strength and the increase in receiver sales and listeners shows that the future of radio is digital," said Patrick Hannon, President, WorldDAB. "It's not just the markets looking at digital switchover, but the next 'wave' where growth has been

impressive. In particular, Australia, France, Italy, Germany and The Netherlands have all seen a significant jump in receiver sales.”

## *Emerging markets*

The infographic also details emerging DAB markets for the first time. In Belgium it's expected that later this year regular DAB+ services will cover 99% of the population. In France regular DAB+ services are due to launch in Lille, Lyon and Strasbourg later this year and Slovenia launched regular DAB+ services in September last year. Austrian regulator RTR recently announced it is providing up to four million euros for the launch of DAB+ services.

Sources for the infographic include: Digital radio survey by Kantar TNS, Digitalradio Norge, TNS Gallup, MCDT, Weer GmbH, DigiMig Trendanalyse 01.2017, GfK, SMMT/CAP UK, BBC, RAJAR/Ipsos MORI/RSMB, Teracom A/S, Media Broadcast, Digitisation report 2016 carried out by TNS Infratest, JATO Dynamics, Digital Radio NL, digitalradio.it, WorldDAB, Glass's Automotive Business Intelligence, Commercial Radio Australia. Full details on sources for each statistic are available at [www.worlddab.org](http://www.worlddab.org)

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## **About WorldDAB**

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1000+ experts from 90+ member organisations cover 27 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

Together, we are shaping the future of radio, delivering advice and tailored solutions on all aspects of the switch from analogue to digital.

### **Press contact:**

Darren Willsher, Communications Manager, WorldDAB

+44 20 7010 0743

[darren.willsher@worlddab.org](mailto:darren.willsher@worlddab.org)