

# Digital Radio – The view from the UK

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# Digital radio in the UK

## Digital radio stations by platform

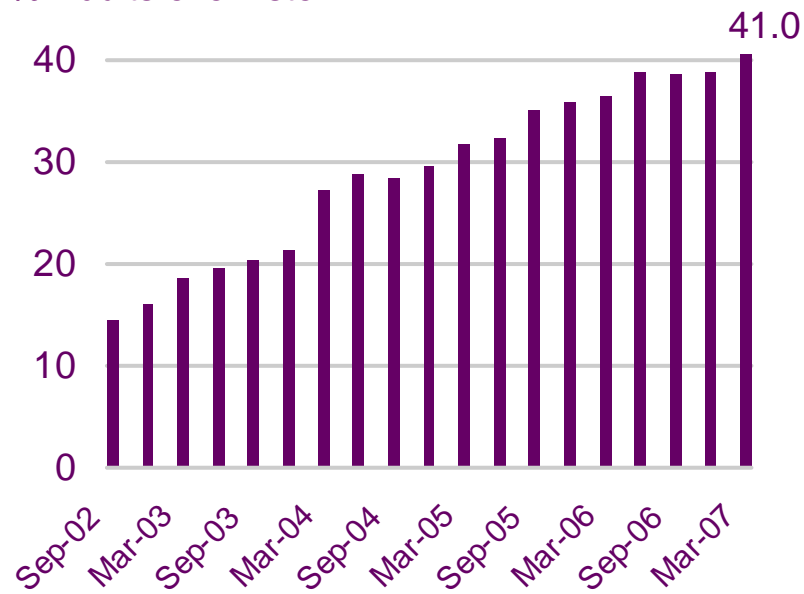
	Commercial*		BBC	
	National	Local	National	Local
DAB	8	134	11	33
Freeview	14		11	6
Sky	72		17	
Cable	25		11	6

