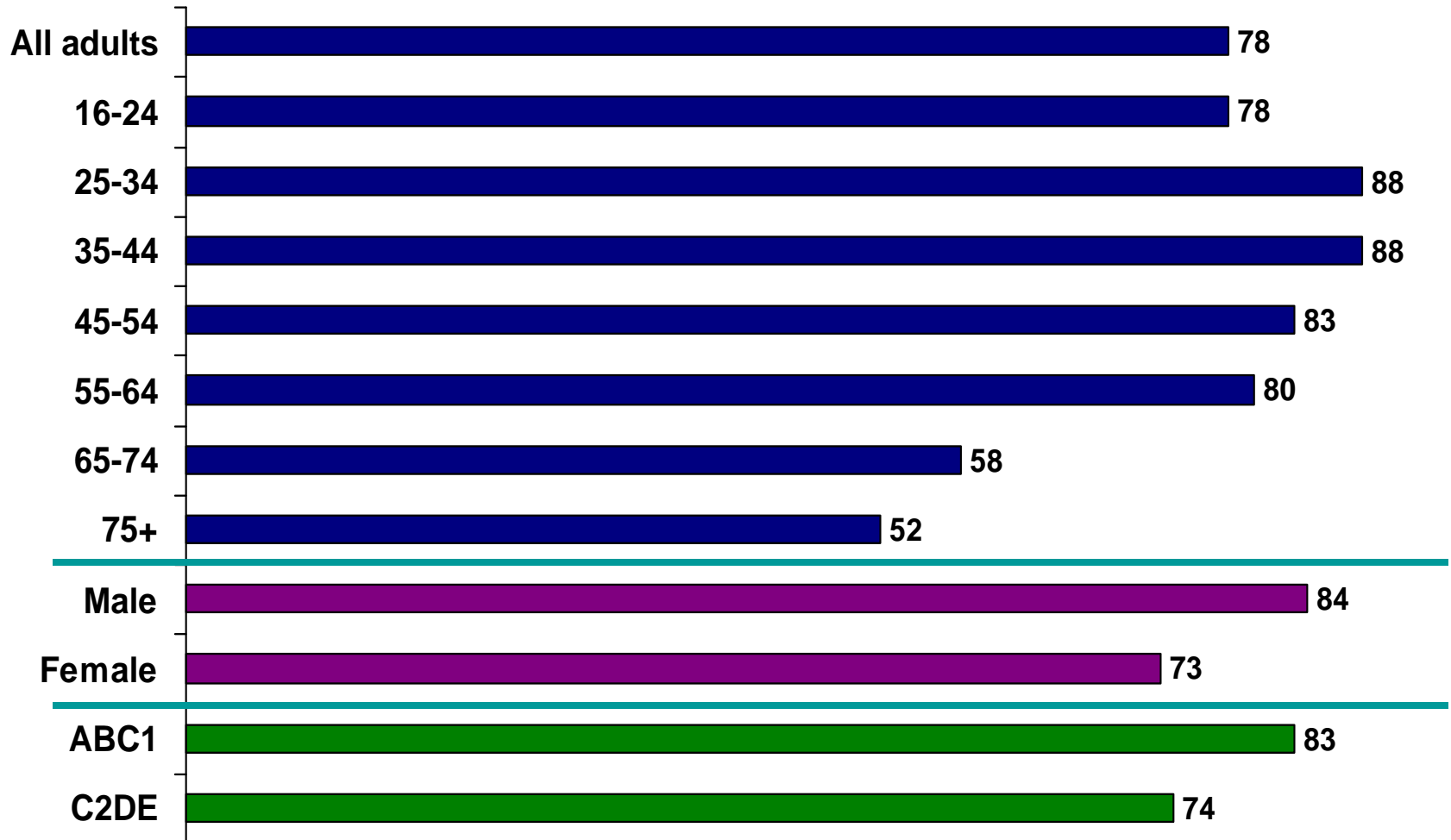


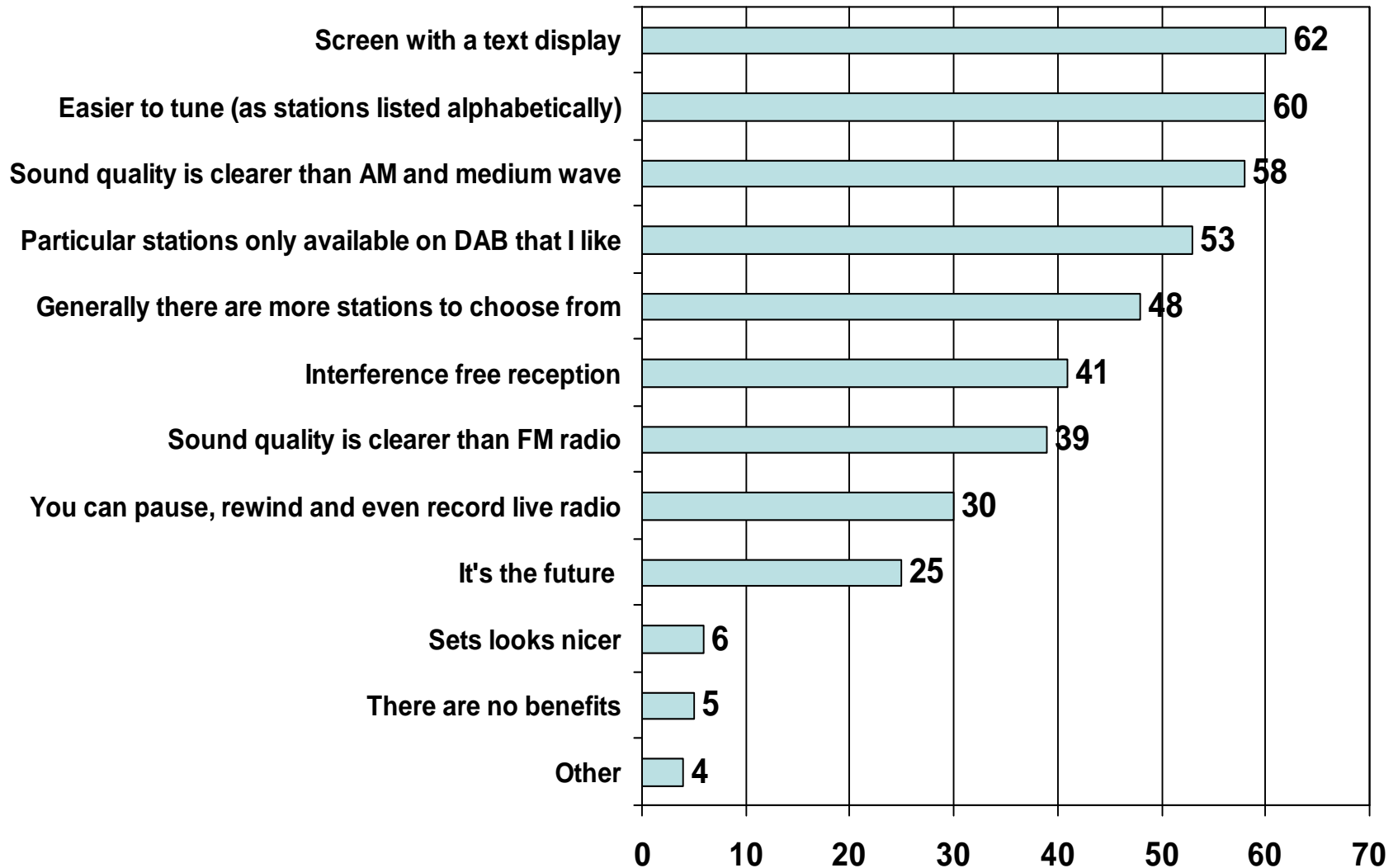
Awareness of DAB

%



Source: Oliver Rowe research

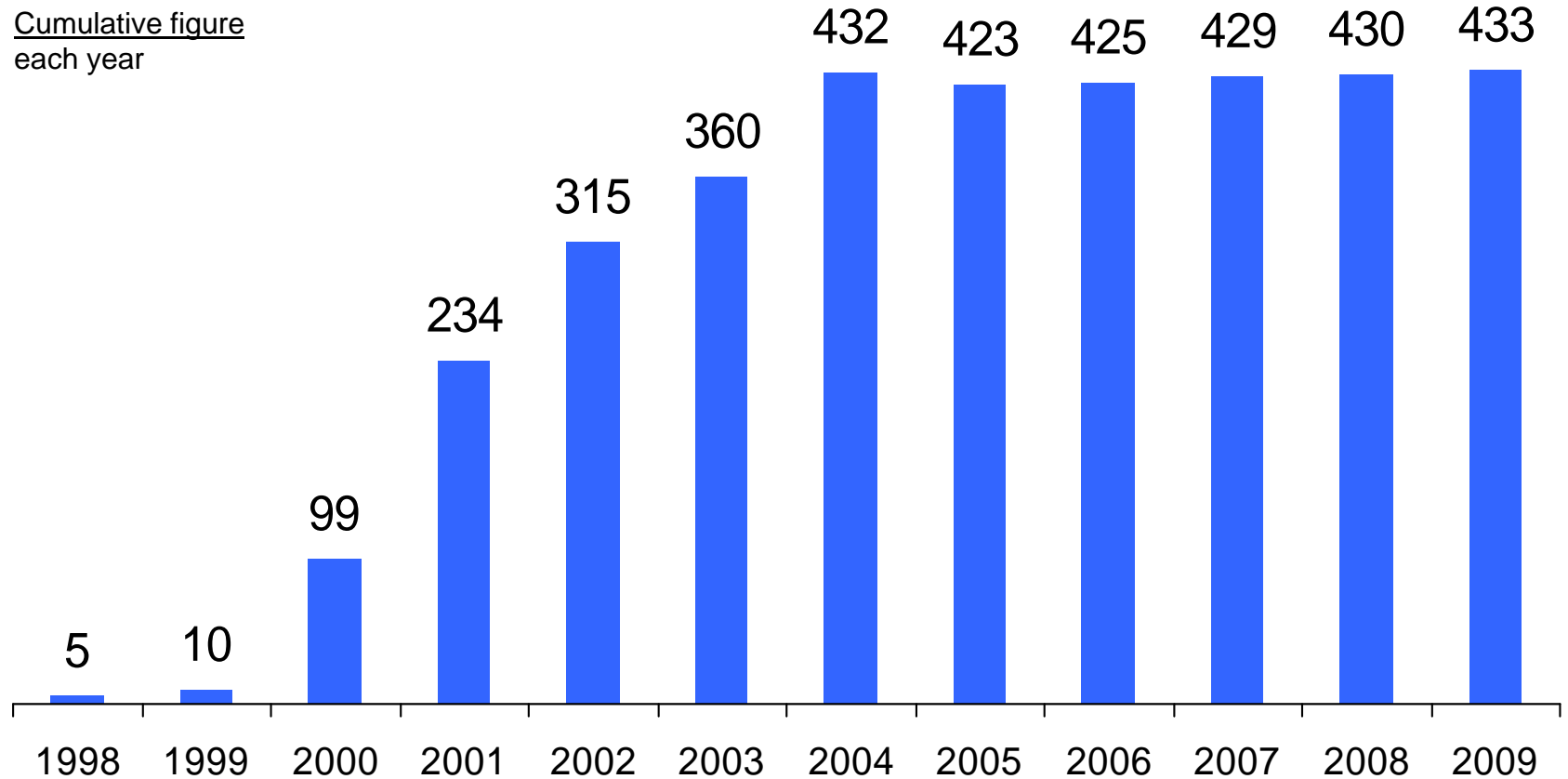
Benefits of DAB over analogue



