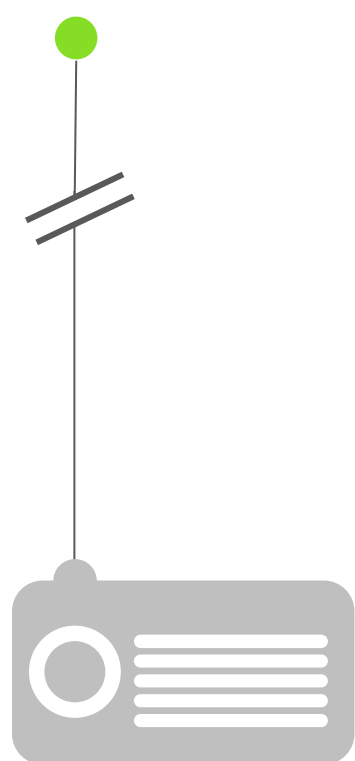


# DAB DIGITAL RADIO

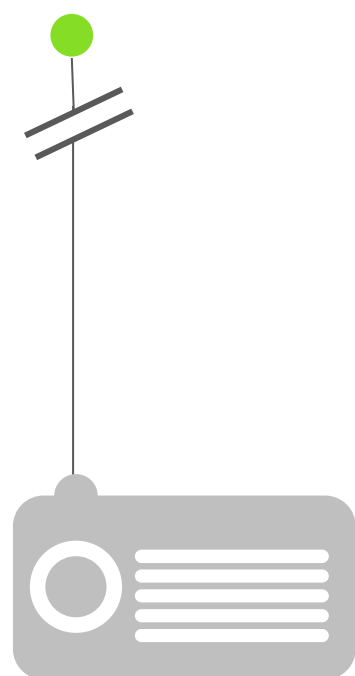
WORLDWIDE



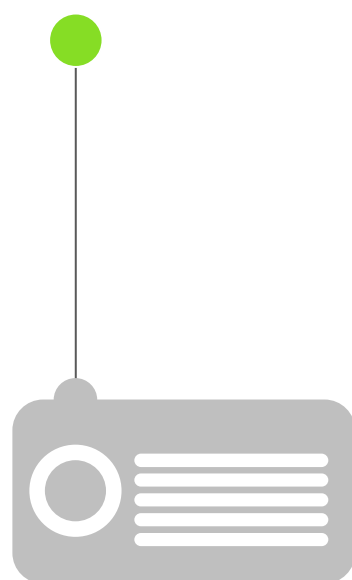
# CUMULATIVE DAB / DAB+ RECEIVER SALES (INCLUDING LINE FIT AUTOMOTIVE) 2008 – Q2 2021