\* Licensed by Ofcom

# Digital radio platforms

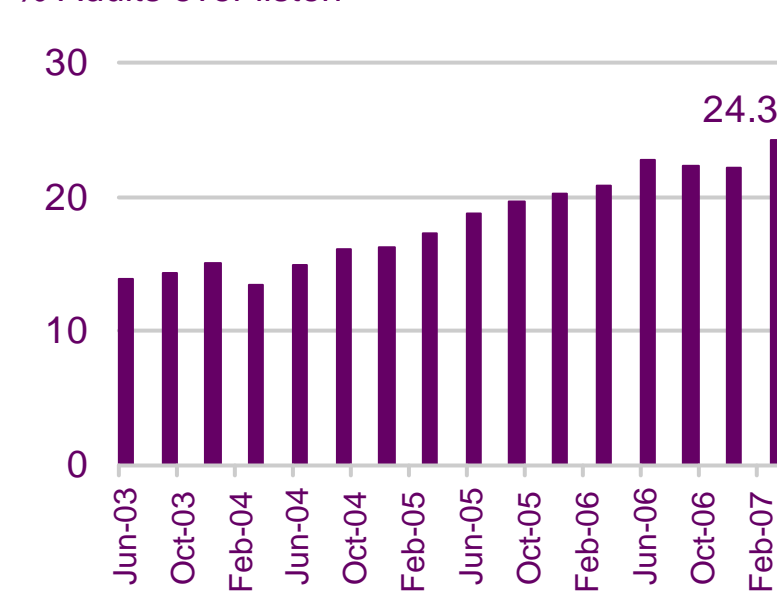
## Radio via the TV

% Adults ever listen



## Radio via the internet

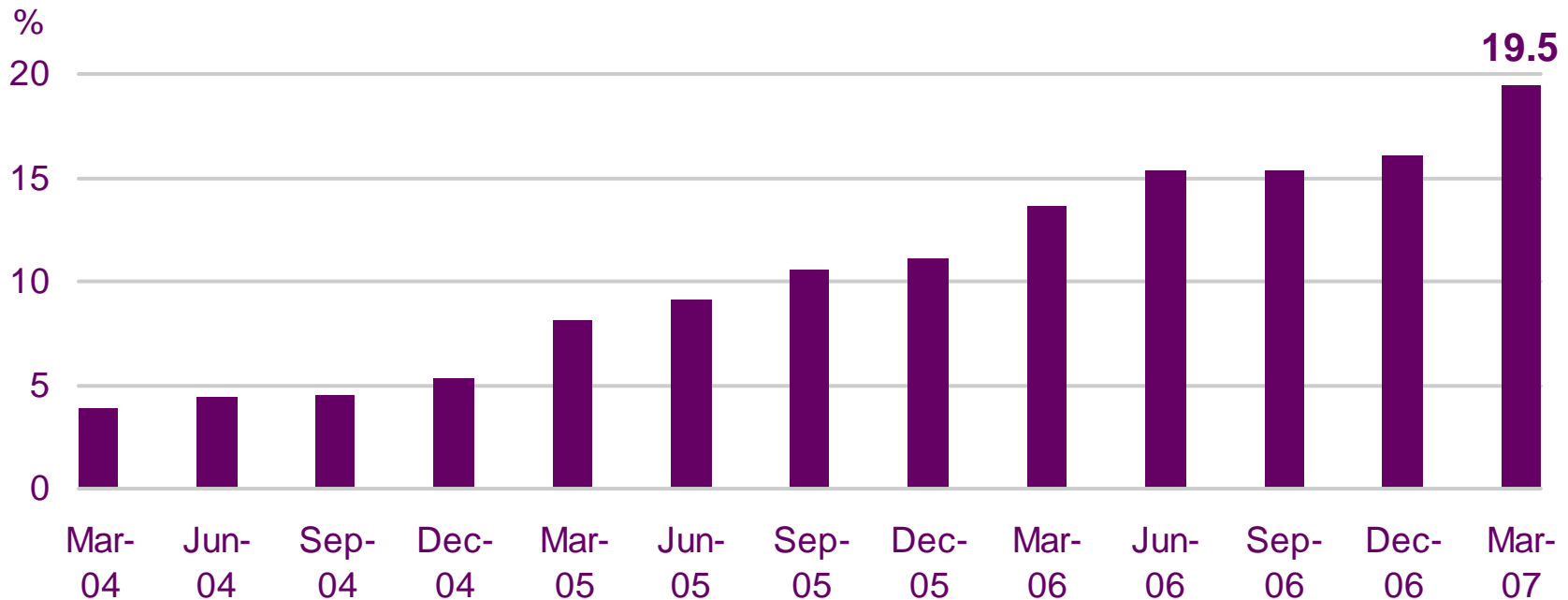
% Adults ever listen



RAJAR/Ipsos MORI

## DAB households

### Adults (15+) who own a DAB set at home



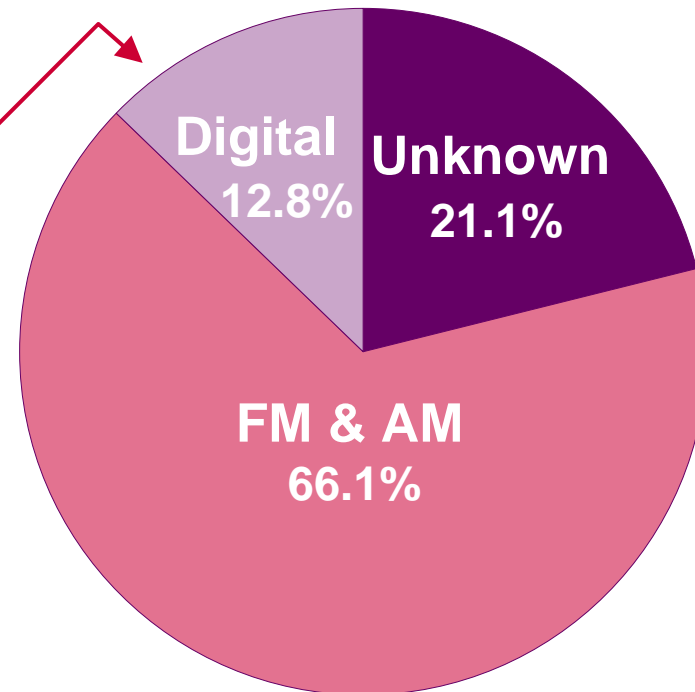
RAJAR/Ipsos MORI

## Digital listening is growing

### Quarter 2 2007

#### Digital listening

DAB	7.0%
DTV	2.6%
Internet	1.5%
Unspecified digital	1.7%



# DAB digital radio

# National DAB – today – 19 stations

## BBC National DAB

BBC Radio 1	BBC 5L Sports Extra
BBC 1 Xtra	BBC 6 Music
BBC Radio 2	BBC 7
BBC Radio 3	BBC Asian Network
BBC Radio 4	BBC World Service
BBC Radio 5 Live	

## Commercial national DAB (Digital One)

Classic FM	Classical music
Virgin Radio	Today's best music & classic tracks
TalkSport	Sports
Oneword	Books, plays
Planet Rock	Rock
The Jazz	Jazz
Capital Life	80s, 90s and today
Core	Fresh hits

## How we choose multiplex operators

### Beauty contest process, laid down by legislation

"The extent to which applicants' proposals would ... promote the development of digital sound broadcasting in the UK (other than by satellite)...."