Base: All respondents

Source: Oliver Rowe research

Estimated DAB Services rollout



Source: DRDB

Stations available via DAB

~~350~~
analogue services

433

= 222
services
only available
through a DAB
radio

DAB services

375 commercial, 58 BBC

brands

152

= 38
brands
only available
through a DAB
radio

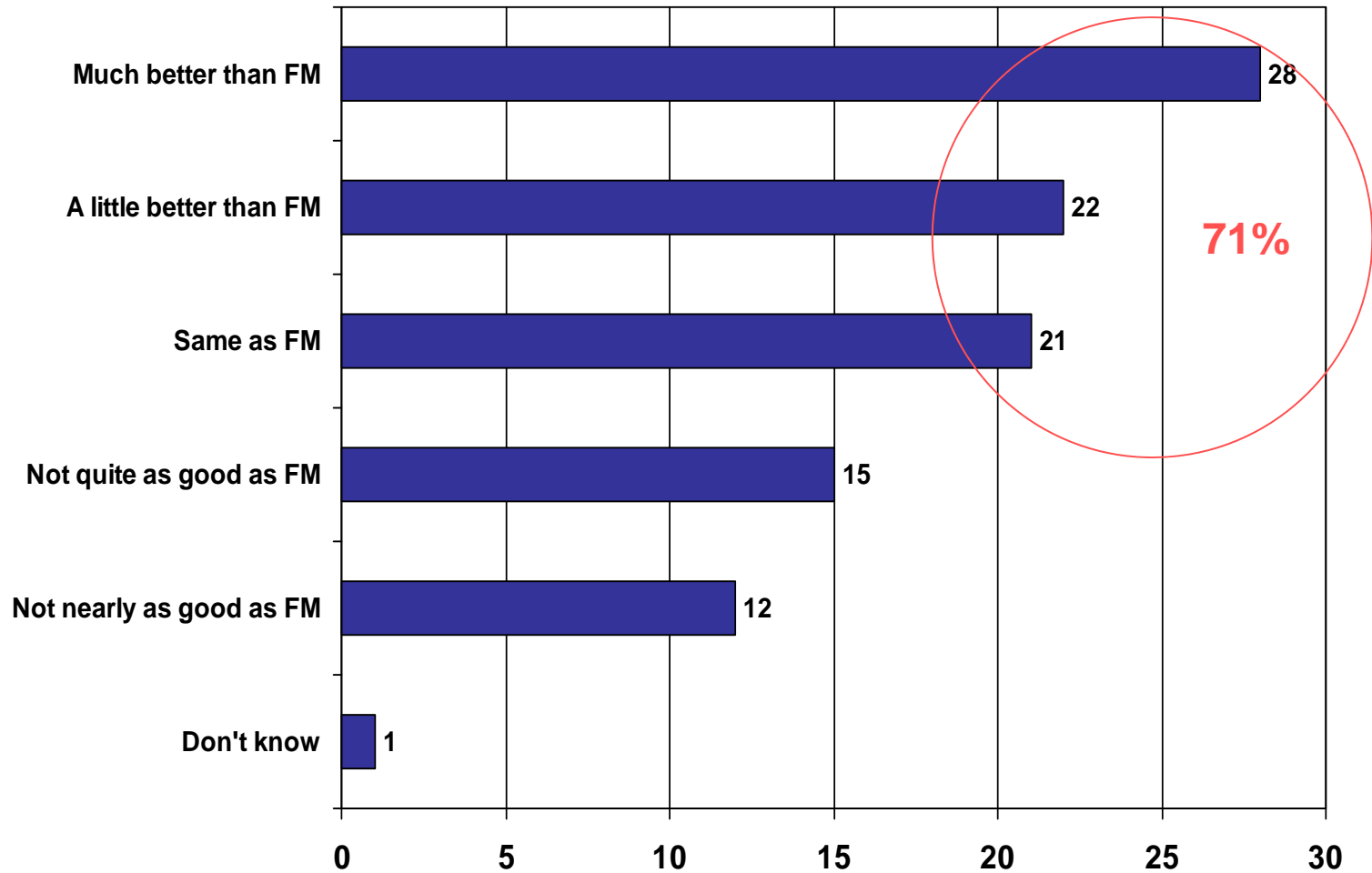
DAB brands

42 BBC, 110 commercial

