The Communications Market: Digital Radio Report

Ofcom's fourth annual digital progress report

Research Document

Publication date: 25 September 2013

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Section 1

Executive summary

1.1 Basis of report publication

The Government launched its Digital Radio Action Plan in July 2010. Ofcom was asked in the Action Plan to publish an annual report on the availability and take-up of digital radio services.

The Action Plan emphasises that digital radio switchover should begin only when the market is ready and that it should be predominantly consumer-led. The Action Plan stated that a decision on setting a date for digital radio switchover will be made when the following criteria are met:

- when 50% of all radio listening is via digital platforms; and
- when national DAB coverage is comparable to FM, and local DAB reaches 90% of the population and all major roads.

This report includes data on digital radio devices' share of radio listening and information on the coverage project, designed to measure current levels of FM and DAB coverage.

In this report 'digital radio' is used in its broadest sense to include all platforms and technologies that allow listeners to access digital radio services.

1.2 Key points

Digital radio coverage varies by platform. The BBC's national multiplex covers 94.4% of homes, the national commercial digital multiplex covers 89.5% of homes and local DAB multiplexes are estimated to cover 71.7% of households. Over 98% of homes receive digital television services which carry digital radio stations and 76% of homes have a broadband internet connection.

In the 12 months to the end of June 2013, RAJAR data show that just over a third of all radio listening hours were to services delivered over a digital platform. This is an 11.2 percentage point increase since the same period in 2010 and a 4.4 percentage point increase year on year.

Listening on a DAB digital radio set was the most widely-used method of listening to digital radio in the 12 months to the end of Q2 2013, accounting for 64.9% of all digital listening hours. The proportion of digital listening through the internet or apps grew by 1.6pp year on year to account for 14.9% of digital listening.

Four of the stations that are only available through digital platforms were listened to by at least one million listeners in an average week in the 12 months to Q2 2013. BBC 6 Music had the largest number of listeners, at 1.74 million, followed by BBC Radio 4 Extra which reached 1.66 million listeners and 1Xtra from the BBC which reached 1.1 million listeners. Commercial radio station Absolute 80s increased its reach by 16.7% to 1.01 million.

Over one third (33.4%) of all radio sets sold in the 12 months to Q2 2013 included a DAB tuner. A total of 5.6 million radio sets were sold in this period, a fall of 14.3% on the same period last year. Sales of DAB sets remained steady while analogue sales volumes fell by 1 million units year on year.

Almost four in ten (38.3%) of new cars are now fitted with DAB as standard, 12.4 percentage points more than were fitted with DAB as standard in Q2 2012.

Forty-six per cent of people claimed ownership of a DAB digital radio, an increase of 4pp year on year. DAB take-up varies across the UK, ranging from 54.4% in Surrey to 18.1% in the Scottish Borders.

Ofcom research shows that the proportion of those listening to digital radio varies by demographic group. At 67%, those in the AB demographic group are the most likely to listen to digital radio at least monthly. Those aged 16-24 are also more likely to listen to digital radio, with 62% listening on at least a monthly basis.

Among radio listeners who do not have access to a DAB digital radio set at home, 14% claim that they are ‘likely’/’very likely’/’certain’ to buy a set in the next 12 months. Fifty-eight per cent of radio listeners without a DAB set at home said they were ‘unlikely’/’very unlikely’/’certain not to’ to buy one within the next year.

1.3 Background on survey methodology

This report uses a range of data drawn from research sources, including:

- Ofcom licensing data;
- retail equipment sales and pricing statistics (from an external agency, GfK);
- Ofcom Technology Tracker research data;
- data on the number of DAB radios in newly registered cars, from the Society of Motor Vehicle Manufacturers and Traders (SMMT);
- Department for Transport statistics; and
- RAJAR / Ipsos MORI / RSMB radio consumption analysis.

As with any survey data, Ofcom’s technology tracking study is subject to an error margin – which will be up to +/- 2 percentage points. Note that this report supersedes its predecessor.

Section 2

Availability of digital radio services

The Government's Digital Radio Action Plan states that a decision on setting a date for digital radio switchover will be based on the following criteria:

- when 50% of all radio listening is via digital platforms; and

- when national DAB coverage is comparable to FM, and local DAB reaches 90% of the population and all major roads.

This chapter focuses on DAB coverage.

2.1 Digital platforms on which radio services can be received

Consumers can access radio services on a range of digital platforms and devices. This includes DAB digital radios, digital television, and devices that connect to the internet such as dedicated radios incorporating WiFi connectivity, home PCs, and mobile handsets that can connect to the internet.

Each has different features, offering consumers a range of options. DAB offers the combination of being free-to-receive and portable, like analogue radio, but it requires a specific receiver. Digital television has the advantage of not requiring additional investment in equipment, particularly as television switchover has brought widespread take-up of DTV equipment, but it does not generally offer portability. Through an internet enabled device, such as a computer, radio with a WiFi connection, or smartphone, listeners have access to a wide range of audio services including radio content originating outside the UK, and archive and on-demand content. However, such services generally require a paid-for broadband or 3G connection, and significant consumption of radio via these platforms could exceed the data limits of some contracts.

2.2 Coverage of digital platforms

Internet access

Broadband internet access is available via ADSL to almost all UK homes (over 99.9%), while 3G services are available to 99.1%[1] of UK homes.

Digital television

Digital satellite television is available to 98% of households; **digital cable** to 48% of homes and **digital terrestrial television** to over 98% of households, according to latest estimates[2].

[1] 3G coverage is defined as outdoor coverage from at least one operator and indoor coverage is likely to be a little lower.
[2] Ofcom's *Communications Market Report 2013* provides more information on internet and digital television availability

DAB coverage

Existing DAB coverage is shown in Figure 1. The extension of the Digital One multiplex to Northern Ireland and the launch of additional local commercial multiplexes have increased the proportion of households and roads that are served by commercial DAB radio.

Figure 1: Existing DAB coverage

Existing DAB coverage	Aggregate of local multiplexes	BBC national	Commercial national (Digital One)
Households	71.7%	94.4%	89.5%
Roads	56.4%	83.6%	75.7%

Source: Ofcom, August 2013

For comparison, the figures for FM coverage are in Figure 2. These are not directly comparable to the DAB coverage figures, mainly because although it is possible to receive FM reception (albeit poor quality) with low signal strength, DAB reception is either good or completely absent.

Figure 2: Existing FM coverage

Existing FM coverage	Aggregate of local coverage	BBC national (BBC Radios 1 to 4)	Commercial national (Classic FM)
Households	92.6%	94.9%	90.9%
Households (variable)	97.9%	99.1%	97.4%
Roads	91.5%	93.1%	86.8%
Roads (variable)	95.5%	95.8$	90.3%

Source: Ofcom, August 2013
Note: Variable indicates that reception may be less than perfect quality; some artefacts will be present on the audio signal or there may be occasional short drop outs.

2.3 Services available, by platform

Broadcast radio

There are a total of 553 analogue radio services available in different parts of the UK (Figure 3). These include 99 services broadcasting on AM and 490 broadcasting on FM. Some stations, such as some of the BBC local and nations services, simulcast on both wavebands.

Figure 3: Number of UK radio stations broadcasting on analogue, August 2013

Type of station	AM	FM	AM/FM total
Local commercial	54	238	292
UK-wide commercial	2	1	3
BBC UK-wide networks	1	4	5
BBC local and nations	36	46	46
Community radio	6	201	207
TOTAL	**99**	**490**	**553**

Source: Ofcom, August 2012
Note: the conditions of each licence will determine the amount of programming that may be shared between these licensed services. Here we have taken the view that a service providing at least four hours a day of separate programming (even if the same brand has other services) equals one service.

The number of stations available to listeners on DAB varies across the UK. There are 14 UK-wide commercial services on DAB and 11 BBC services (Figure 4). Both the BBC and the commercial sector have services which are simulcast on DAB and analogue. For local commercial radio, some services are broadcast to a number of different geographical areas while also broadcasting on analogue in a smaller area.

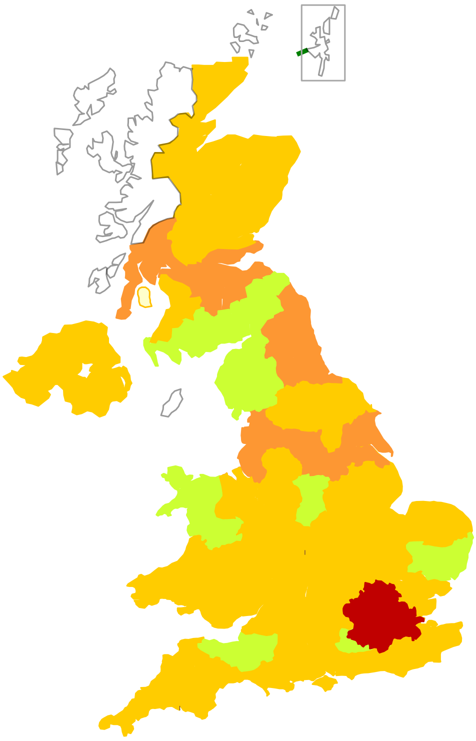
Figure 4: Number of UK radio stations broadcasting on DAB: August 2013

Type of station	Relation to analogue area	Number of stations
Local commercial	DAB in analogue area	100
	DAB extends analogue area	12
	DAB only	33
UK-wide commercial		14
BBC UK-wide networks		11
BBC local and nations		32
TOTAL		**250**

Source: Ofcom, August 2013

The availability of radio services on DAB is highest in the Greater London area, where listeners can receive up to 61 radio services. Dumfries and Galloway, the Scottish Borders, Cumbria, North West Wales, Somerset and Suffolk are the areas where availability is lowest. Listeners can receive up to 25 stations on DAB in these areas. Outside London, the majority of homes in the UK where DAB is available receive between 26 and 35 services.