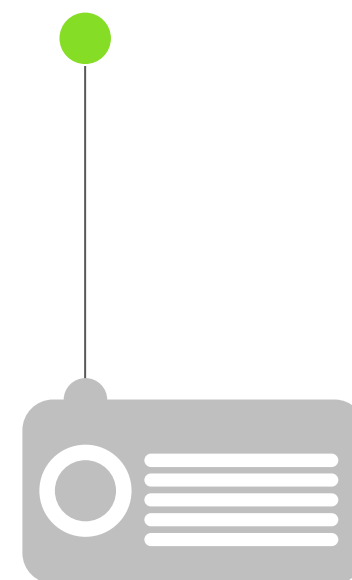
United Kingdom  
48,198,000<sup>1</sup>



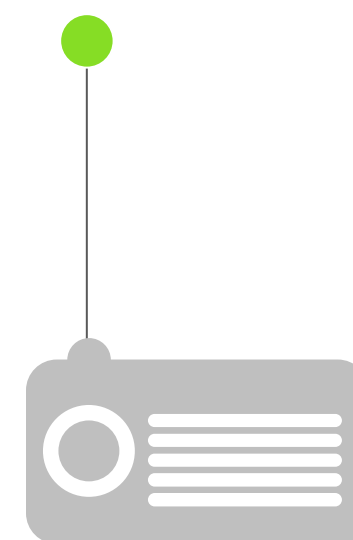
Germany  
21,600,000<sup>2</sup>



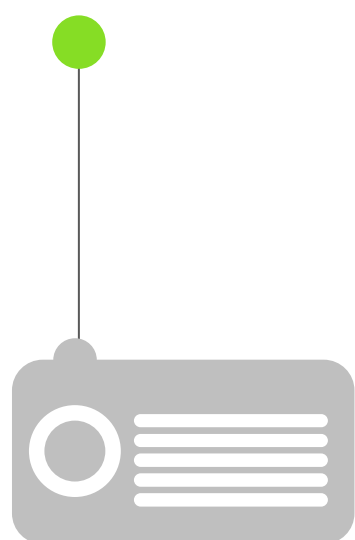
Italy  
8,095,000<sup>3</sup>



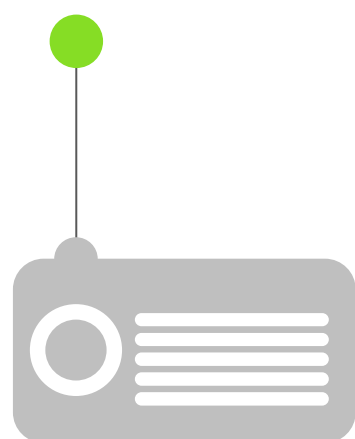
Norway  
7,000,000<sup>1,4</sup>



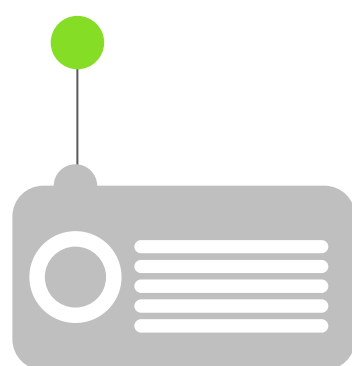
Australia  
6,941,000<sup>5</sup>



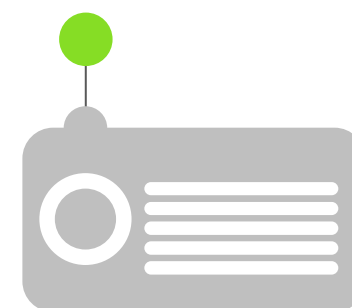
Switzerland  
5,694,000<sup>1,6</sup>



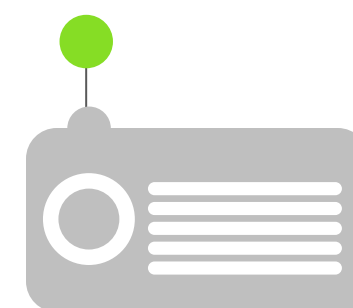
France  
5,428,000



Netherlands  
2,827,000<sup>7</sup>



Belgium  
1,887,000<sup>7</sup>



Denmark  
1,547,000<sup>8</sup>

<sup>1</sup> including pre 2008 sales

<sup>2</sup> As of Q2 2021, including sales starting from 2013

<sup>3</sup> Sales of consumer DAB+ radios almost tripled in the first half 2020 following the introduction of rules requiring all receivers to have DAB+ from 1st January 2020

<sup>4</sup> Q4 2020 estimate

<sup>5</sup> including sales from 2009-Q2 2021

<sup>6</sup> June 2021. Cars: 2.094 Million (Q2: estimation)

