

## **Significant growth for DAB + in the car: almost 40% of new cars now equipped with DAB+ in Germany**

*Clear, digital radio reception convinces more and more drivers.*

**Monday, 29 January 2018**

The number of cars sold in Germany with digital radio has almost doubled from 2016, with The German Automobile Trust (DAT) announcing in its 2018 annual report that the take rate of new cars sold in Germany with DAB+ radio in 2017 was 39.1%\*.

The rate has almost doubled from last year - in 2015 only 13% of new cars were sold with DAB+ radio and by 2016 it was 21%. The data is based on surveys of new car buyers by the Society for Consumer research (GfK, commissioned by DAT).

Even in the existing car fleet DAB+ is becoming increasingly popular with 26% of the surveyed drivers saying they had a digital radio in the car. Others have converted car radios with DAB+ retrofitted, so the proportion of cars with DAB+ in Germany is likely to be even higher.

Thanks to the new TPEG traffic standard, which is broadcast by ARD broadcasters via DAB+, navigation devices will benefit from accurate and fast traffic information.

### **Future-proof with a DAB+ car radio**

Anyone planning to buy a new or used car should make sure that the sound system or car radio has DAB+ reception or that DAB+ can be retrofitted. For drivers, DAB+ radio reception throughout Europe is guaranteed only with DAB+. Norway became the first country to switch off national FM services and others, including United Kingdom, Italy and Switzerland, are discussing their own plans.

### **Full coverage on highways and regional diversity**

98% of German highways are covered by the national DAB+ digital radio network coverage, and 96% of the German population. National services include three programs from Deutschlandradio and nine from private broadcasters. From 2019 onwards, the national DAB+ offer is likely to increase from 16 to just under 30 stations, which motorists will be able to hear from Schleswig-Holstein to Bavaria.

In addition, regionally broadcast services include over 150 different DAB+ programs from the ARD regional broadcasters and private broadcasters. Every drive becomes an exciting journey of discovery as the variety of programs increases from month to month.

### **DAB + with programs for every taste**

DAB+ offers many new thematic programs that suit every taste - from rock to dance and independent to classical music. Internet radio is not an alternative for motorists, as

reception is often unstable while travelling. In addition there are additional connection costs.

### **Comprehensive database**

Dealers and manufacturers offer professional replacement of the existing car radio for a model with DAB+ in authorized workshops. In addition, motorists can retrofit the existing radio with attractive and easy-to-install adapter solutions, priced from 60 euros.

If you would like to find out more about DAB + in the car, you will find a comprehensive database at [www.dabplus.de/en/geraete](http://www.dabplus.de/en/geraete) . Here you can find DAB+ equipment options for new cars of all brands available in Germany - including price. You can find a provider to retrofit DAB+ in your car at: <http://www.digitalradio.de/index.php/de/car-hifi-uebersicht>

\* Source: Deutsche Automobil Treuhand (DAT), DAT Report 2018, p. 11

### **About us:**

The digital radio office Germany based in Berlin is a joint initiative of the Association Digital Radio Germany, ie ARD, Deutschlandradio, private radio broadcasters, equipment manufacturers and network operators, who have set themselves the goal to establish digital radio DAB+ in Germany. The digital radio office informs the public about the possibilities and the introduction of DAB + in Germany. The access to digital radio Germany eV is open to all market participants who are committed to DAB +. More information about DAB + at: [dabplus.de](http://dabplus.de)

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