Figure 5: Number of services available on DAB: UK map



No. services	BBC national	Commercial national	No. local multiplexes
0	-	-	-
11	✓	-	-
25	✓	✓	-
26-35	✓	✓	1
36-44	✓	✓	2 (see note)
45+	✓	✓	3

Source: Ofcom, August 2013
Note: the Tyne and Wear and Teesside areas have one multiplex each, but each of these multiplexes carry a greater number of services than most other local multiplexes.

Digital television

At least 60 radio stations are broadcasting on digital satellite (the number on the Sky EPG); 25 are available on Freeview and at least 35 on cable (the number carried by Virgin Media). Most of these are simulcasts of AM/FM/DAB services.

Internet

There are many radio services available over the internet, but as Ofcom has no role in licensing these services, it has no record of the number of available services. But as an example, as of September 2013, TuneIn[3] has a database of over 70,000 radio stations.

Radioplayer, a website which offers a single online point of access to BBC, commercial and community radio, currently carries 349 stations. Reciva Internet Radio, an online aggregation services, has over 1,000 stations listed as UK services.

[3] TuneIn is a service which aggregates streams of radio stations and makes them available on desktop browsers and through apps for smartphones, tablets and smart TVs.

Section 3

Take-up of devices and platforms

3.1 Ownership of digital radio-enabled platforms

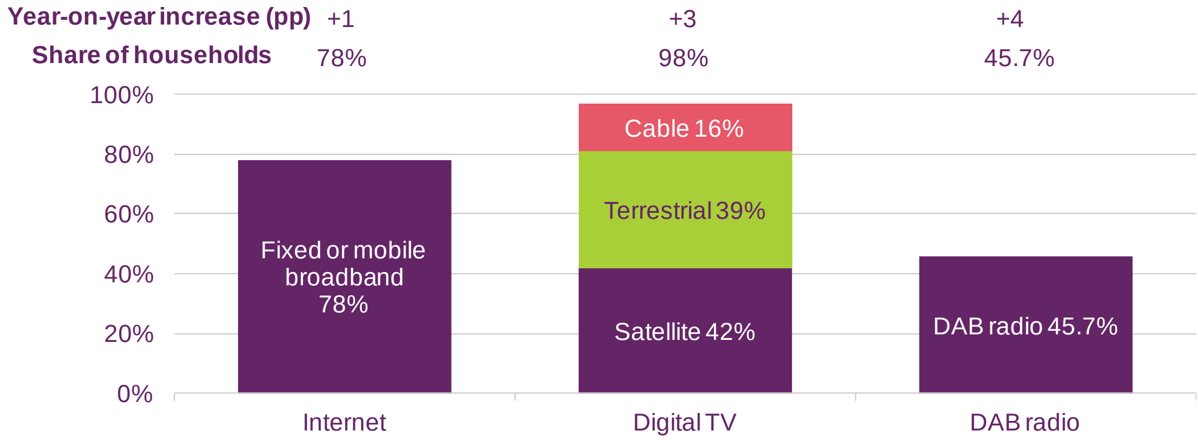
Almost all households are capable of receiving digital radio, with approaching half able to access via a DAB set

Take-up of devices offering access to digital radio has risen in recent years. By Q2 2013, almost all households in the UK (98%) had access to digital television, allowing access to digital radio services.

Seventy-eight per cent had access to a broadband internet connection at home, thereby providing access to streamed digital radio services and to listen-again and downloadable radio content.

Approaching half of UK households reported owning a DAB radio set (45.7%) by Q2 2012, up by 10% (four percentage points) in the year (Figure 6).

Figure 6: Take-up of equipment capable of receiving digital radio: 2013



Source: Ofcom Technology Tracker, RAJAR Q2 2013

3.2 Radio set sales

One third of radio sets sold in the 12 months to June 2013 are capable of receiving DAB digital radio

The total number of radio sets sold fell again in the 12 months to Q2 2013, declining by 14.3%, while the number of DAB digital radio sets sold remained steady. As a result of the fall in the number of analogue sets sold, the proportion of total set sales accounted for by DAB sets increased by 4.7pp to 33.4%. (Figure 7) The value of the consumer electronics sector overall has declined by 21% between July 2012 and July 2013, so the trend for audio devices is in line with the wider sector.[4]

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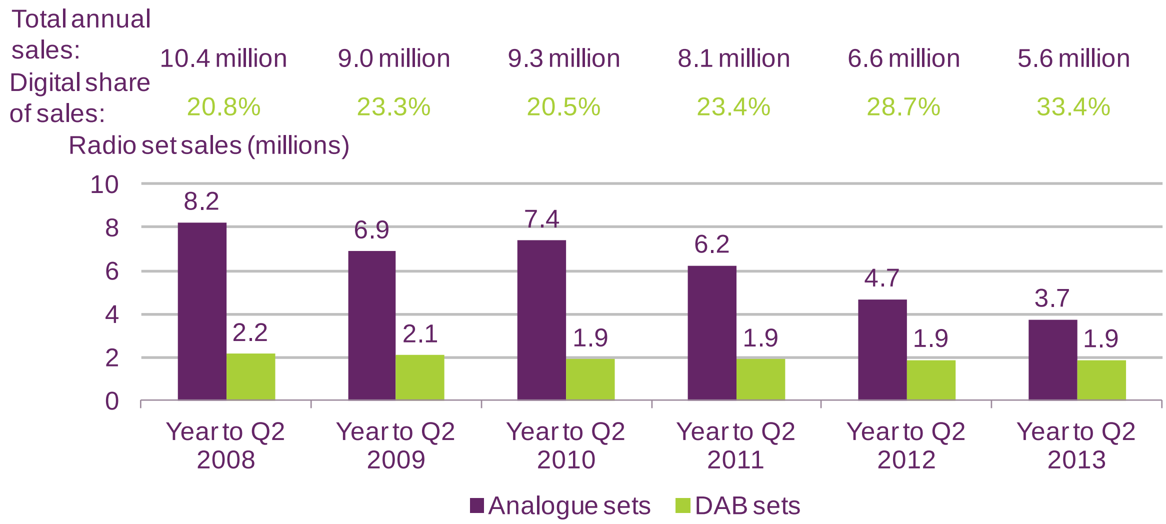
[4] GfK, *Consumer electronics continues to struggle*, 30 August 2013, [http://www.gfk.com/uk/news-and-events/news/pages/consumer-electronics-continues-to-struggle.aspx]

Figure 7: Number of analogue and digital radio sets sold: year to Q2 2008-2013



Source: GfK sales data, 2008-2013.
Note: Figures cover GB only, GfK Panelmarket data represents over 90% of the market. Categories of device included are; portable radios, personal media players, car audio systems, home audio systems, clock radios, radio recorders, headphone stereos, tuners and receivers.

3.3 The radio set universe

We estimate there are between 101 million and 117 million radio sets in the home and in cars/commercial vehicles

Radio sets at home

Our previous digital radio reports highlighted the two approaches that can be used to estimate the universe of radio sets – using either consumer research data or device sales figures.

Neither approach provides an exact figure. Consumer research is likely to underestimate the figure, as people may understate the number of radio-enabled devices in the home. Radio set sales can provide an indication of the size of the market, but purchases may add to the universe of sets or replace existing equipment, so a net ownership figure is hard to arrive at.

There are three main categories of device in the home which have radio as a primary or key function:

- portable sets;
- hi-fi equipment; and
- clock radios.

Other media devices also provide access to radio services. These include mobile phones/smartphones, MP3 players, DTV decoders, PCs, and other digital devices with a WiFi connection. As people are not always aware of a specific radio receiver's capability to receive signals from different platforms, or may not regularly use the device for radio listening, consumer research may offer a less reliable indicator of the total set universe for each type of device. These devices have, therefore, not been included in the calculations set out in Figure 9 below.

Across the three main types of radio sets in the home (portables, hi-fis and clock radios only), our 2012 *Digital Radio Report* concluded that the set universe at the end of Q2 2012 was estimated to be 66–85 million. This calculation drew on sales data from 2000 to 2012 (which indicated that 86 million sets had been sold in this period) and consumer research undertaken in 2010 which suggested that there are 70 million working radio devices in UK homes.

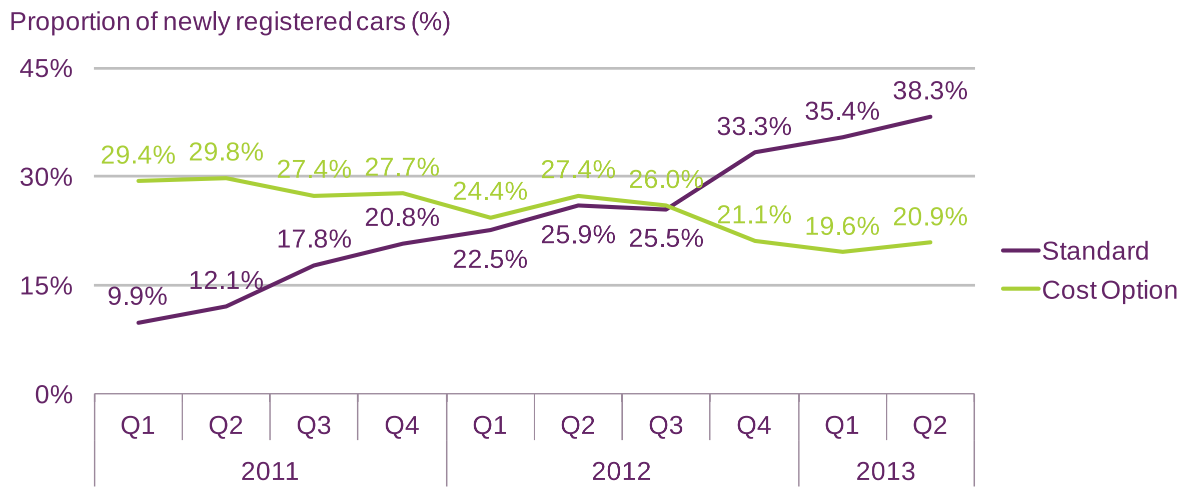
In the 12 months to the end of Q2 2013, a further 3.7 million analogue radio devices have been sold, along with 1.9 million DAB sets. There is no evidence to indicate whether these devices are replacements for existing radio sets or whether they have added to the set universe. But taking into consideration that at least some radio sets will have been replaced, the calculations below are based on sales data from 2001 to 2013, which indicates that 82 million sets have been sold in this period.

