

Ralph Publicover
Select Committee on Communications
Committee Office
House of Lords
London
SW1A OPW

15 February 2010

Dear Mr Publicover

I hope the information we provided during the evidence session with the Lords Communications Committee on Digital Switchover was helpful.

We touched on radio set sales in our session, and I noted with interest that the matter also arose when Scott Taunton from UTV gave evidence a couple of week later. I thought, therefore, that it might be useful if I wrote with the very latest radio sales data. Encouragingly, it shows that, during 2009, consumers increasingly chose digital sets over analogue ones.

I thought it clearest to present the data in a simple table, which is attached, but it may be useful if I explain a couple of the terms used. Where the data refers to "kitchen radios" it means the kind of sets that you and I would call "a radio" i.e. a set whose sole function is to listen to the radio.

Where it refers to "all radios", these figures include those pieces of electrical equipment which happen to have a radio chip in them (e.g. a hi-fi where the main reason for purchase may be to listen to CDs or an MP3 player where listening to downloaded music is the primary function).

As you can see, by Christmas 2009, 76% of people buying "a radio" chose a digital one, and even in purchases of "all radios" analogue was only outselling digital by 2:1.

I believe these figures show strong signs of a real change in consumer behaviour and that, even now, listeners are enticed by what digital radio has to offer. Perhaps even more significantly, our own research has just found that, 94% of people are so pleased with their digital radio that their next radio will also be a digital one.

Please do not hesitate to contact me if I can provide any further information.

Yours Sincerely

Ford Ennals
CEO, Digital Radio UK

Analysis of digital v analogue radios sold - 2009

Kitchen Radios		2009 total		Q4 2009		Dec-09	
		000s of units	%	000s of units	%	000s of units	%
	digital	955	63%	386	71%	230	76%
	analogue	549	37%	161	29%	73	24%
	total	1504		547		303	

All radios		2009 total		Q4 2009		Dec-09	
		000s of units	%	000s of units	%	000s of units	%
	digital	1988	28%	797	30%	484	34%
	analogue	5218	72%	1854	70%	936	66%
	total	7206		2651		1420	

source: GFK