- Extent of proposed coverage area
- Timetables for coverage and launch of services
- Ability to establish and maintain the service
- Capacity to appeal to a variety of tastes and interests
- Promotion of DAB take-up
- Fair and effective competition

## From next year ...

- 10 new radio services + a radio on demand service

Station	Format	Provider
<b>E4 Radio</b>	<b>Youthful interactive entertainment</b>	Channel 4
<b>Channel 4 Radio</b>	<b>Contemporary public service speech</b>	Channel 4
<b>Pure4</b>	<b>Intelligent contemporary adult</b>	Channel 4
<b>Talk Radio</b>	<b>News, views and entertainment</b>	UTV Radio
<b>Closer</b>	<b>Female Adult Contemporary, celebrity and lifestyle</b>	Emap
<b>Sky News Radio</b>	<b>Rolling news</b>	Sky/Chrysalis
<b>Sunrise Radio UK</b>	<b>Asian</b>	Sunrise
<b>Virgin Radio Viva</b>	<b>Female-friendly pop with attitude</b>	SMG
<b>Original</b>	<b>Adult album alternative</b>	CanWest
<b>Radio Disney</b>	<b>Children's service</b>	Disney
<b>On-demand "Podcast" services</b>	<b>(Financial Times, NME, Penguin, Gaydar, etc.</b>	Varied