As a result, the range for the estimated lower-bound number for radio sets in the home has been reduced to 66–81 million. The universe of sets in the home is likely to exceed this range, as there will be sets over 12 years old that are still being used.

Car radio receivers

Based on statistics from the Department for Transport, there are a further 35 million radio sets installed in cars and commercial vehicles (assuming that most vehicles have a radio set). In 2012, we estimated that the take-up of DAB tuners in cars was 3-5%. Based on CAP/SMMT data, the proportion of new cars registered in Q2 2013 with digital radio installed has risen to almost four in ten (38.3%) (Figure 8). We estimate broadly that take-up of DAB tuners in vehicles is between 5% and 9%, but this figure is the subject of some uncertainty.

Figure 8: Status of digital radio availability in newly registered cars



Source: CAP/SMMT

The total set universe

We estimate that there are between 101 million and 117 million radio sets in homes and in cars and commercial vehicles. Of this total, we estimate that between 15% and 19% are capable of receiving DAB digital radio.

Figure 9: The radio set universe

	Sets in the market (millions) – lower bound estimate[3]	Estimated proportion used at least weekly (%)[4]	Estimated proportion that are digital (%)[5]
In home radios[1]	66m – 81m	73%	19 – 23%
Vehicle radios[2]	35m	92%	5 – 9%
Total	**101m – 117m**	**83%**	**15 – 19%**

Source: Ofcom research on home radio ownership and vehicle figures from the Department for Transport
Note 1: In-home radios include hi-fis, portable radios and alarm clock radios.
Note 2: data on the number of vehicles on UK roads, as reported by the Department for Transport in September 2013
Note 3: Due to the complexity of estimating the radio set universe, we have included a range of figures based on consumer research conducted in 2010 and GfK retail sales data for 2001-2013.
Note 4: Frequency of listening figures from Ofcom consumer research May 2010
Base: 1075 UK adults
(Q1) How many working (insert type of device) do you have in your household?
(Q4ii to q6i): How often do you or someone in your household listen to (type of device)?
Note 5: Proportion of home radios including a DAB digital radio tuner draws on GfK sales data

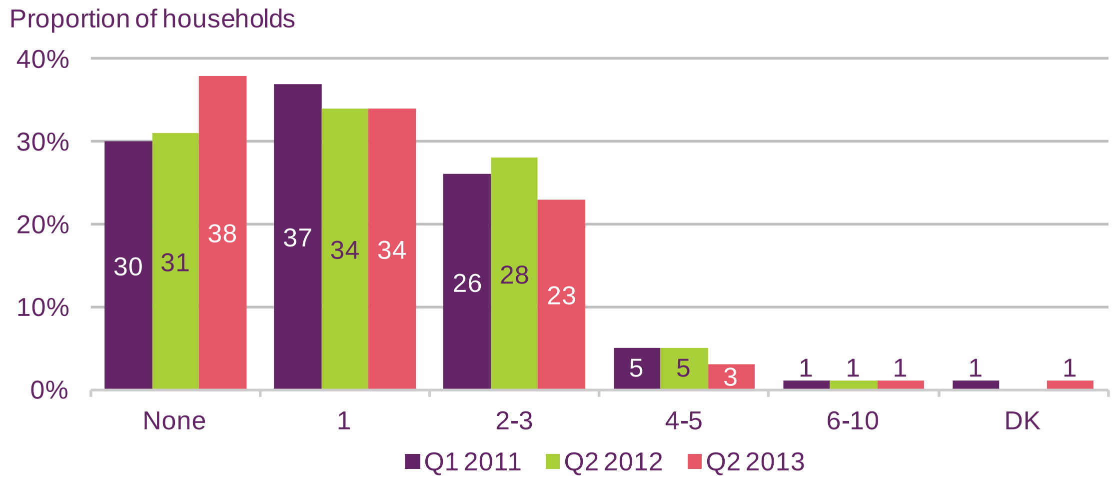
1.1 sets per home used ‘most weeks’

The preceding analysis estimates the size of the radio set universe without reference to regularity of use. To address this, Figure 10 sets out the results of the consumer research that examined the number of sets at home which consumers typically use ‘most weeks’. Throughout the UK on average, there are an estimated 1.1 radio sets per home that are used most weeks (this does not include car radios, radio listening through computers, TVs or phones). This compares to an average of 1.3 sets per home recorded in 2012. Data collected from the Q1 2013 Technology Tracker suggests that this slight reduction in the average number of radio sets listened to in the home may be due to the rise in radio listening via other means. Between Q1 2012 and Q1 2013, the proportion of adults reporting to listen to the radio via a mobile phone rose from 13% to 20%, and the proportion listening via the internet rose from 16% to 22%[5].

This was the approach we took to attain a better understanding of how many regularly-used radio sets there were in the typical UK home. It suggests that among households with at least one radio (61% in our survey), 93% consumers listen to three or fewer radio sets in ‘most weeks’. In Q2 2013, these households had an average of 1.7 sets per home, compared to 1.9 sets in 2012.

[5] Ofcom, *The Communications Market Report* 2013, 1 August 2013 [http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr13/], p. 223

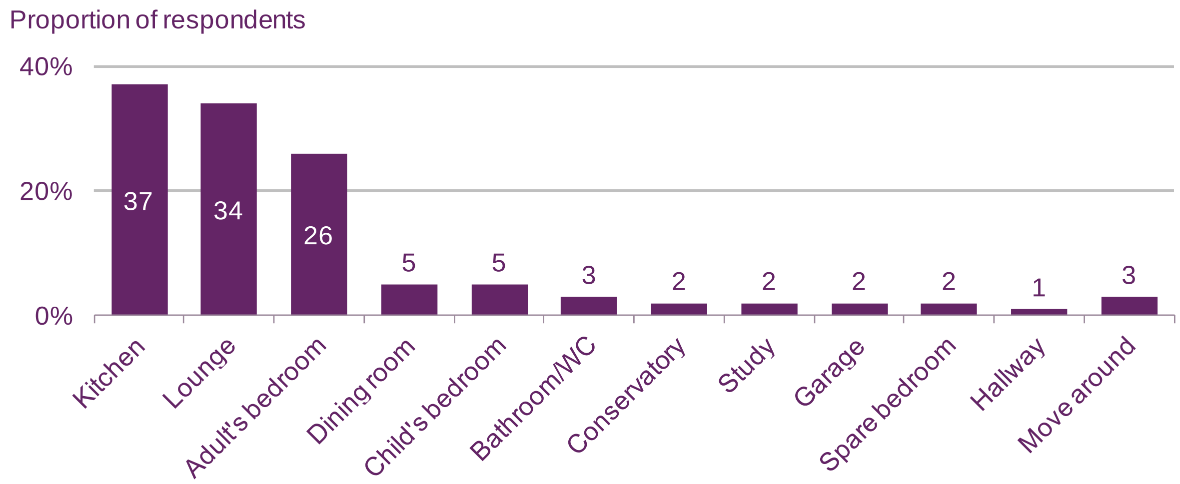
Figure 10: The number of radio sets in the home that consumers listen to in 'most weeks'



Source: Ofcom Technology Tracker Wave 2 2013
QP8. In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks?
Base: All respondents Q1 2011 (3772), Q2 2012 (2893), Q2 2013 (2879)

Respondents were asked in which rooms they had radio sets at home; just over a third reported having radio sets in kitchens (37%) and lounges (34%), while a quarter had a set in an adult's bedroom (26%), as shown in Figure 11 below.

Figure 11: The location of radio sets in the home



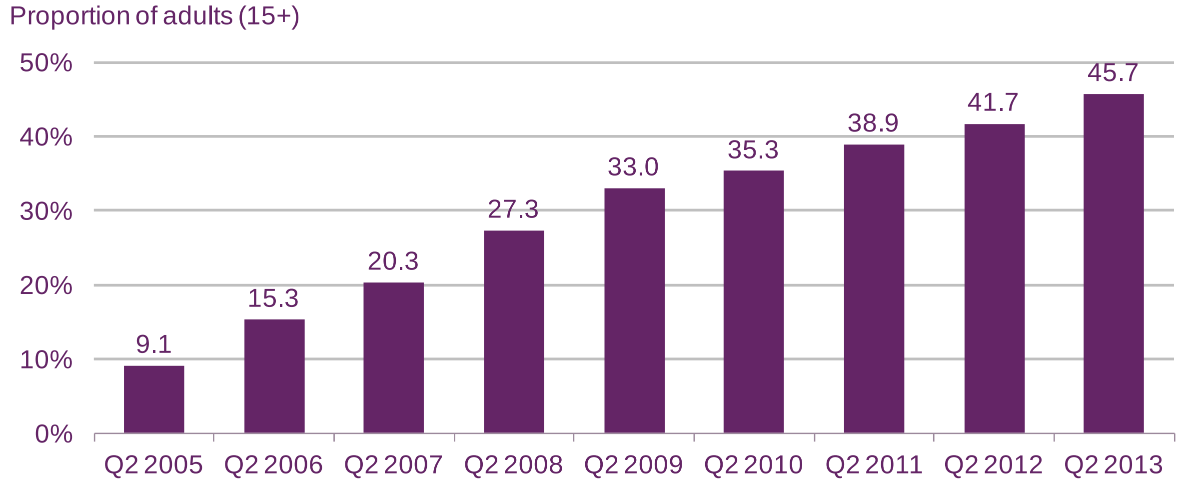
Source: Ofcom Technology Tracker Wave 2 2013
Q4. In which of these rooms at home do you have any radios?
Base: All respondents, n=2879
note the question wording is not comparable to the 2012 question, which asked about the location of radio sets used 'in most weeks'

3.4 Homes with access to DAB digital radio

Nearly 46% of UK adults own a DAB set

RAJAR estimates that 45.7% of adults owned a DAB set by June 2013. This is an increase of 4pp year on year.