<sup>7</sup> contains only DAB+ sales starting from 2013

<sup>8</sup> including sales starting from 2011

# % NEW CARS WITH DAB / DAB+



Italy  
100%



Norway  
100%



Switzerland  
100%



United Kingdom  
98%



Belgium  
98%



The Netherlands  
95%



Germany  
94%



Denmark  
94%



Austria  
94%



Czech Republic  
93%



Poland  
92%



Spain  
91%



France  
90%

# TOTAL DAB / DAB+ NETWORK COVERAGE (% OF POPULATION) 2013 VS 2021

2013 2021



Denmark  
98% 99.9%



Norway  
89% 99.7%



Switzerland  
99.5% 99.5%



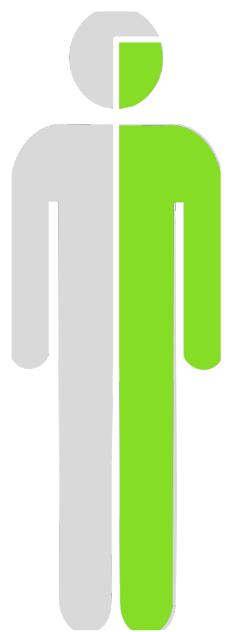
Germany  
91% 98%



United Kingdom  
94% 97.3%



Belgium  
95% 97%



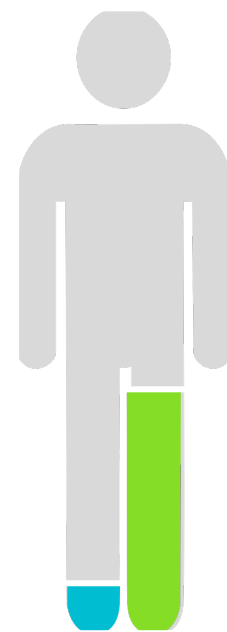
Netherlands  
DATA NOT AVAILABLE >95%



Italy  
65% 84%



Australia  
63% 64%

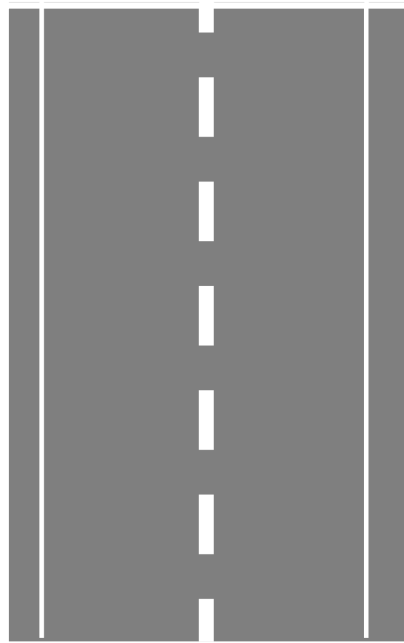


France  
8% 39%

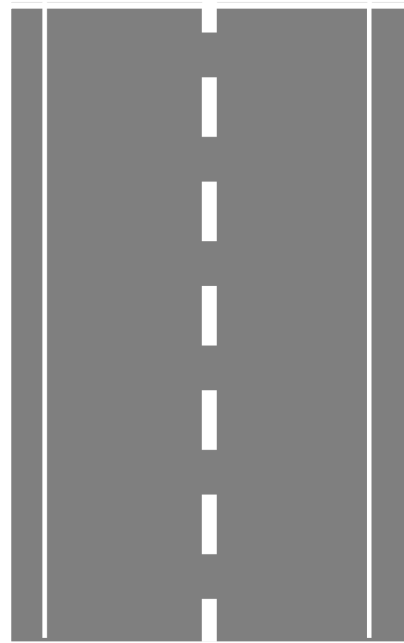
# DAB / DAB+

## 1ST LEVEL % ROAD COVERAGE \*

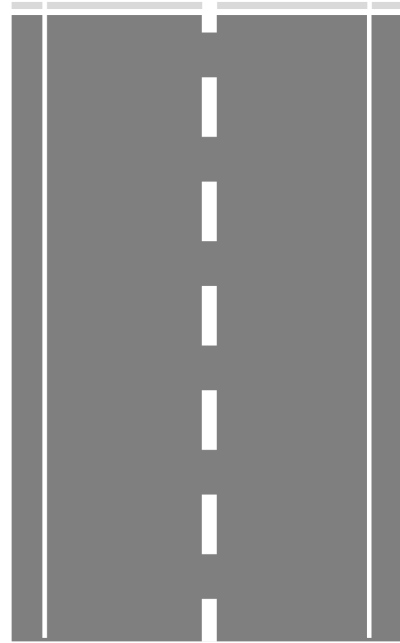
Switzerland<sup>9</sup>  
1,450 km  
99%