Analogue figure – Ofcom (licences awarded). DAB: Jan 2010

Description of DAB reception at home

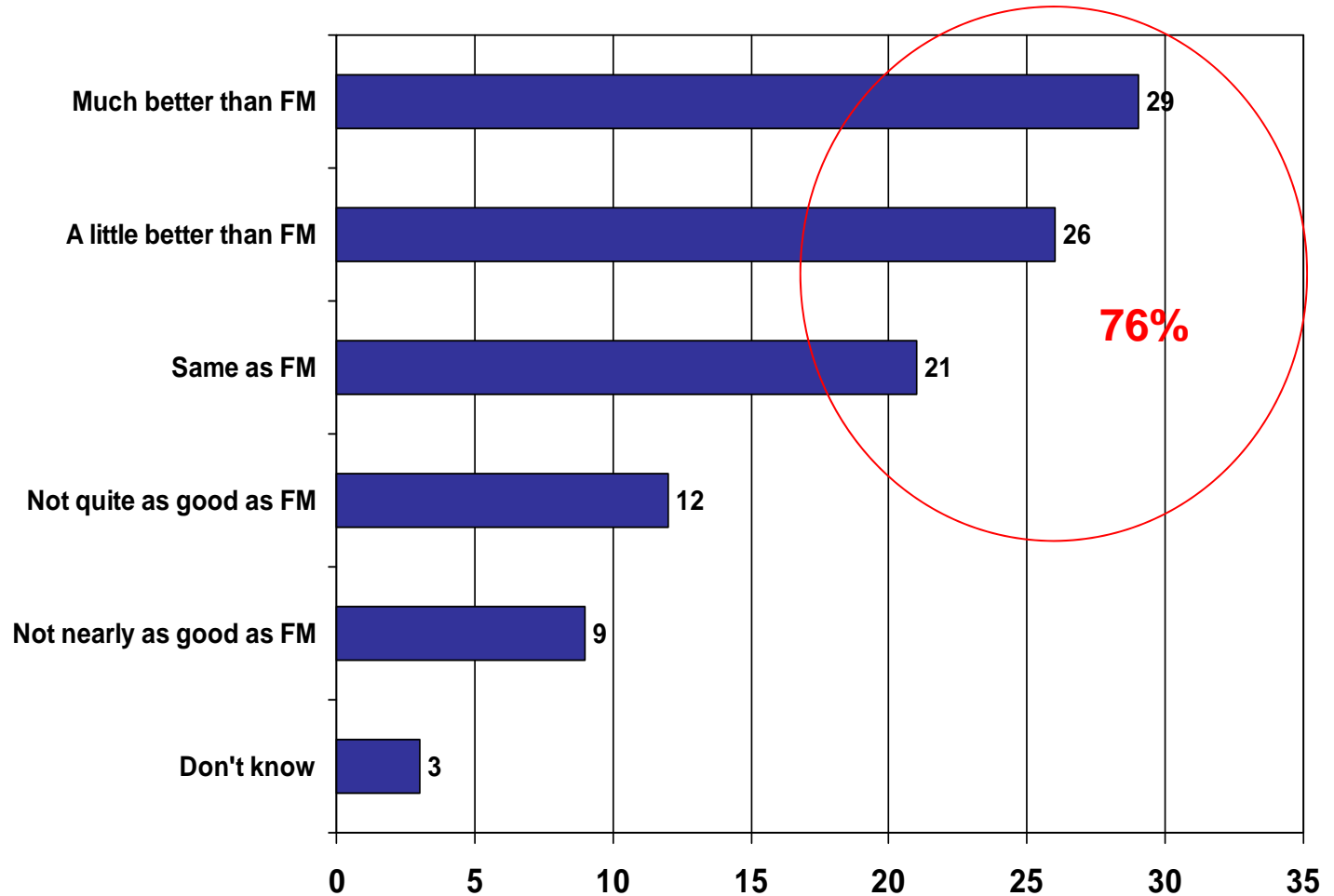
71% said DAB reception as good as, or better than FM