Figure 12: Proportion of individuals claiming to own a DAB set in the home

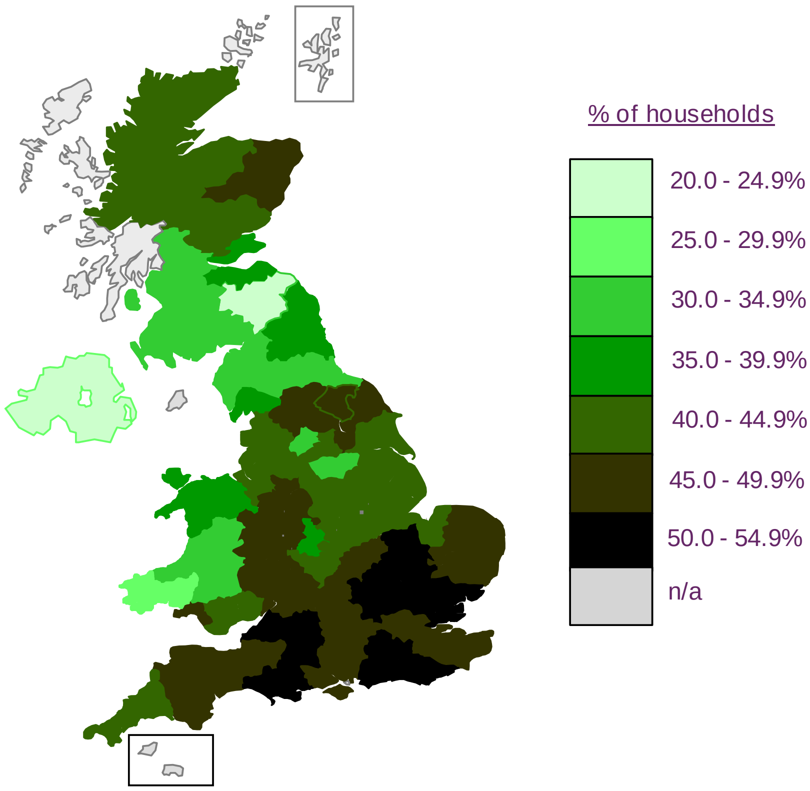


Source: RAJAR / Ipsos MORI / RSMB

DAB set take-up is highest in south-east England

DAB set take-up is varied across the UK, as Figure 13 shows. DAB set take-up was highest in south-east England generally, and particularly in Surrey (54.4%), Salisbury (53.5%) and Sussex (53.4%). Set ownership was lowest in the Scottish Borders (18.1%) and Northern Ireland (24.3%) where the choice of stations on DAB was also less than average.

Figure 13: Take-up of DAB digital radio, by multiplex area



Source: RAJAR, Q2 2013
Note: this map is based on analysis which uses the total survey area of the individual station which best represents the coverage area of each digital multiplex.

Section 4

Radio listening through digital platforms

The Government's Digital Radio Action Plan states that when a decision is taken on setting a date for digital radio switchover, it will be based on the following criteria:

- when 50% of all radio listening is via digital platforms; and
- when national DAB coverage is comparable to FM, and local DAB reaches 90% of the population and all major roads.

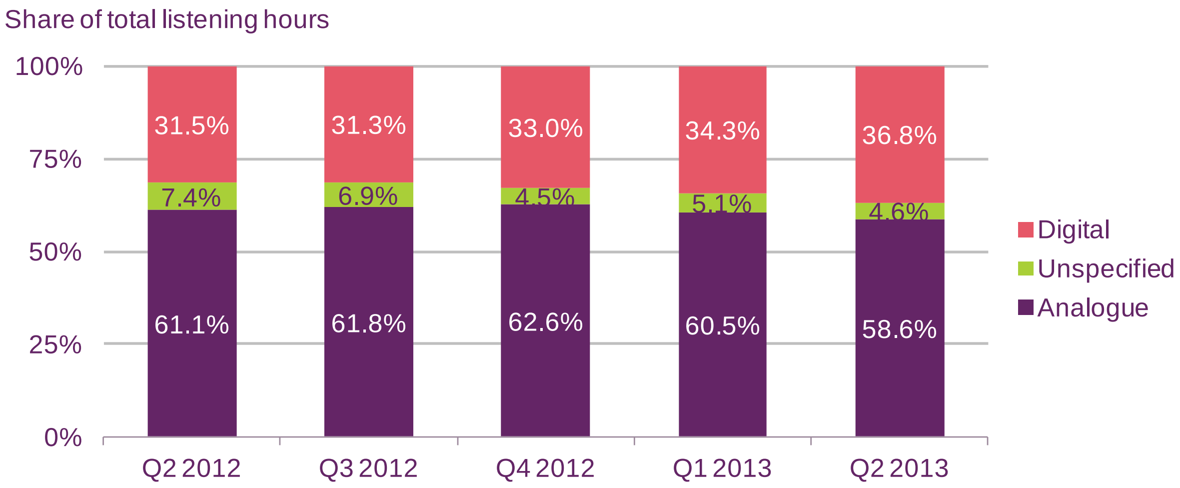
This chapter focuses on digital radio listening.

4.1 Consumption of radio services via digital platforms

Digital listening share stood at 36.8% in Q2 2013

Listening to services on digital radio platforms (DAB, DTV and via the internet or apps) accounted for over a third (36.8%) of all radio listening hours in Q2 2013.

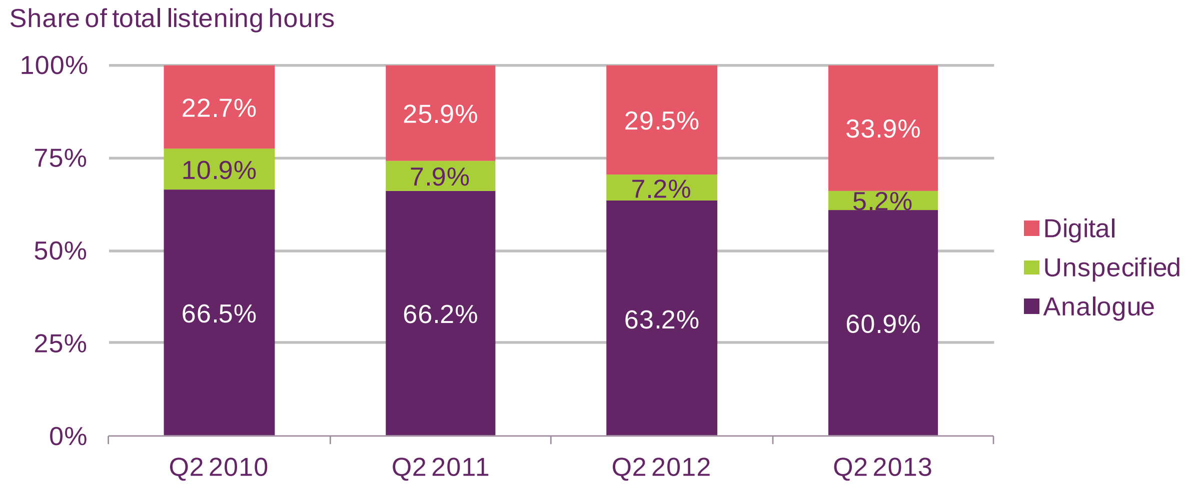
Figure 14: Distribution of listening hours across analogue and digital platforms, by quarter: Q2 2010 – Q2 2013



Source: RAJAR. All adults (15+)
Note: 'Unspecified' relates to listening where the radio platform was not confirmed by the listener.

For the 12 months to Q2 2013, digital listening accounted for a 33.9% share of all radio listening. Over the past four years, the proportion of digital listening has increased by 11.2pp. Over the same period, the proportion of analogue listening has fallen by 5.6pp to 60.9% and the amount of unspecified listening, where the respondent to the survey does not confirm the platform that they are listening through, has fallen by 5.7pp to 5.2%.

Figure 15: Distribution of listening hours across analogue and digital platforms, the 12 months to Q2: 2010-2013



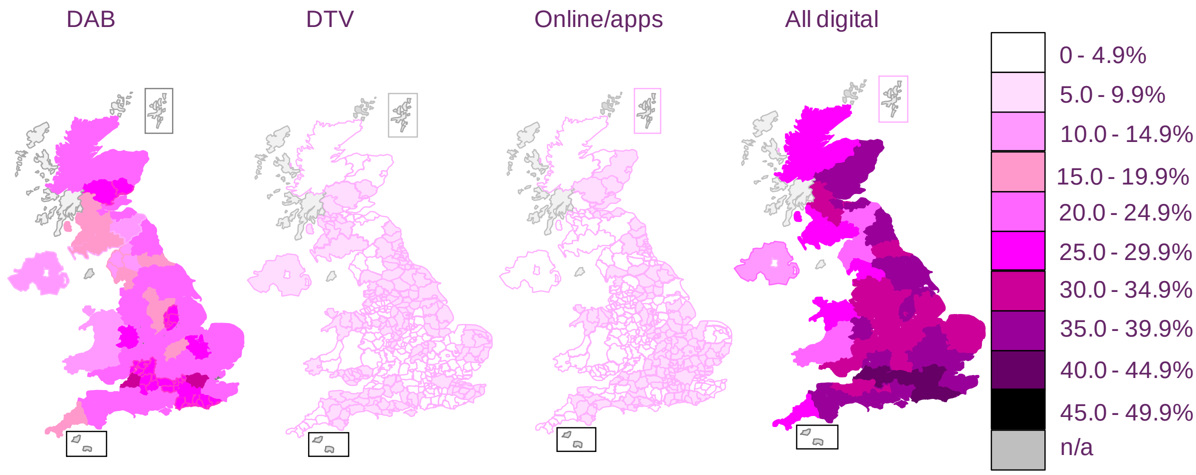
Source: RAJAR. All adults (15+)
Note: Data relate to the year ending each date shown. 'Unspecified' relates to listening where the radio platform was not confirmed by the listener.