## Second national DAB multiplex winner

### 4 Digital Group (4DG)

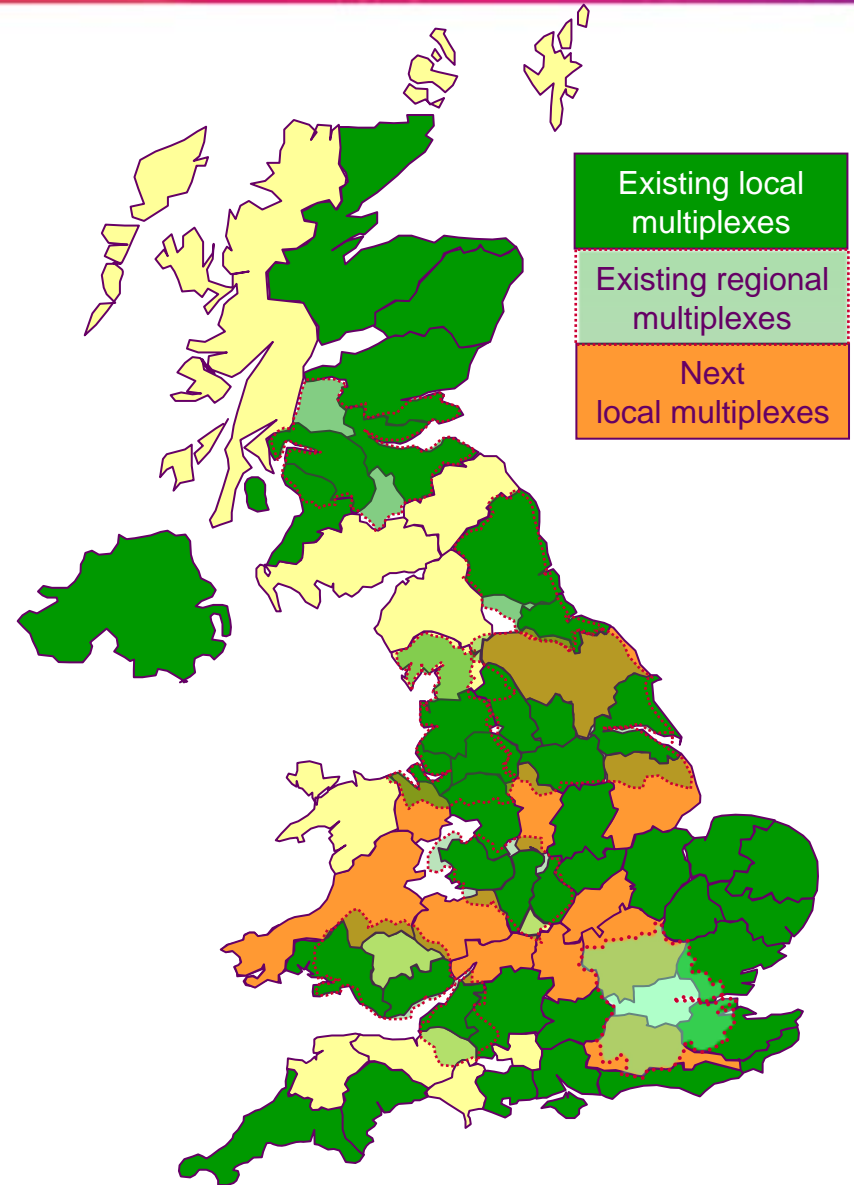
Shareholder	Share-holding
Channel 4 Radio Limited	55%
Sky News Radio Limited (Sky/Chrysalis)	10%
Emap Digital Radio Limited	10%
UTV Radio (GB) Limited	10%
The Carphone Warehouse Group plc	10%
UBC Media Group plc	5%

	Proposed launch date	Initial 'outdoor' coverage	Initial 'indoor' coverage	Final 'outdoor' coverage	Final 'indoor' coverage
<b>4DG</b>	July 2008	<b>86.6%</b> UK (174 Tx)	80.5% GB 39% NI	<b>88%</b> UK	81% GB 70% NI

## Local DAB

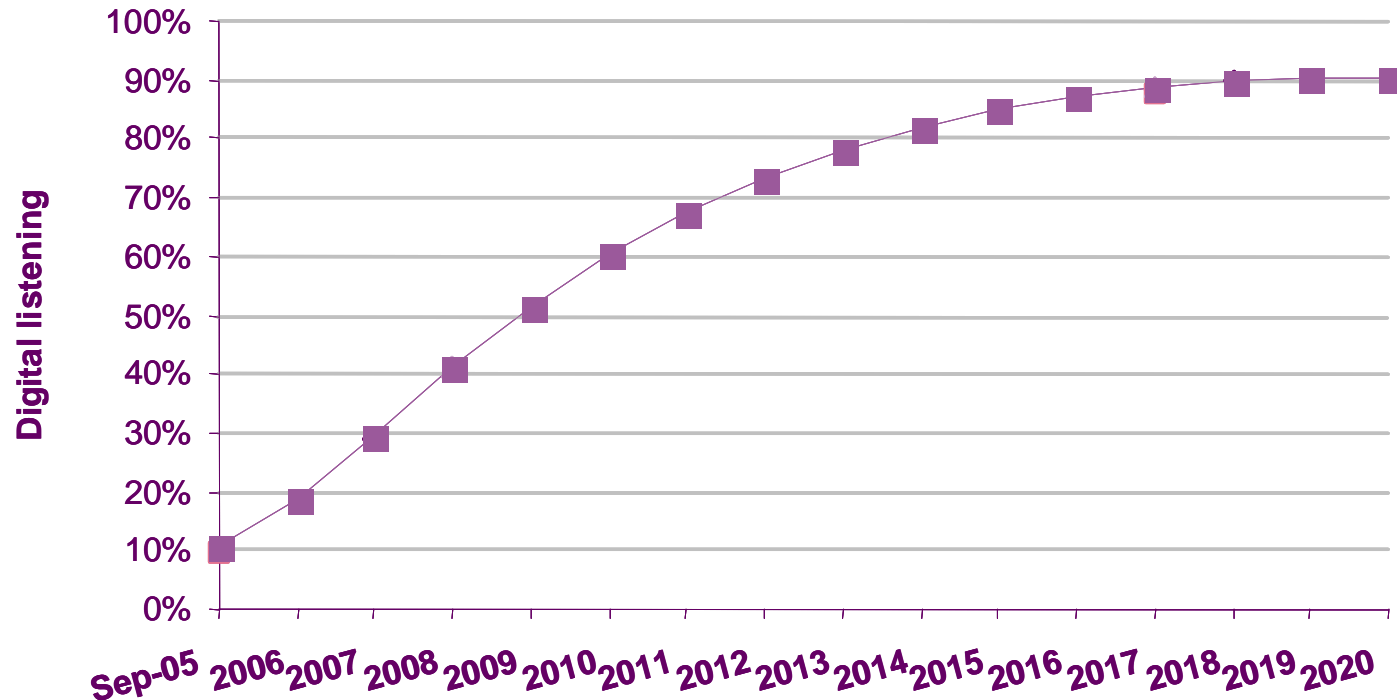
### The next areas:

1. Herts, Beds, Bucks
2. Derbyshire
3. NE Wales & W Cheshire
4. Hereford & Worcester
5. Northamptonshire
6. Oxfordshire
7. North Yorkshire
8. Gloucestershire
9. Mid & W Wales
10. Surrey & northern Sussex
11. Lincolnshire



# Digital listening (across all platforms) is expected to dominate listening in 10 years time

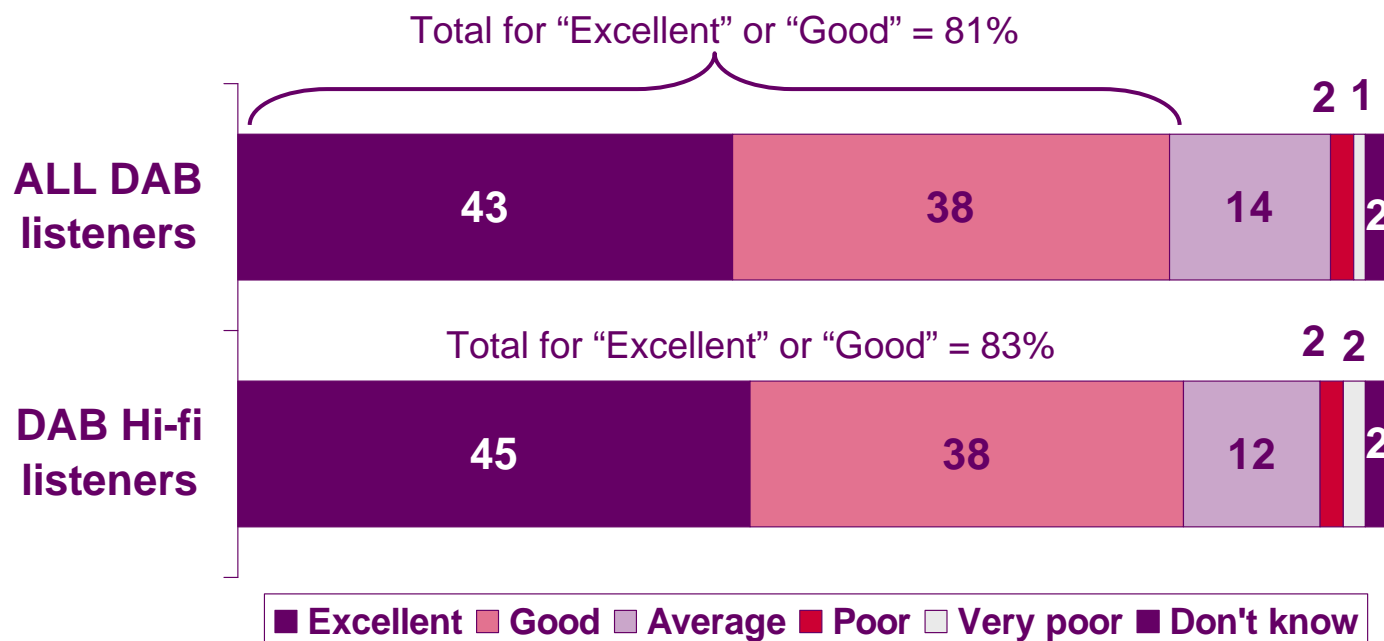
Digital listening as percentage of total listening