7,000 DAB owners surveyed July 2009

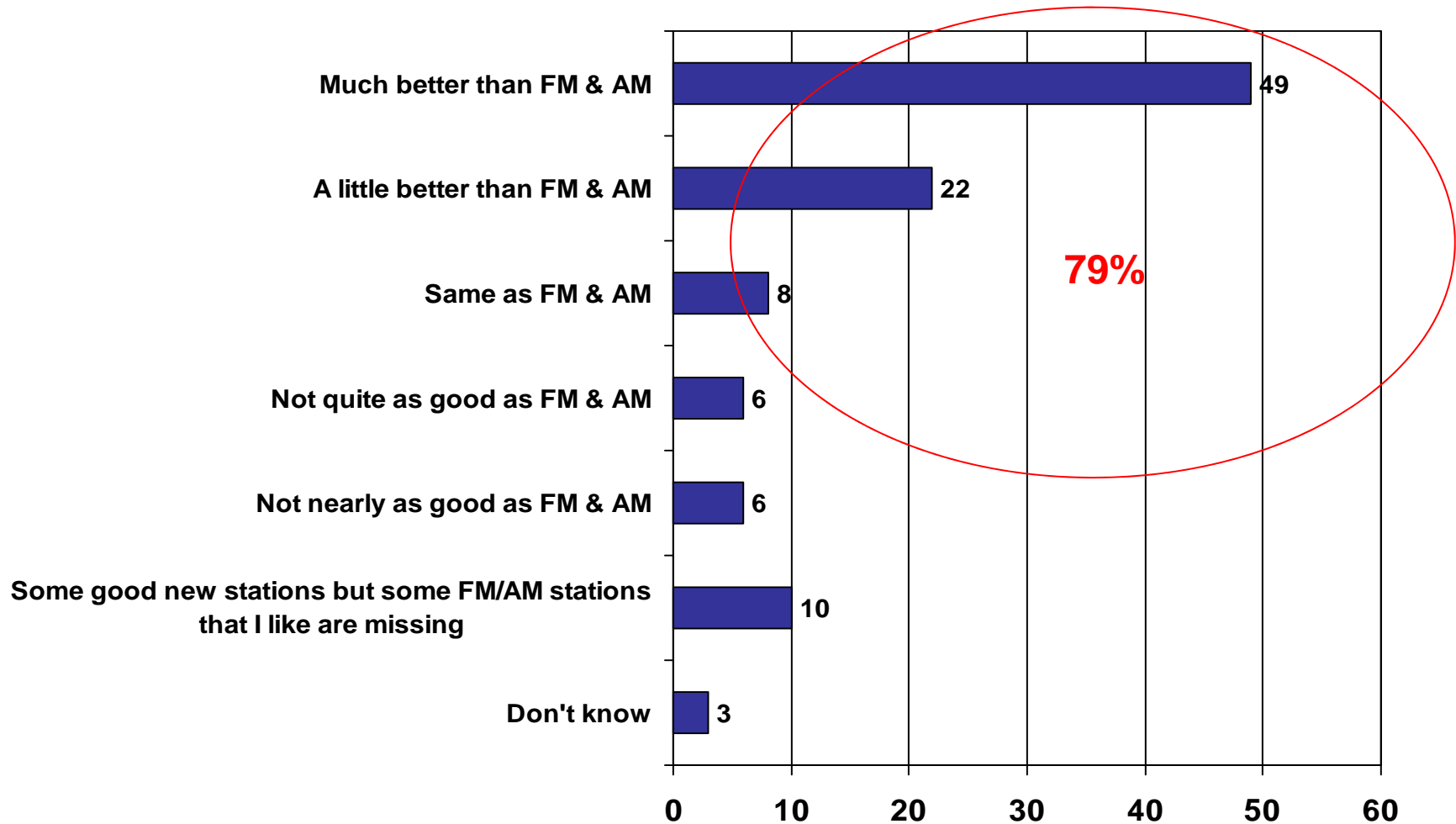
DAB sound quality at home

76% said DAB sound quality as good as, or better than FM