Digital listening is highest in London and Surrey

The share of total listening hours accounted for by digital platforms in Q2 2013 was highest in London (43.8%) followed by Surrey (43.2%). London also has a high proportion of listening through DAB radio sets, but this was highest in Bristol (30.7%). Digital share of listening was lowest in the Scottish Borders and Northern Ireland, where DAB set take-up was also low (Figure 13).

Listening through DTV was highest in Tyne and Wear (8.7%) and Sheffield (7.7%) whereas online listening was highest in Surrey (8.9%) and Northamptonshire (8.7%). (Figure 16)

Figure 16: Share of listening, by digital platform and area

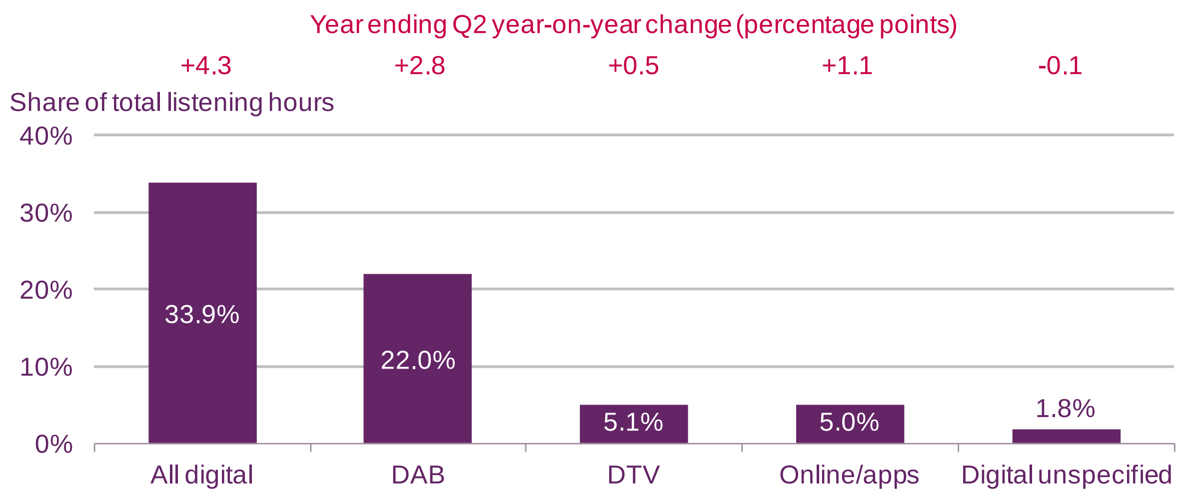


Source: RAJAR, Q2 2013
Note: these maps are based on analysis which uses the total survey area of the individual station which best represents the coverage area of each digital multiplex.

Most digital listening is through a DAB set

Of the 33.9% of listening hours that were accounted for by digital platforms in the 12 months to Q2 2013, DAB sets contributed 22pp to the total (Figure 17). This means that 64.9% of digital listening was through a DAB radio. The proportion of digital listening through the internet or apps grew by 1.6pp year on year to account for 14.9% of digital listening.

Figure 17: Digital radio's share of total radio listening hours, by platform

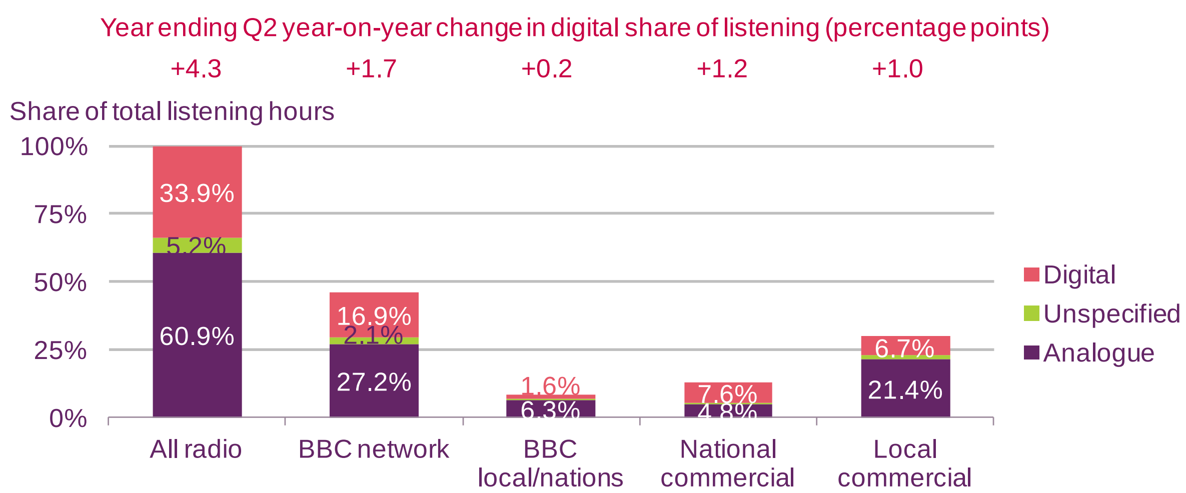


Source: RAJAR. All adults (15+), year ending Q2 2013
Note: 'Digital unspecified' relates to listening to digital-only stations, where the survey respondent has not specified the platform used.

Over half of digital listening is to BBC stations

Listening to BBC network stations accounted for almost half of the 33.9% digital listening, and most of BBC digital listening is to simulcasts of the BBC's analogue network services. Digital listening to national and local commercial stations contributed 7.6pp and 6.7pp to the 33.9% respectively. BBC local and national services contributed 1.6% (Figure 18).

Figure 18: Distribution of listening hours, by service provider, analogue and digital platforms: year to Q2 2013



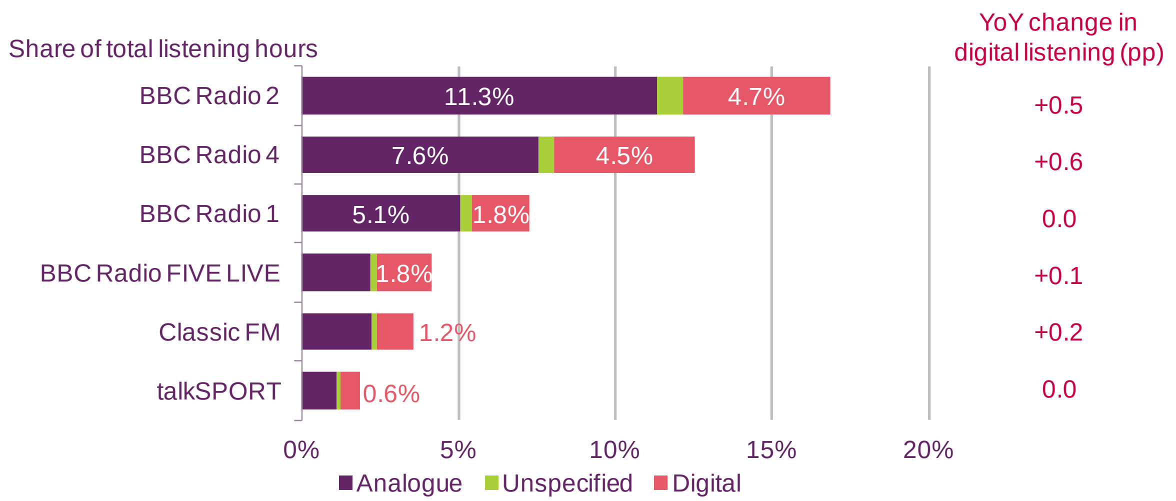
Source: RAJAR. All adults (15+), year ending Q2 2013

Note: 'Unspecified' relates to listening where the radio platform was not confirmed by the listener.

BBC Radio 1, 2, 4 and Five Live accounted for 37.8% of all digital listening

The contribution that analogue simulcast services make to the proportion of digital listening is set out in Figure 19. The four most listened-to BBC services accounted for 37.8% of all digital listening (or 12.8pp out of 33.9%). Classic FM was the most listened-to commercial station through digital platforms, accounting for 3.5% of digital listening hours.

