



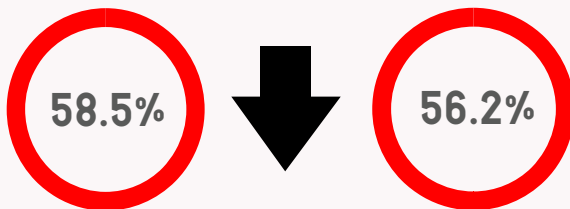
DAB vs. AM/FM RADIO IN THE UK

The UK Government have been planning a national DAB switch-over for years.
But will it actually happen? And is it even of benefit?

AM/FM Listening Share

Dec-13

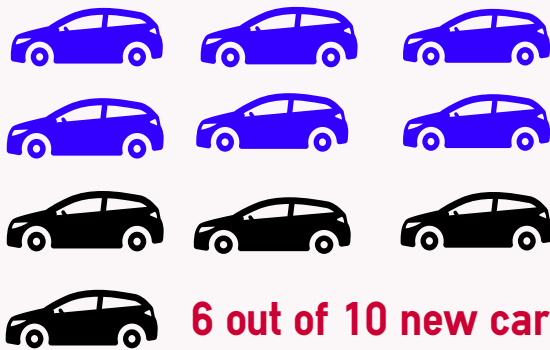
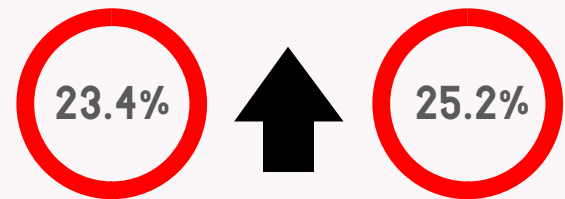
Dec-14



DAB Listening Share

Dec-13

Dec-14



6 out of 10 new cars in the UK are now installed with a DAB radio.

26 Million Adults

Have access to a DAB receiver. That's +7% year on year.



But
Mobile
Radio...