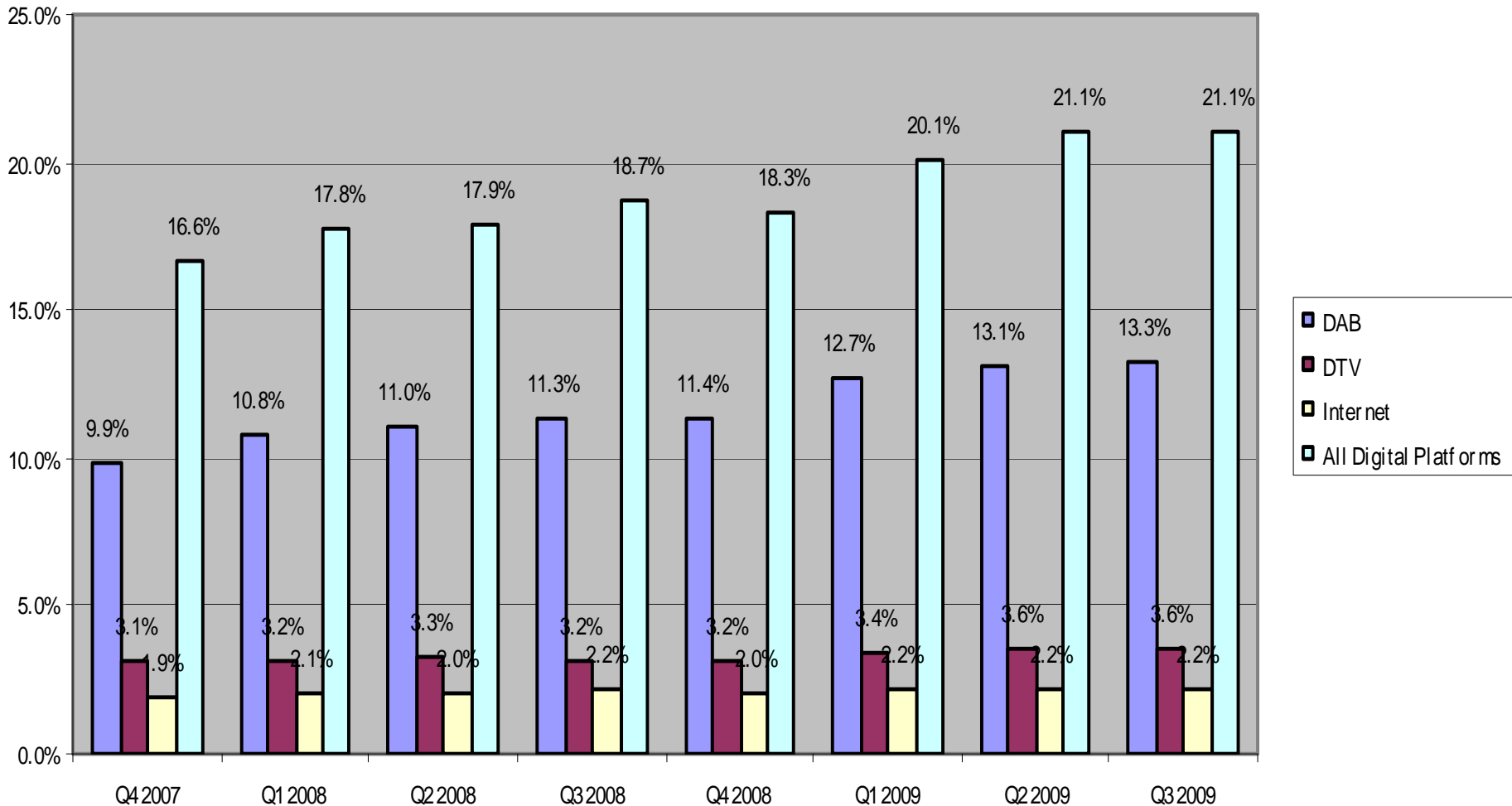
DAB station choice at home

79% said choice of stations on DAB was as good, or better than FM