Figure 19: Distribution of listening hours, by service, analogue and digital platforms: year to Q2 2012

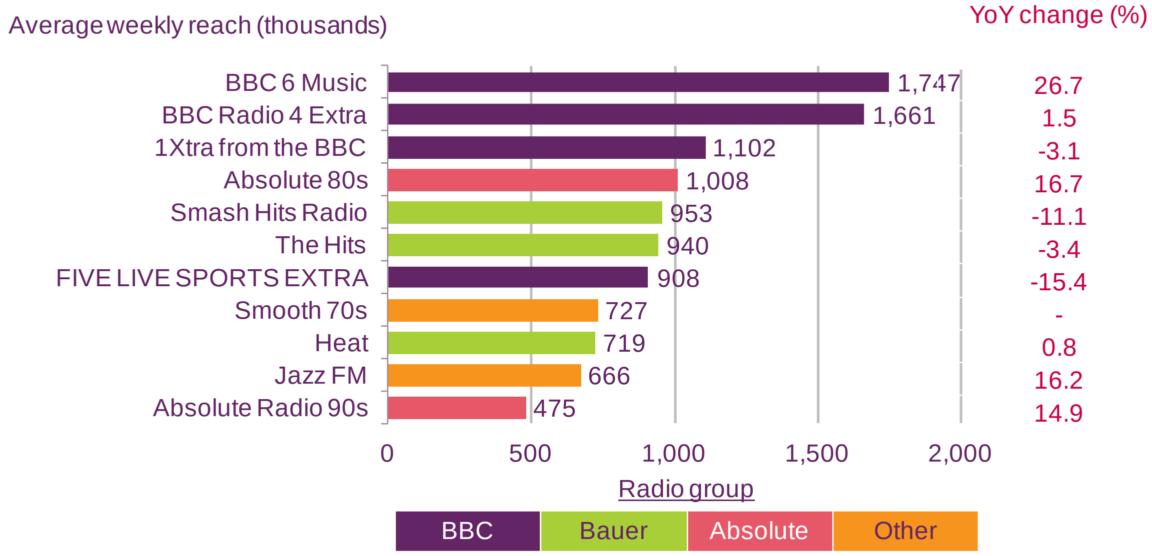


Source: RAJAR. All adults (15+), year ending Q2 2013
Note: 'Unspecified' relates to listening where the radio platform was not confirmed by the listener.

BBC 6 Music is the digital-only station with the largest number of listeners

Among the stations that are available only on digital, four services generated an average weekly reach of 1 million or more in the 12 months to June 2013. Three of these are BBC stations – BBC 6 Music, BBC Radio 4 Extra and 1Xtra from the BBC, with the fourth being commercial station Absolute 80s. A number of stations increased their reach in comparison to the same period last year, most notably BBC 6 Music, which increased its average weekly reach by 26.7%, and Absolute 80s, which saw a 16.7% increase to just over 1 million listeners. The two most popular Bauer stations, Smash Hits and The Hits, saw a decline in their average weekly reach, by 11.1% and 3.4% respectively.

Figure 20: Digital-only stations, by average weekly reach



Source: RAJAR. All adults (15+), year ending Q2 2013

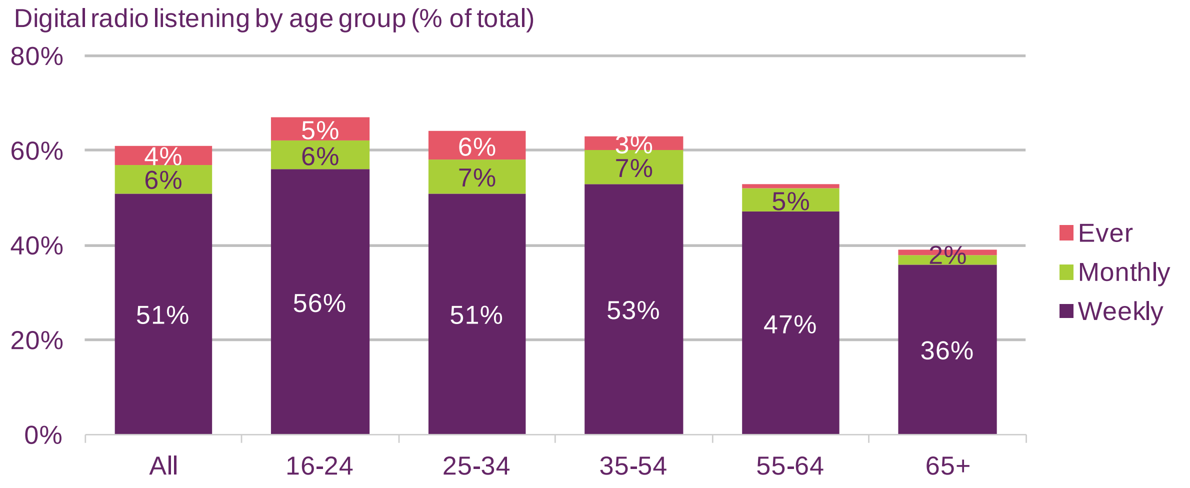
Half of radio listeners listen to digital radio on at least a weekly basis

Looking at frequency of listening, (based on Ofcom's own consumer research), 40% of the UK population claimed in Q2 2013 to have listened to a digital radio service on a weekly basis, up three percentage points from Q2 2012.[6] This equates to half (51%) of radio listeners. A further 6% of radio listeners claimed to have listened to digital monthly, and 4% less frequently than that.

The proportion listening to digital radio on a weekly basis saw some slight variation across age groups. It was greatest among those aged 16-24, with a five percentage point rise in the proportion listening weekly in the past year; those aged 25-34 and 35-54 have also seen similar year-on-year increases in digital listening. There was a lower propensity of listening to digital radio among those aged over 65 (a third listening on a weekly basis (36%); a further 2% monthly; and another 1% less often than monthly).

[6] This compares to a figure of 52.5% from RAJAR for those listening to radio on a digital platform for five consecutive minutes in an average week in Q2 2013.

Figure 21: Proportion of people, by age, who have ever listened to a radio through a digital platform

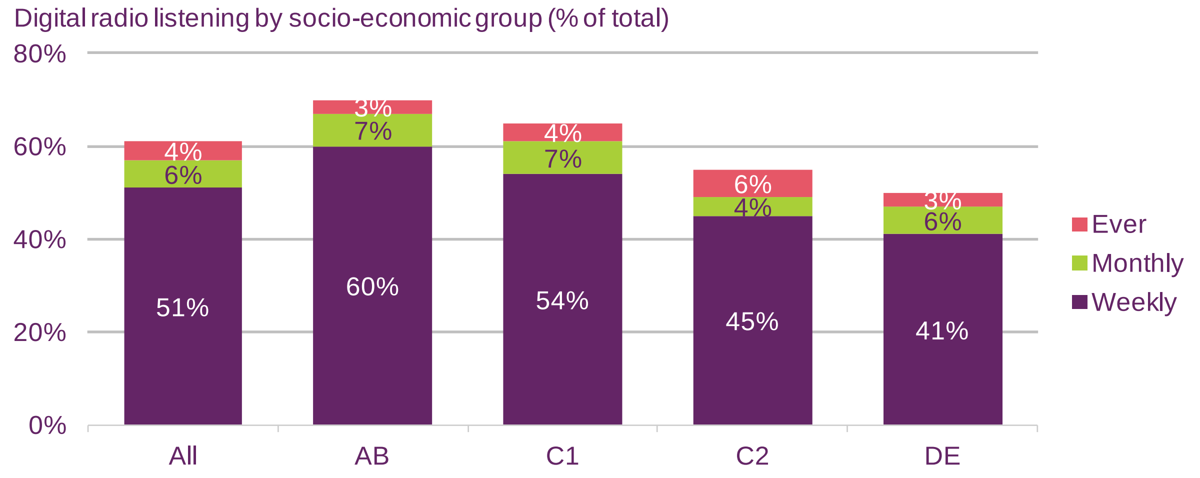


Source: Ofcom Technology Tracker Wave 2 2013
Base: All who listen to the radio (n=2242)
Q: Whether ever use digital radio

Six in ten respondents in AB households listen to digital radio at least weekly

By socio-economic group, six in ten radio listeners living in AB households claimed to have listened through a digital radio platform on a weekly basis in Q2 2013 – a seven percentage point increase on the same period last year. Conversely, those in the DE group were least likely to listen weekly to radio on a digital device (41%). The propensity to listen weekly fell progressively between these demographic groups (see Figure 22).

Figure 22: Those who listen to digital radio at least weekly, by socio-economic group

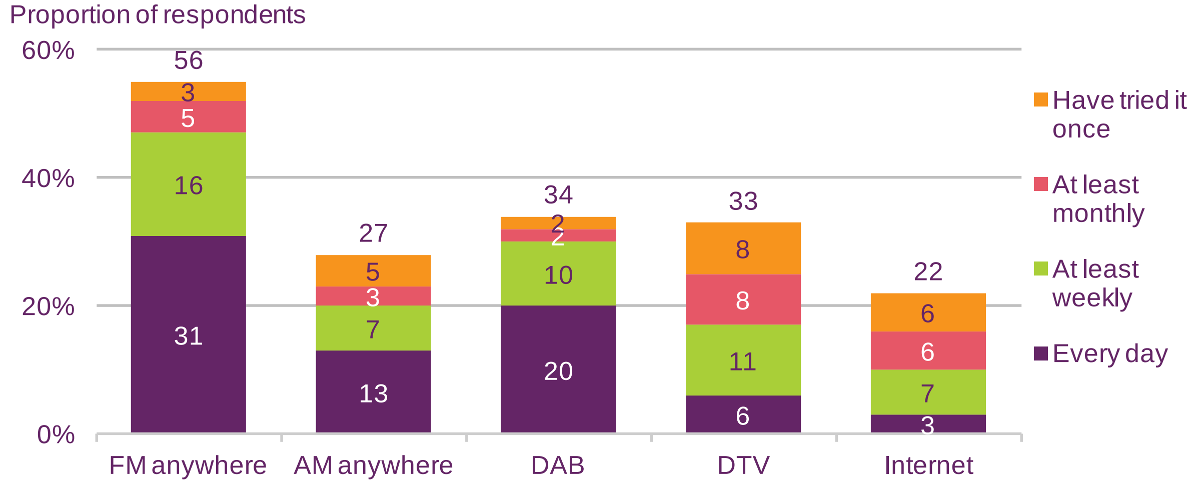


Source: Ofcom Technology Tracker Wave 2 2013
Base: All who listen to the radio (n=2242)
Q: Whether ever use digital radio

FM remains the most frequently listened-to platform among radio listeners, but one in five listen to DAB every day

According to Ofcom's research, the FM platform remains the most popular among radio listeners, being used by just over half of listeners (52%) on at least a monthly basis – the same proportion as in Q2 2012. By digital platform, almost a third of radio listeners claimed in Q2 2013 to listen to radio services through a DAB set at least monthly (32%), while a quarter made the same claim about listening via a DTV set (25%). However, the distribution of listening frequency varied between the two. Six per cent of radio listeners claimed to listen every day through their DTV set; for DAB it stood at 20%. Seventeen per cent of listeners claimed to have used the internet to listen to radio on a monthly basis – up from 13% the previous year – with 3% claiming to do so on a daily basis.