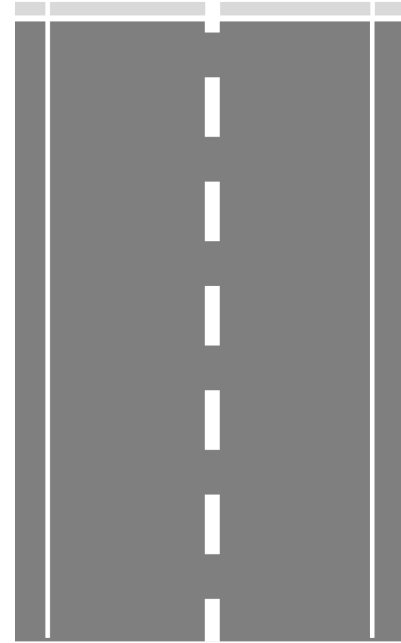
Denmark  
1,300 km  
99%



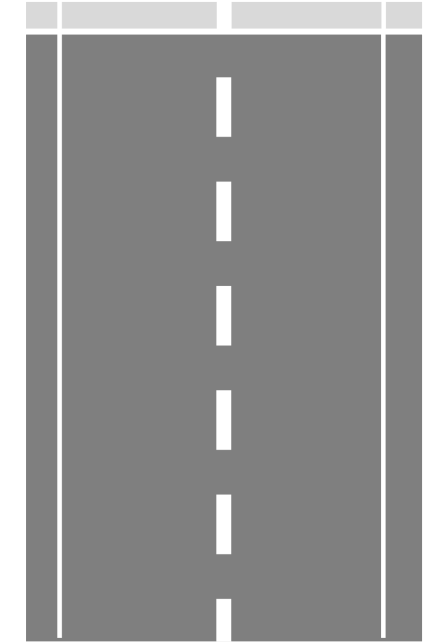
Germany<sup>10</sup>  
12,700 km  
98%



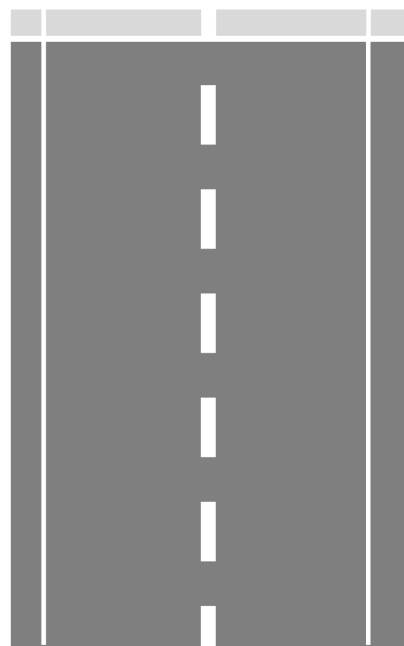
Norway  
7,500 km  
97%



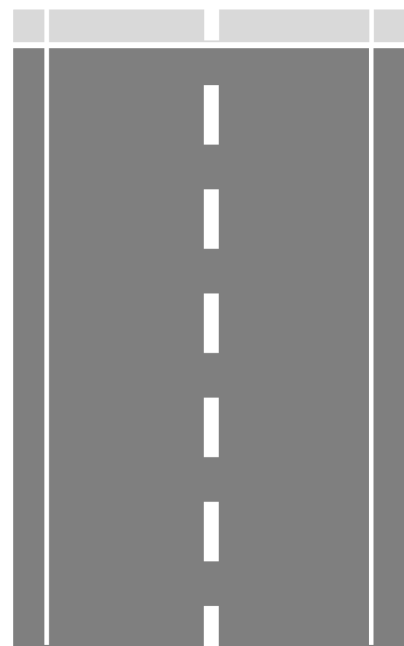
Netherlands  
4,800 km  
95%



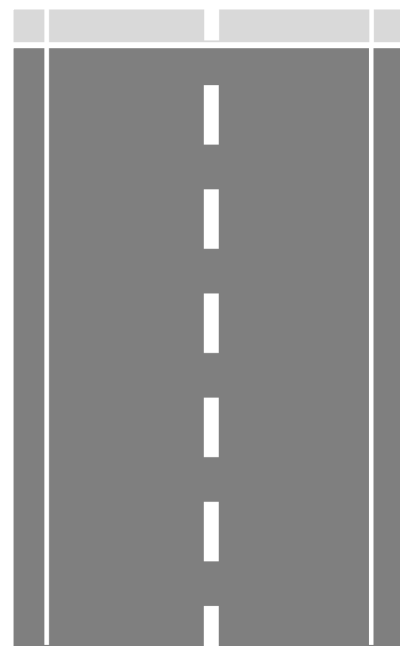
Belgium<sup>11</sup>  
1,675 km  
95%



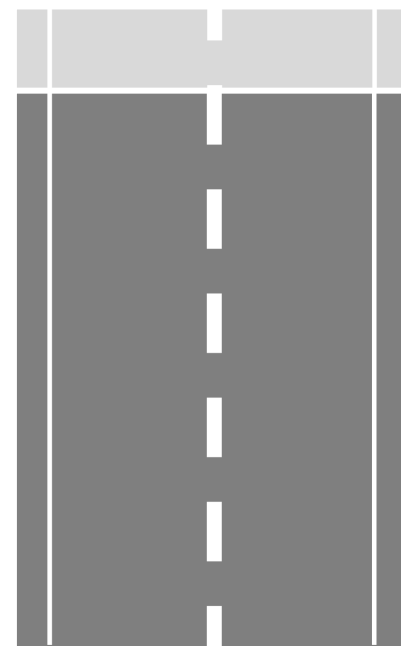
Italy<sup>12</sup>  
6,500 km  
95%



Australia<sup>13</sup>  
