Drive to Digital
NOW

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Salon de la Radio, February 2015
Overview

• UK DAB local and national coverage expansion
• Digital listening in-home overtaken analogue
• Switchover criteria to be met by early 2017
• New national commercial DAB/DAB+ stations in 2016
• Tick mark launched and appearing across Europe
• Majority of new cars with DAB. Focus on conversion
• Common message to vehicle industry across Europe
Digital Radio UK Board

[Logos of various companies associated with digital radio in the UK]
Ed Vaizey MP, Minister of State:
“We should meet the switchover criteria by the end of 2016. At that point Government will review a switchover timetable”
National DAB coverage expansion

- BBC national network expansion
  - 80+ more DAB transmitters
  - Achieving 97% coverage

- D1 extending national commercial coverage
  - 10 further areas
  - Achieving 91% coverage
Expanding and extending local DAB coverage

- Improve local DAB coverage to match local commercial analogue radio coverage
- Provide a “switchover-ready” listening experience

- **232** new or modified transmitters
- **8 million** new listeners
- **6,700km** new road coverage
- **91%** local DAB coverage
50% digital threshold likely to be achieved in 2017

Digital share of listening, %

Notes: (1) All figures Q4 unless otherwise stated   (2) Digital unspecified listening has been included in total digital listening (allocated pro rata between DAB, DTV and online); no general unspecified listening is included.   Source: RAJAR, Frontier Silicon analysis
New national DAB/DAB+ network

10-15 new digital stations
Investment in promoting digital
First DAB+ UK stations
Stations on-air April 2016
Digital listening overtakes analogue in the home

- In-home radio listening via digital grew to 46.2%, overtaking analogue (45.6%)*
- Digital listening up 6% year on year to 37.9%
- DAB listening in car up 29% year on year to 13.9%

*Rajar Q4 2014
Digital Tick mark launched

Minimum specification: FM, DAB, DAB+
Receiver sensitivity
Consumer reassurance
Launching in Norway. Min spec for Europe
Tick mark at retail
DAB in new cars: 61.2%

Source: CAP/SMMT Q4 2014
Q4 2014 CAP: DAB as standard

+67% more cars with DAB than Q4 2013
1.4 million cars with DAB in 2013 (+54%)
Achieved year end new car target of 60%
Major market shift in commercial vehicles
Dec 2014 28.3% of CVs fitted with DAB
### DAB as standard in VM ranges

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Market Share</th>
<th>DAB % Standard - Current IDs</th>
<th>DAB % Coverage - Current IDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORD</td>
<td>13.19%</td>
<td>82.10%</td>
<td>93.96%</td>
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<tr>
<td>VAUXHALL</td>
<td>10.87%</td>
<td>64.33%</td>
<td>84.06%</td>
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<tr>
<td>VOLKSWAGEN</td>
<td>8.67%</td>
<td>81.91%</td>
<td>89.31%</td>
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<tr>
<td>AUDI</td>
<td>6.42%</td>
<td>98.48%</td>
<td>98.48%</td>
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<tr>
<td>BMW</td>
<td>6.01%</td>
<td>99.79%</td>
<td>100.00%</td>
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<tr>
<td>NISSAN</td>
<td>5.59%</td>
<td>46.88%</td>
<td>46.88%</td>
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<tr>
<td>MERCEDES-BENZ</td>
<td>5.02%</td>
<td>52.36%</td>
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<td>PEUGEOT</td>
<td>4.18%</td>
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<tr>
<td>TOYOTA</td>
<td>3.80%</td>
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<td>CITROEN</td>
<td>3.37%</td>
<td>45.67%</td>
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<td>HYUNDAI</td>
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<td>KIA</td>
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<td>7.10%</td>
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<td>SKODA</td>
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<td>FIAT</td>
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<td>0.00%</td>
<td>24.19%</td>
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<tr>
<td>RENAULT</td>
<td>2.68%</td>
<td>2.61%</td>
<td>2.72%</td>
</tr>
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</table>

*Source: CAP Jan 2015*
Converting cars: VW and Halfords launch tick mark
Connecting cars via smartphone
The audio battle for the dashboard
## Connected car: who’s doing what?

<table>
<thead>
<tr>
<th>Proprietary system</th>
<th>Apple CarPlay</th>
<th>Google</th>
<th>MirrorLink</th>
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</thead>
<tbody>
<tr>
<td>Ford</td>
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<td>✓</td>
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<tr>
<td>Vauxhall</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>VW</td>
<td>✓</td>
<td>✓</td>
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<td>Nissan</td>
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<tr>
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<td>✓</td>
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<tr>
<td>Citroen</td>
<td>✓</td>
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<td>✓</td>
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</table>
Findings

1. Broadcast radio is here to stay on the dash - but where?
2. The digital radio user experience can be improved – Hybrid is the future
3. Internet radio and Audio apps can be complicated – Driver distraction could be a problem
4. For streaming, coverage and buffering are an issue
5. Need to know more about consumer behaviour in-car
• 400 stations, and 7 million users in the UK
• Now also in Germany, Ireland, Belgium, Norway
Car conversion innovation: Hybrid adapter
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