Figure 23: Frequency of radio listening, by platform



Source: Ofcom Technology Tracker Wave 2 2013
Q4. How often, if at all, do you access the radio via…
Base: Adults aged 16+ who listen to radio n = 2242 UK
Note: Remaining percentages are 'don't know' responses.

Section 5

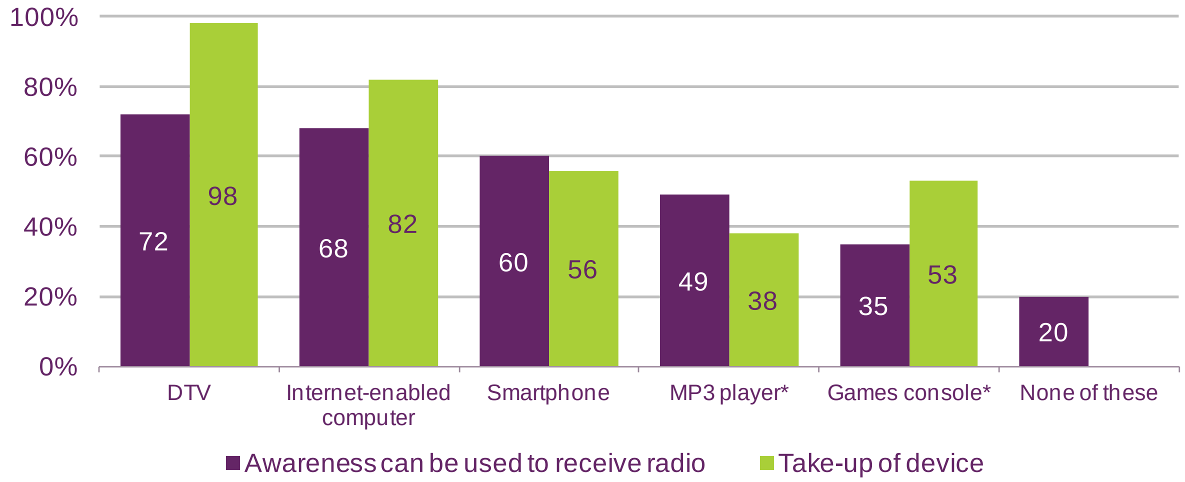
Consumer awareness of, and attitudes towards, digital radio

5.1 Consumer awareness of digital radio

Three in ten respondents with DTV are not aware they can access digital radio channels on this platform

Awareness of the digital-radio-carrying capabilities of digital devices varies. According to Ofcom research, only seven in ten individuals in Q2 2013 (72%) are aware that their DTV platform is capable of providing radio services, although 98% of households have access to a DTV platform. This has remained stable on Q2 2012 figures. In comparison, two-thirds of adults (68%) were aware that an internet-enabled computer could do the same (82% of homes have the internet at home). It was for smartphones that take-up and awareness of being able to receive digital radio services are most closely aligned. Six in ten knew that a smartphone could provide digital radio services – up five percentage points year on year, probably due to increasing take-up of smartphones, and 35% knew that the same was true of games consoles.

Figure 24: Awareness of devices capable of receiving digital radio services

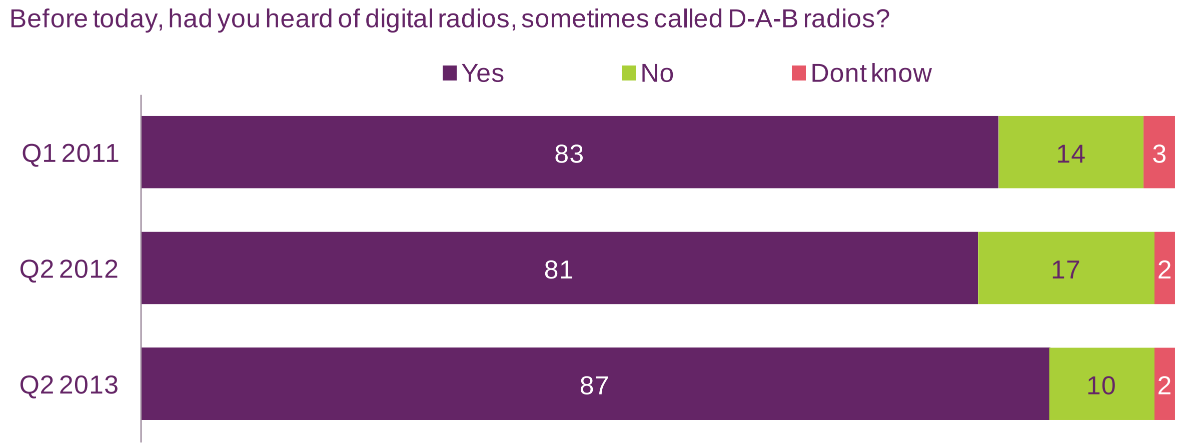


*Source: Ofcom Technology Tracker Wave 2 2013 *Take-up measures from Quarter 1 2013*
Base: All respondents, n=2879
QP13. Before today were you aware that you can listen to radio programmes as they are broadcast in these ways?

Awareness of digital radio has seen a significant increase over the past year

When we asked respondents if they had heard of "digital radios, sometimes called DAB radios", 87% said they had, rising from 81% the previous year. Awareness was highest among those living in AB households (93%), and adults aged 45-54 (92%), and lowest among those in DE households (79% - although this is up on 68% the previous year), and those aged 65+ (75%).

Figure 25: Awareness of digital radios, sometimes called 'DAB digital radio'



Source: Ofcom Technology Tracker, Wave 1 2011, Wave 2 2012, Wave 2 2013
Base: All adults
Q3. Before today, had you heard of digital radios, sometimes called D-A-B radios? Digital radios are sometimes called D-A-B radios and may have ones of these logos (SHOWCARD). They can receive more radio stations and have a clear signal with no interference. It doesn't simply refer to a radio with a digital display panel.

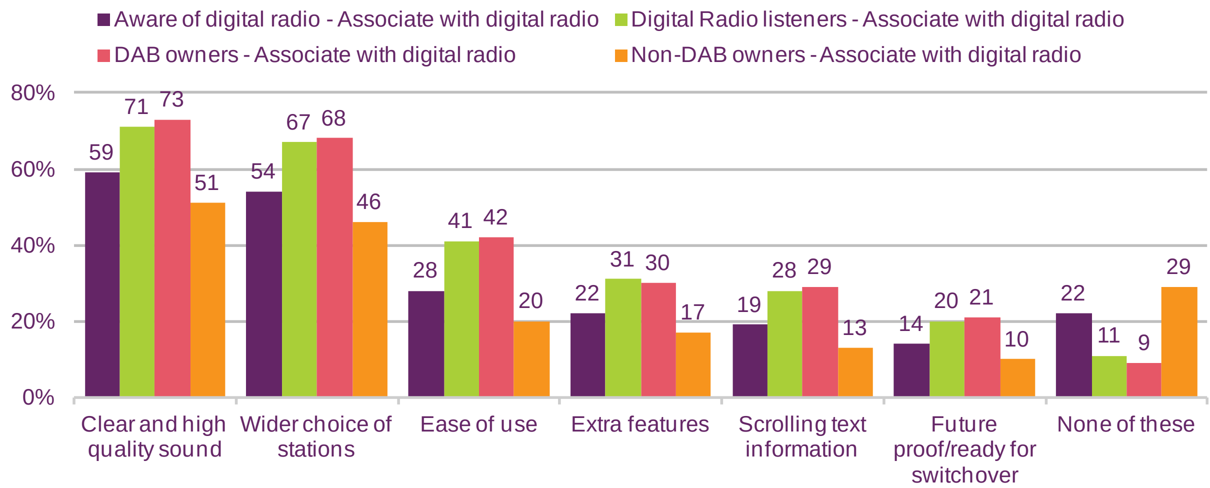
5.2 Consumer attitudes towards digital radio

Seven in ten digital radio listeners associate good sound quality and a wide choice of stations with the service

When respondents were asked which of a list of benefits they associated with digital radio, "clear and high quality sound" and "a wider choice of stations" were the most popular responses, with approximately seven in ten digital radio listeners and around half of non-DAB owners citing these aspects of the service. This was followed by four in ten DAB owners saying "digital radio is easy to use".

Among non-DAB owners, three in ten (29%) did not associate any of the listed benefits with digital radio.