94%



United Kingdom<sup>14</sup>  
46,000 km  
87%



\* KM first level road coverage (motorways, autobahns, autostrade, autostradas, autoroutes).

However most countries also have equivalent coverage on second level routes.

9 Since end 2019 all 1st level tunnels longer than 300m are fitted with DAB+

10 National muxes only, regional muxes provide further coverage

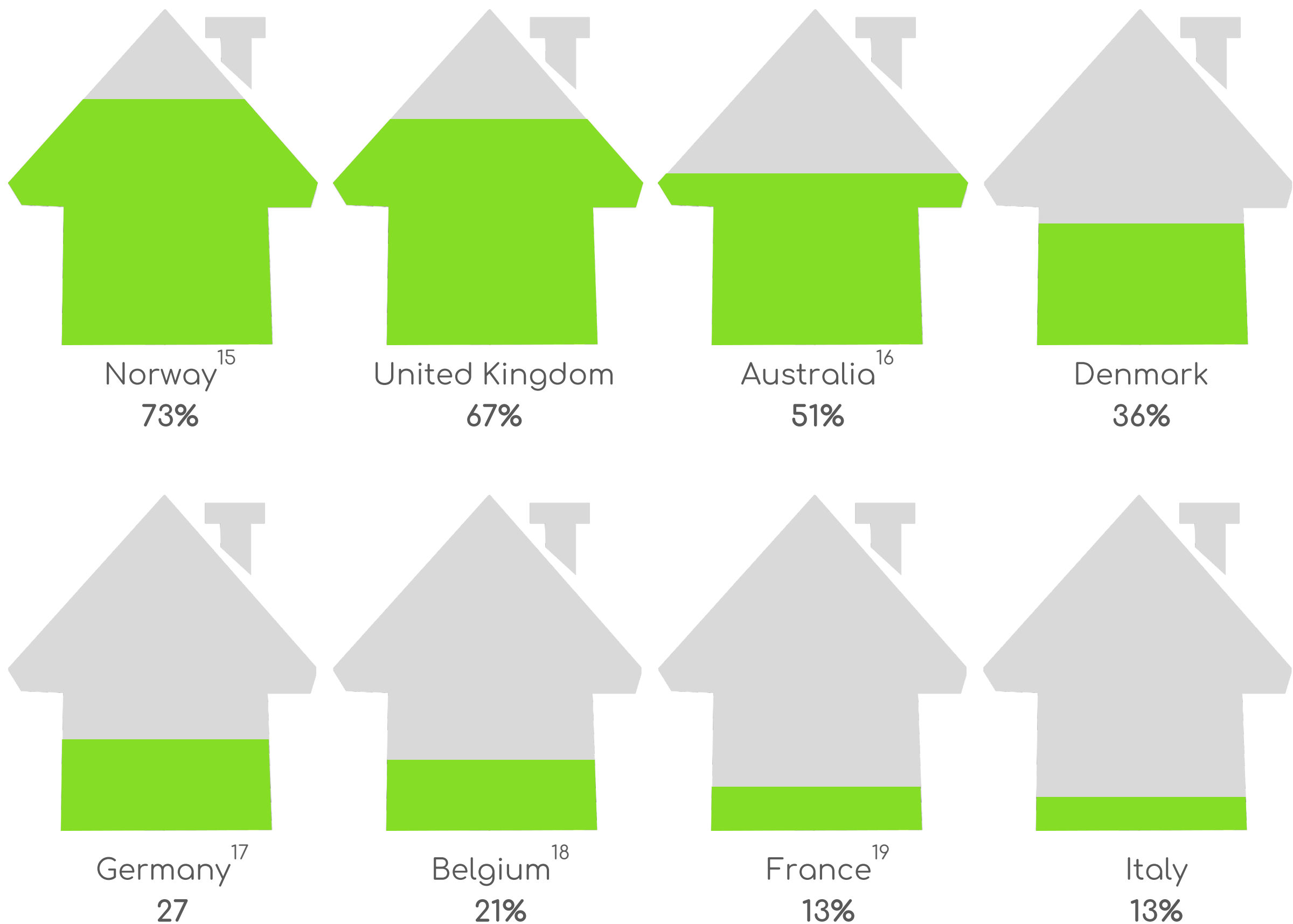
11 Road coverage of DAB+ area covered Flanders and Wallonia