# Audio quality and DAB+

# Listener experience of DAB sound quality

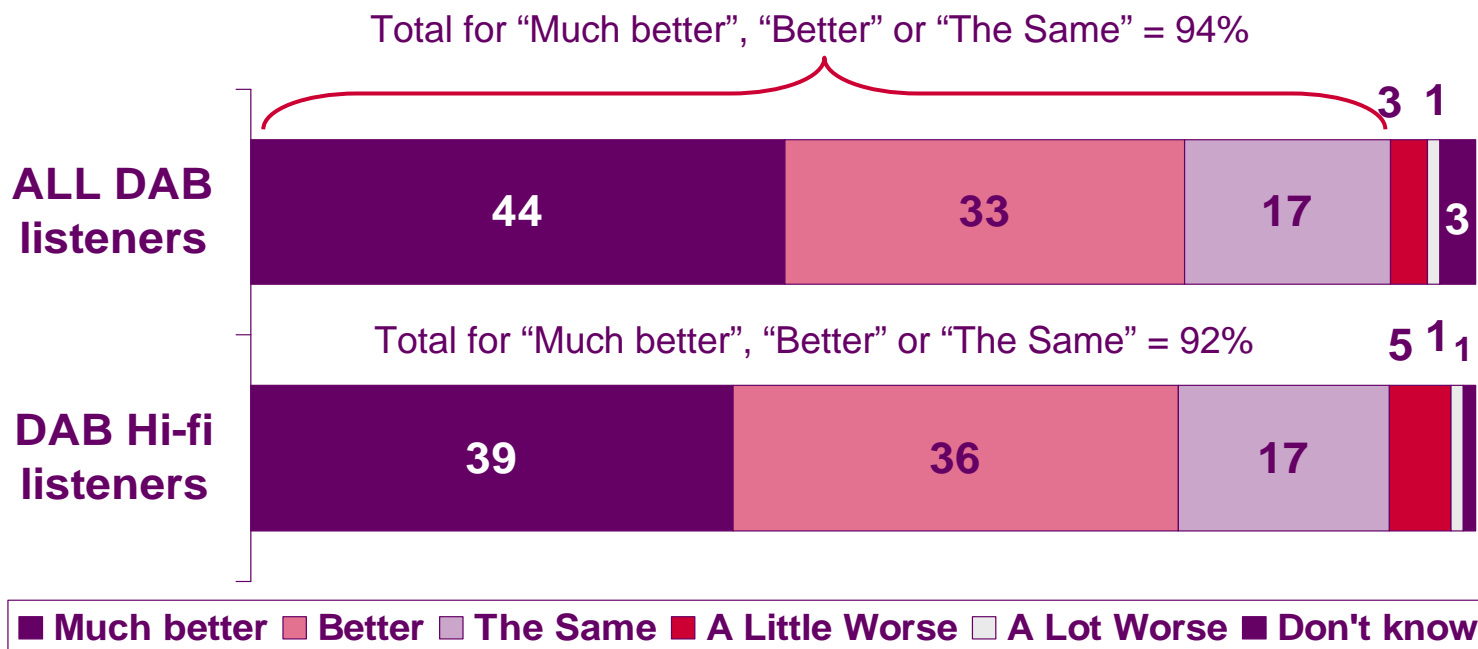
**Q. How would you rate the sound quality on your DAB radio(s)?**  
(% of respondents)



