

Digital radio reaches around around 200.000 daily listeners in Bavaria

First measurement of all DAB services in the Funkanalyse Bayern 2012

The Bavarian regulator Bayerische Landeszentrale für neue Medien (BLM) has conducted a detailed analysis of the use of digital radio services in Bavaria in its annual research programme Funkanalyse Bayern 2012 in cooperation with the Bavarian and national DAB providers. According to the findings, DAB services have already established themselves well in the market shortly after the start of DAB+, reaching a sizeable audience. Around 800.000 persons in Bavaria listen to DAB+ channels during a two-week period. Some 200.000 listeners switch on at least one digital radio channel per day on an average weekday.

The research for the first time analysed all available DAB channels alongside the VHF radio services on air.

In the analysis, a partial random check comprising 4000 listeners aged 14 or older in Bavaria investigated all DAB services which are on air alongside the VHF programmes by reading out the names and slogans of the channels; the other 17.570 persons aged 14 or over in Bavaria were questioned as before only as regards the available VHF channels and the local DAB services.

As one of the key findings of this method test it was established that the supported questioning concerning the DAB services results in a considerably higher audience reach than a test not offering any support. In addition, the audience reach of the VHF channels is not on principle negatively impacted by the research regarding additional services. While the supported questioning of an average 43 radio programmes compared to 26 channels in the control random check extends the duration of the interview, there was no increase in the relevant number of interviews stopped short.

The BLM plans to also research the further development of the use of digital radio in the framework of its 2013 research work (Funkanalyse Bayern).

This information is also available in the internet: www.blm.de

>> Contact: Dr. Wolfgang Flieger, Tel. (089) 63808-313, wolfgang.flieger@blm.de