12 National and local muxes, no data on 2nd level routes

13 Road coverage of DAB+ markets only, covered in 8 capital cities & 1 regional area.

14 BBC National

# DAB / DAB+ HOUSEHOLD RECEIVER PENETRATION



<sup>15</sup> 73% of Norwegians have one or more DAB radios in their home. 71% of Norwegians have access to DAB in their car

<sup>16</sup> Refers to % of people who have access to a DAB+ digital radio at home, at work or in the car in the five metropolitan capital cities, as of Q2 2021

<sup>17</sup> As of Q2 2021, including sales starting from 2013

<sup>18</sup> As of Q4 2020, base = population 12+

<sup>19</sup> 2020, 13% of individuals have access to a DAB+ home receiver

# NUMBER OF NATIONAL STATIONS ON FM VS DAB / DAB+

● FM ● DAB



Norway<sup>20</sup>  
0 32



Switzerland<sup>21, 22</sup>  
54 \* 70 \*\*



Belgium<sup>21</sup>  
29 55



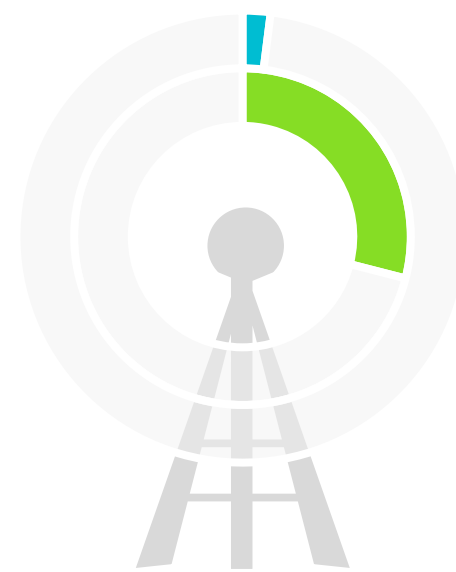
United Kingdom  
8<sup>23</sup> 56



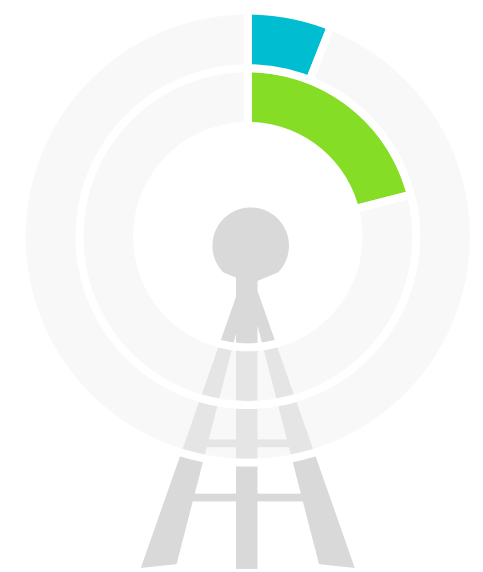
Italy  
21 50



Netherlands  
13 29



Germany<sup>24</sup>  
2 29



Denmark  
6 21

<sup>20</sup> FM before 2017 had 5 national stations

<sup>21</sup> No national stations; all stations dedicated to a language region or a region