Source: ICM research for Ofcom, Jan 2007 –  
Sample size 917

# Listener comparison to FM

**Q. How would you describe the sound quality on DAB compared to FM?**  
(% of respondents)



Source: ICM research for Ofcom, Jan 2007 –  
Sample size 917

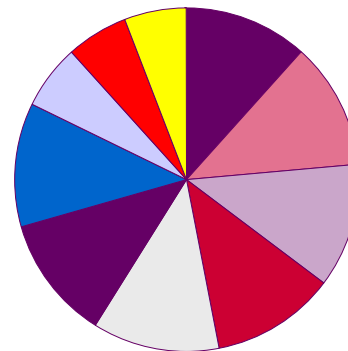
# Issues for the UK

## Digital radio in the rest of Europe

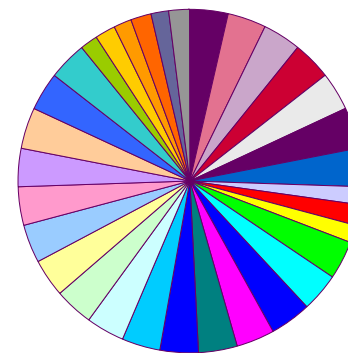
- Importance of a pan-European market
- Digital radio in cars
- DAB, DAB+, T-DMB, DMB-Audio

## UK transition to DAB+

- 3 times the number of radio stations, or better sound quality or alternative data / TV uses
- 5m DAB sets already sold (not compatible). DAB+ sets only now becoming available
- Download services will start next year – UK needs a migration path for existing services

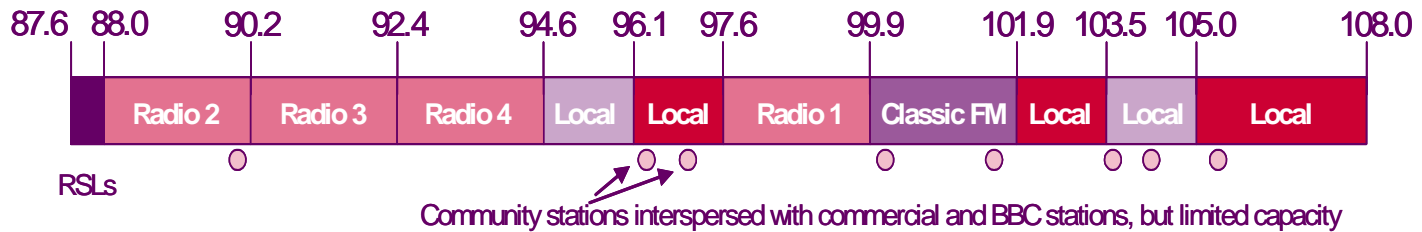


Current DAB standard MP2 –  
8-10 stations



DAB+ standard AAC –  
20-30 stations

# There are alternative uses for FM spectrum



11 blocks of DAB or DMB (radio &/ or mobile TV)



5 blocks of DVB-H (radio and / or mobile TV)

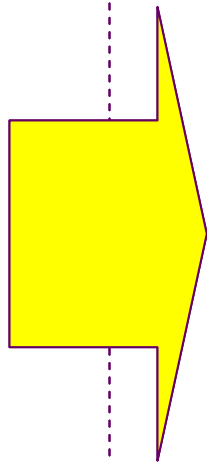
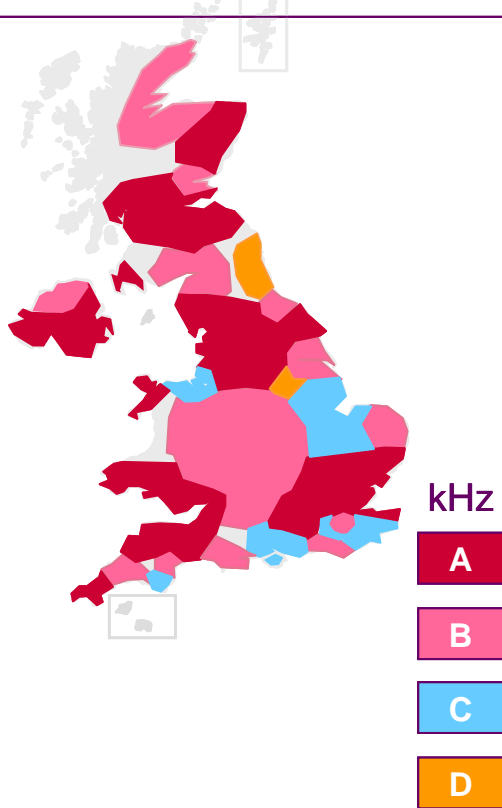