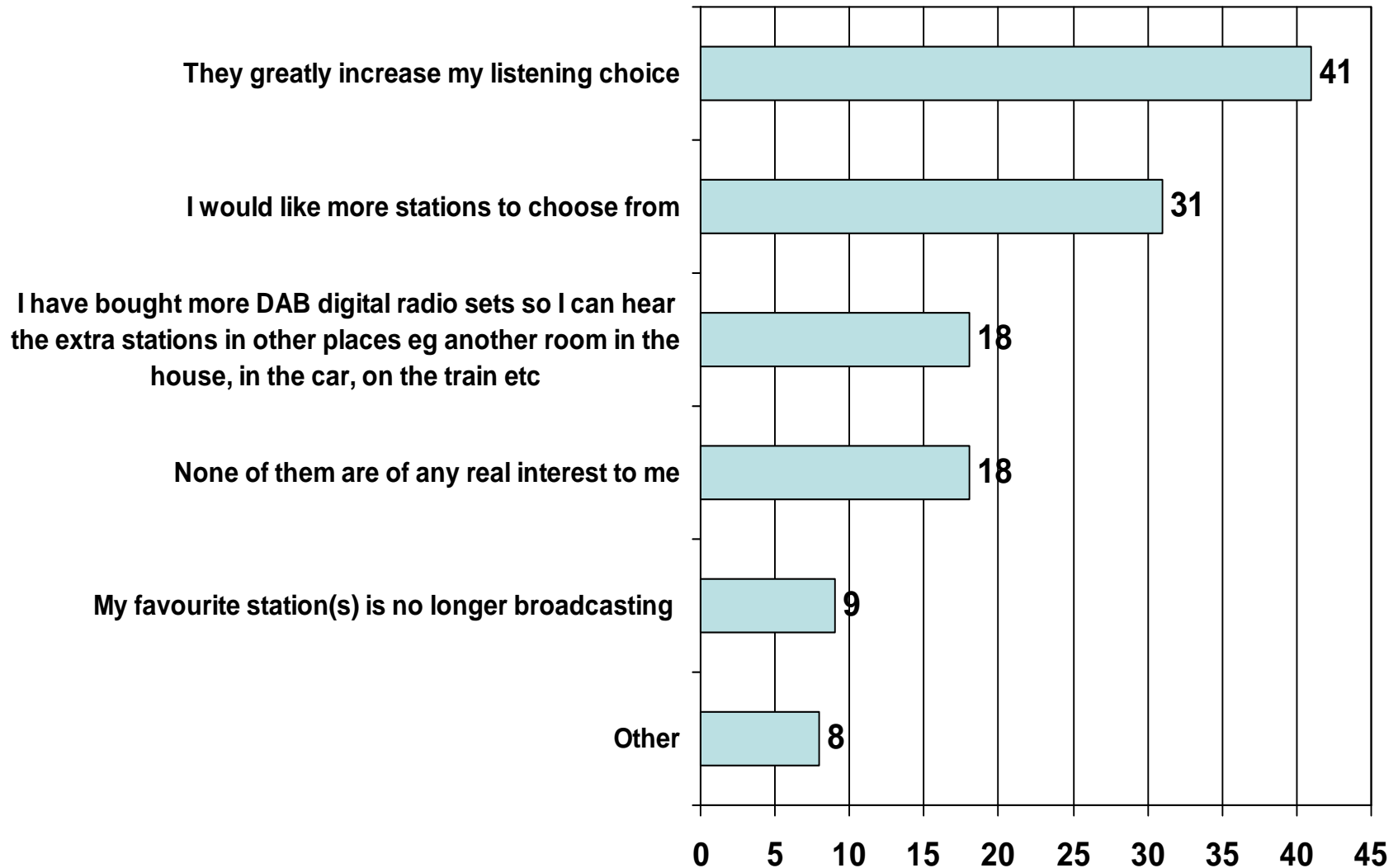
7,000 DAB owners surveyed July 2009

Digital Share of Listening



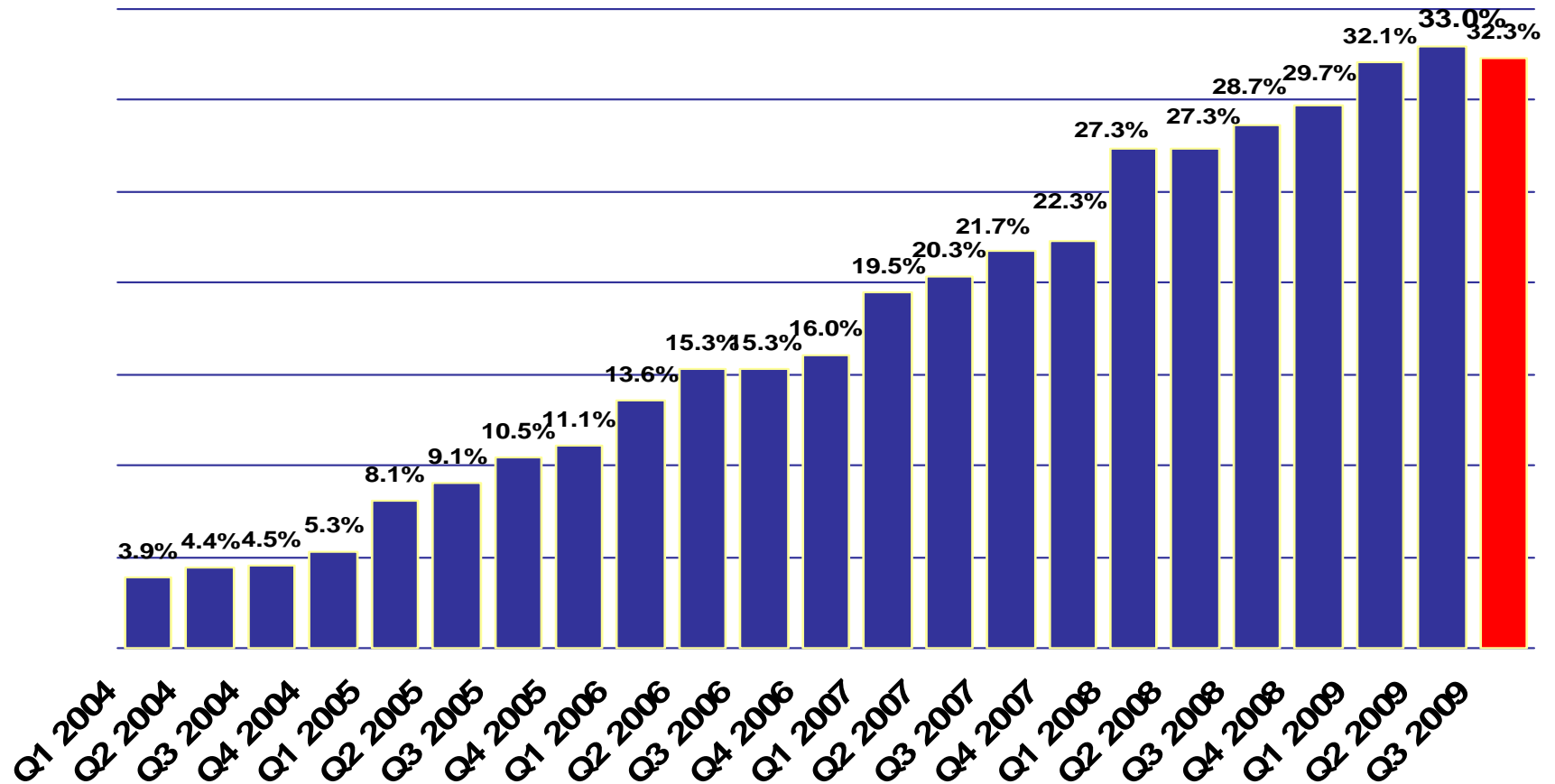
Source: Rajar

Views of the extra DAB stations (multiple choice)



7,239 DAB owners – July 2009

32% of adults now have DAB at home



DAB Cumulative Set Sales