<sup>22</sup> no FM only stations

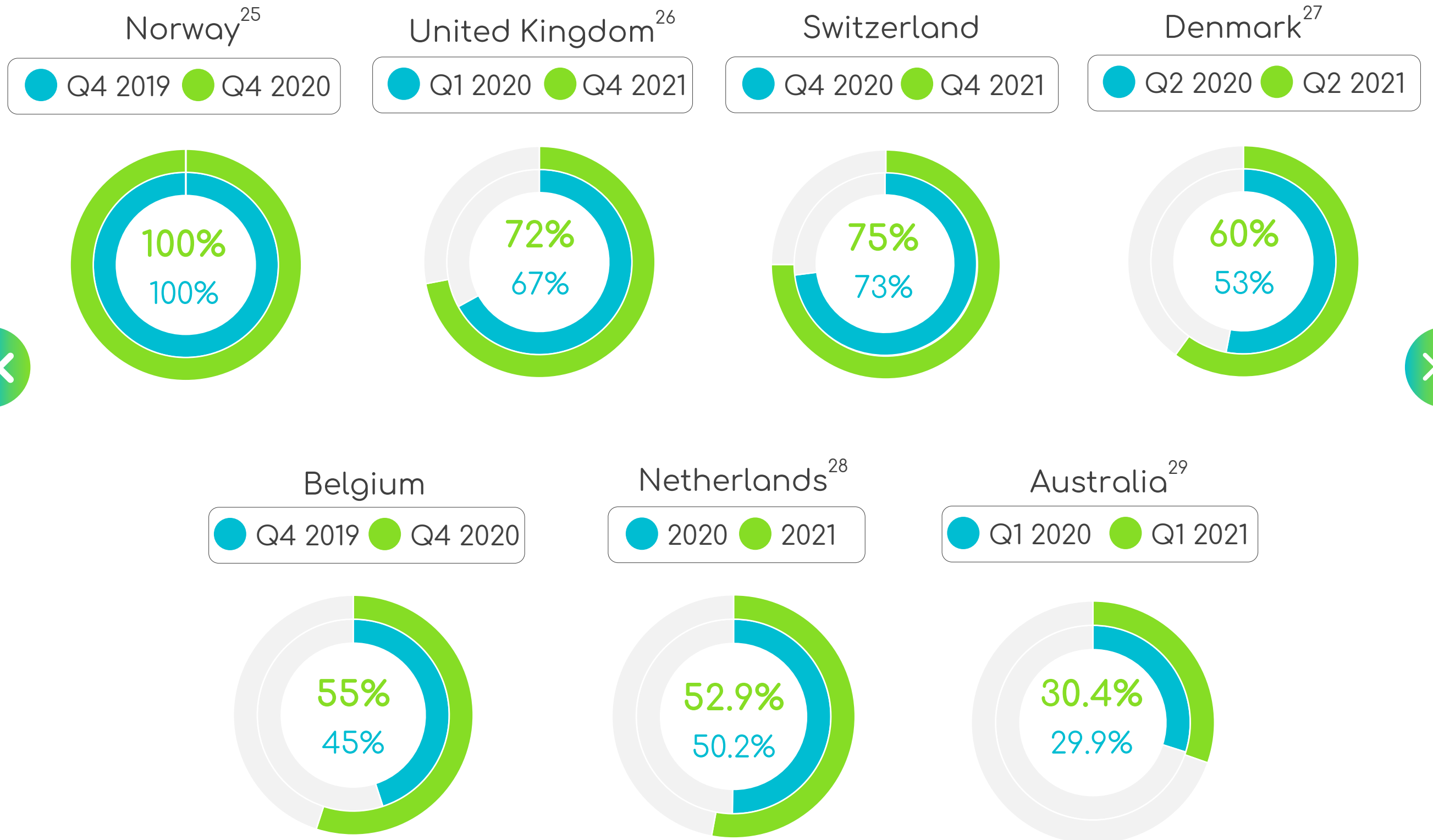
<sup>23</sup> includes two AM services

<sup>24</sup> up to 270 regional DAB+ programmes available

\* simulcast DAB+ stations  
\*\* exclusive DAB+ stations

# DIGITAL RADIO REACH ALL PLATFORMS

the % of people who listen to digital radio in a given time period



25 No FM distribution of national stations. For total listening, including local radio, reach among daily listeners is 97% digital and 3% FM only (local radio listening). Reach among daily listeners of national radio is 100%.