Hundreds of local or community radio stations, using FM, DRM, or some other technology

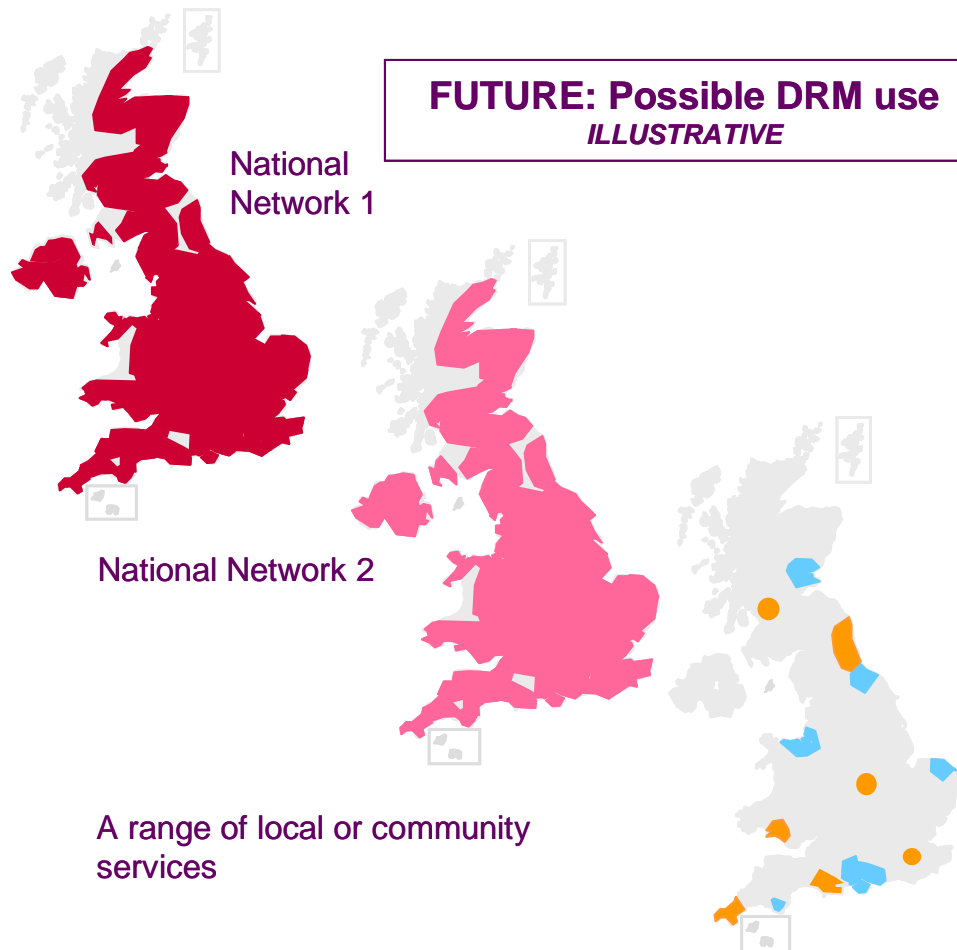
...or something not yet thought of.

# ... and for AM spectrum

**NOW: AM national network**



**FUTURE: Possible DRM use**  
*ILLUSTRATIVE*



## Analogue switch-off

- May be better uses for FM and AM spectrum (including a different set of FM services)
- Simulcasting is expensive and wasteful
- But problems need to be solved before digital switch-over:
  - Universal coverage for BBC
  - Smaller stations with no route to digital
  - Take-up of sets and availability in cars
  - Licensing regime needs to change

## Other technologies

- Complement to DAB or alternative?
- DRM – probably a complement to DAB – trials underway
- Wi-max – will it offer universal coverage?
- ???

## Digital working group?

- Considering the possibility of setting-up a working group to consider conditions for ending analogue simulcasting