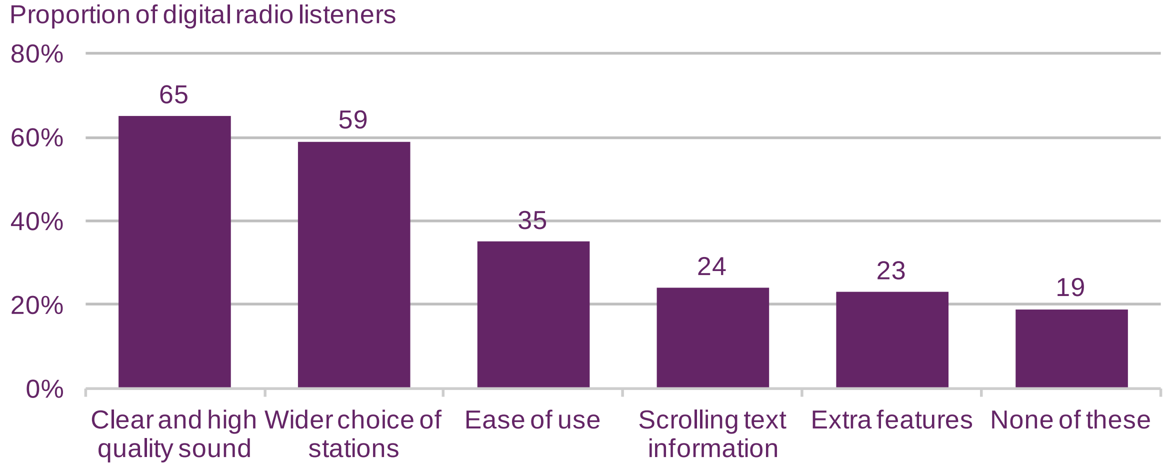
Figure 26: Associations of digital radio among those with and without digital radio



Source: Ofcom Technology Tracker Wave 2 2013
QP14. Which if any of these features did you associate with digital radio?
Base: All aware of digital radio, with experience of listening or aware of way of listening; all with any type of digital radio n=2628; n=1279; n=904; n=1708

The question above was followed by asking digital radio listeners (across all platforms) which of these features of digital radio they had actually experienced. Two-thirds of respondents (65%) cited “good sound quality”, and six in ten said “a wider choice of stations” – slightly below the proportions that had associated these benefits with the service (as shown in Figure 26 above). One in five (19%) digital radio listeners had not experienced any of the benefits listed.

Figure 27: Features of digital radio that listeners have experienced



Source: Ofcom Technology Tracker Wave 2 2013
QP15. As a digital radio listener which, if any, of these features of digital radio have you experienced?
Base: All with any type of DAB digital radio (in home or vehicle) n=1104

There has been a slight decrease in the proportion of non-DAB owners claiming they are likely to purchase a set in the coming year

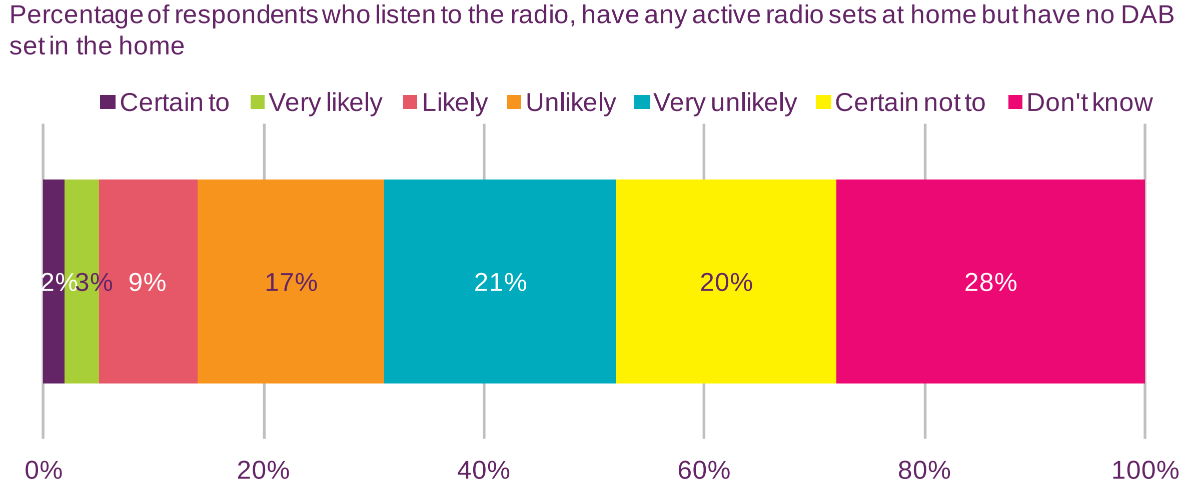
In Q2 2012 we reported that 3% of radio listeners without a DAB set said they were ‘certain to’ purchase a set in the next year, and 6% were ‘very likely’ (which combined, equated to 3% of all adults). Over the same period, ownership among all UK adults rose by four percentage points (from 41.7% to 45.7%).

This year, in Q2, 2% of radio listeners without a DAB set at home said they were ‘certain’ to purchase a set in the next 12 months, while 3% claimed to be ‘very likely’ to do so. A further 9% claimed to be ‘likely’ to do so. Combined, this equates to 4% of all adults.

Overall, 14% of those without a DAB set in the home said they were likely to purchase a set in the next year. This slight decrease from last year’s figures (in Q2 2012, 19% were likely to purchase) potentially reflects a growing maturity in the market, with those most keen and able to purchase a set having done so.

Six in ten (58%) respondents said they were unlikely to get a set in the next 12 months, while a further three in ten (28%) were unsure of their purchasing intentions.

Figure 28: Likelihood of purchasing a DAB set

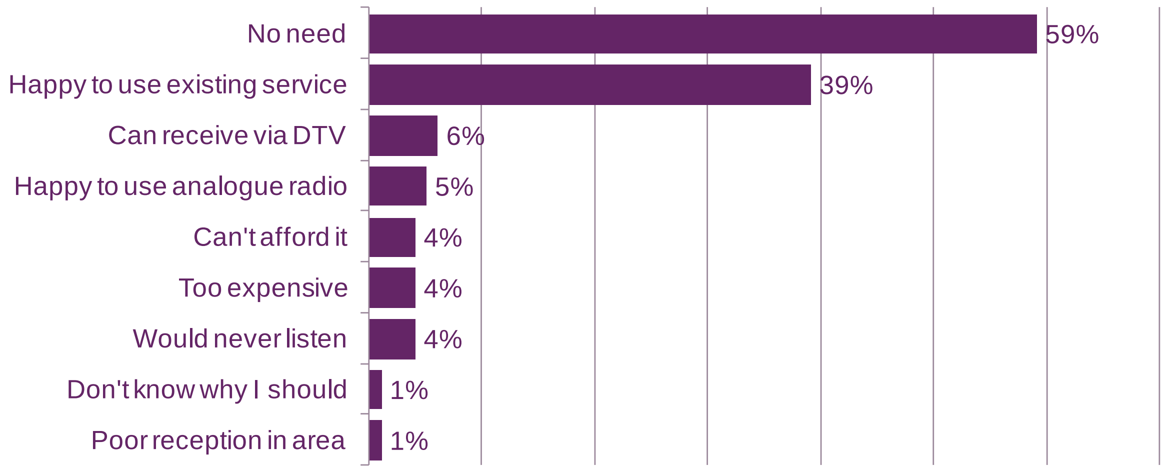


Source: Ofcom Technology Tracker, Wave 2 2013
Base: Those who listen to the radio but have no DAB sets in the home (n=784)
QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Six in ten of those without a DAB set say they have 'no need' for one

Of the 58% of respondents without a DAB set in the home and unlikely to purchase one in the next year, the most frequent reason, cited by six in ten respondents, was that they felt that they "had no need for the service" (59%), an increase of 11 percentage points since Q2 2013. This was followed by being "satisfied with existing services" (39%). Much smaller proportions cited involuntary reasons for not having a DAB set; 1% cited poor reception in their area, while 4% thought it was too expensive, and the same proportion felt they couldn't afford a set (Figure 29).

Figure 29: Reasons for not acquiring a DAB digital radio set



Source: Ofcom Technology Tracker, Wave 2 2013
Base: Radio listeners who said they were unlikely to get a DAB radio in the next 12 months
Q: Why are you unlikely to get a DAB radio in the next 12 months?

Annex 1

DAB take-up and share of digital listening based on licensed multiplex area

Mux area	Digital share of listening (%)	DAB in home (%)	Mux area	Digital share of listening (%)	DAB in home (%)
Aberdeen	35.1	46.5	Liverpool	34	43.5
Birmingham	32	37.7	London	43.8	47.8
B'mouth	37	50	North Yorkshire	35.4	45.5
Borders	22.4	18.1	Northamptonshire	32.8	47.1
Bradford	34.6	34.1	Nottinghamshire	38.1	41.6
Bristol	40.3	51.6	Oxfordshire	34.2	48.1
Cambridge/Peterborough	39.2	51.4	Pembrokeshire	23.9	29.7
Cardiff	31.6	40.3	Reading & Basingstoke	42.2	48.2
Central Lancs	34.2	43.1	S Hants	35.5	47
Ceredigion	23.6	30.9	S W Scotland	27.5	32.7
Cornwall	27.1	41	Salisbury	32	53.5
Coventry	33.9	44.7	Sheffield	31.2	34.7
Derbyshire	33	44	Shropshire	36.5	45.5
Devon	36.9	47.3	Somerset	32.4	47.4
Edinburgh	36.9	36.6	Stoke on Trent	33.9	48.6
Essex	35.8	53.2	Suffolk	33	45.9
Glasgow	30.1	34	Surrey	43.2	54.4
Gloucestershire	37.9	49.4	Sussex	41.1	53.4
Hereford & Worcester	31.4	47.9	Swansea	32.3	49.2
Herts, Beds, Bucks	37.4	50.6	Swindon & W Wilts	42.8	52.1
Humberside	36	40.8	Tayside	37.7	44.7
Inverness	29.1	41.9	Teesside	30.7	32.7
Kent	35.6	48.7	Tyne & Wear	38.6	37.1
Leeds	39.8	42.9	W Dorset	35.6	52.8
Leicestershire	34.6	44	Wolverhampton & Shropshire	32.5	45.5
Lincolnshire	33.6	43.8	North Wales	26.9	38

Source: RAJAR, Q2 2013