

A photograph of two young women with long brown hair, wearing white shirts, sitting at a table. They are both smiling and looking towards a small, white, vintage-style portable radio on the table. The woman on the right is leaning forward, looking at the radio. The woman on the left is looking up at her. The background is a simple, light-colored wall.

TERACOM

**Radio
puls
2011**

**Glyn Jones
Digital One**

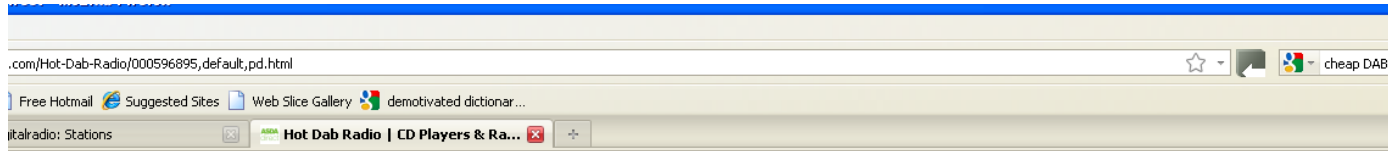
**What do success (and failure)
look like?**

Videologic 601 DAB Tuner



SEK 3,000

Asda Hot DAB Radio



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Hot Dab Radio

Catalogue number: 596-895

Dual Band DAB/FM Radio LCD Display 5 Station Presets Mains and battery operated... [Read more...](#)

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Considered this?



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597-994

£12.00



GRIFFIN POWERJOLT
598-589


SEK 180


Pure Sensia digital radio



SEK 2,000

Working Principles

- 
- Digital radio is the future
 - DAB digital radios work
 - DAB digital radios work in vehicles

- 
- DAB will be long-term broadcast platform in the UK and Europe.
 - IP radio delivery and integration in the home and car will grow.

Why UK Government is considering a switch to digital radio?

FM is full and has reached the limit of its capabilities:

- Like other media, radio needs to have a digital future to meet listeners' expectations.
- Dual transmission costs are an unnecessary burden.
- We need to invest now in infrastructure for the future.

Digital radio gives you more of what you love:

- More content (the stations you have now, and digital-only stations).
- Ease of use (find your favourite station at the touch of a button, track and artist information onscreen).
- Digital features (digital quality sound, internet radio, and the ability to pause, rewind and record).

Invest in a digital future with room for growth

Digital One

- The National Commercial Multiplex
- 150 transmitters and 90%+ population coverage
- Currently, 12 radio stations

Absolute Radio  80s



Absolute Radio  90s



Existing Analogue National Stations

Advertising and sponsorship funded



New Stations 1

Advertising and sponsorship funded

**Absolute
Radio**  **80s**

**Absolute
Radio**  **90s**

**Absolute
Radio**  **extra**



New Stations 2

- Diversified/innovative funding.

amazingradio
you made it

Premier
CHRISTIAN RADIO

UCB
UK

BFBS radio

Data Services

- What's On (EPG)
- ITIS (TPEG)
- Trafficmaster (TPEG)

Coverage Update

National digital services 92% coverage

- Local DAB coverage planning underway.
- Government local DAB funding consultation process.
- BBC extending and boosting signal.
- London signal boost - improves signal for 8 million.

Content: more to love

Liverpool: 29 additional stations

Liverpool Analogue Radio



(Excludes Community Stations)

Liverpool DAB Digital Radio



Clear Government Criteria

Digital switchover criteria:

1. Coverage

- National digital coverage equivalent to FM (90%+ for commercial, 98% for BBC)
- Local digital coverage equivalent to 90%

2. Listening

- 50% of listening to digital platforms
- Consumer-led

3. Government requirement

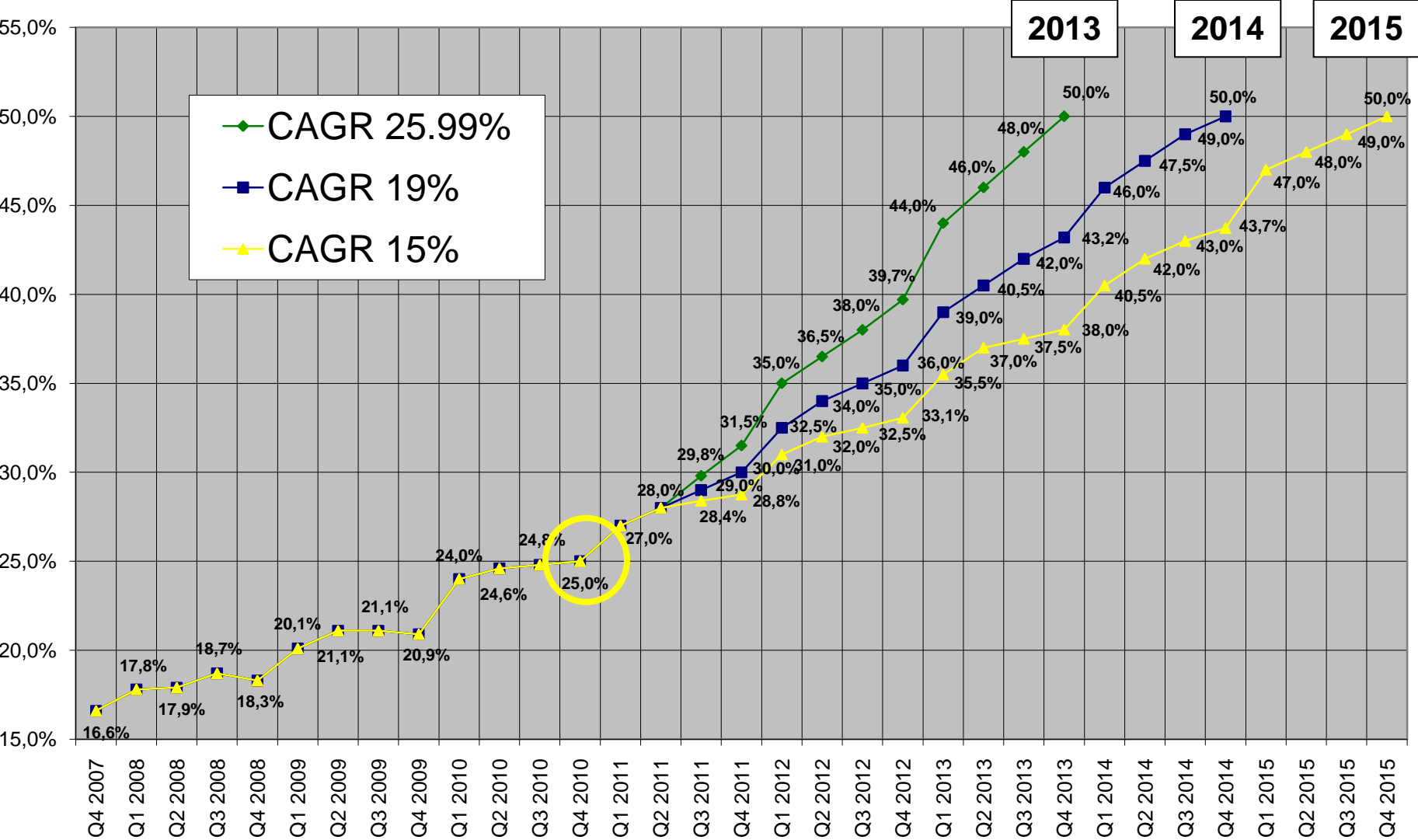
- 2013 – Industry preparation
- 2015 – Industry readiness



Growth of Digital Listening

<u>Audience</u>		<u>Digital Hours</u>	<u>Digital</u>
All Radio		25%	
20.9m	44.7%		
yr/yr		+19.6%	+20.8%
All BBC		25.5%	14m
40.5%			
yr/yr		+17%	
+19.1%			
All Commercial		24%	12.7m
38.5%			
yr/yr		+21.8%	
+17.3%			

Listening criteria achieved 2013-2015



Partnerships – Digital Radio UK

- Commercial Radio and the BBC
- Broadcasters and Network Operators
- Broadcasters, Manufacturers and Retailers
- Broadcasters, Manufacturers and the Car Industry
- Broadcasters, the Regulator and Government

UK Errors

- The BBC and Commercial Radio didn't launch at the same time.
- Lack of cheap radios in the shops (the £100 radio).
- We were too worried about audio quality.
- Some of the marketing didn't have high impact.
- We didn't talk enough about new stations.
- We didn't always make sure cross-industry cooperation had enough money and unity.
- Sometimes we needed more support from the authorities (Government and Regulator).