27 Not all stations in Denmark have their platforms (DAB, IP, FM, Cable) measured.

29 Simulcast station listening via DAB+ and DAB+ only station listening via any platform

26 UK RAJAR listening figures from Q3 2021 have been calculated using a modified survey methodology and this should be considered when making comparisons against historical data.

28 Weekly % of all listeners listening via a digital source (DAB+, online and digital cable)

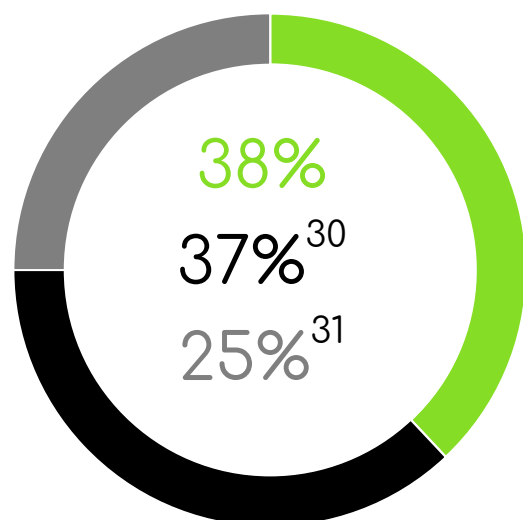


# DAB / DAB+ SHARE

Total listening hours by platform, % share

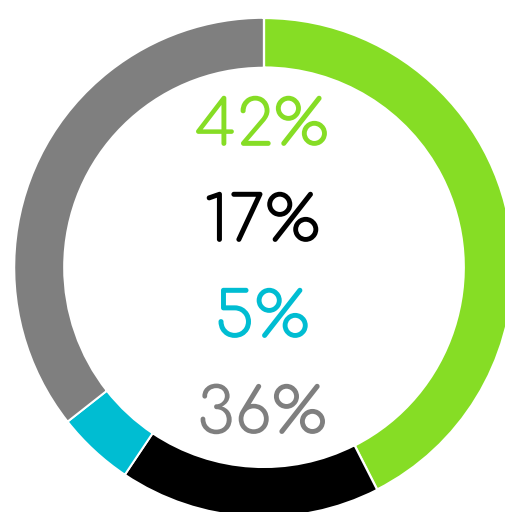
Switzerland

Q4 2021



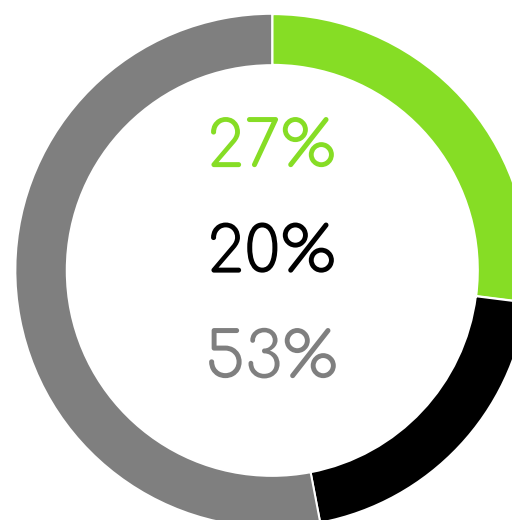
United Kingdom

Q4 2021



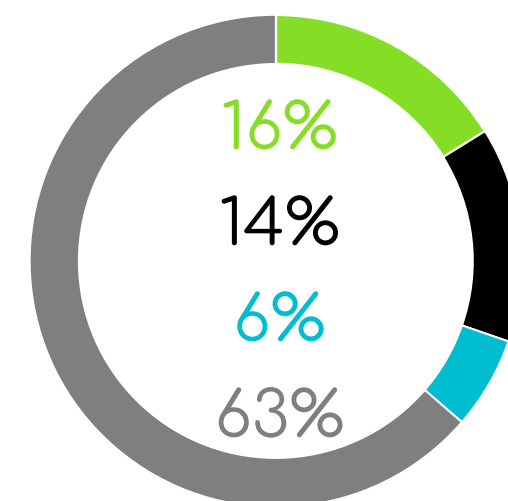
Denmark

Q2 2021



Belgium

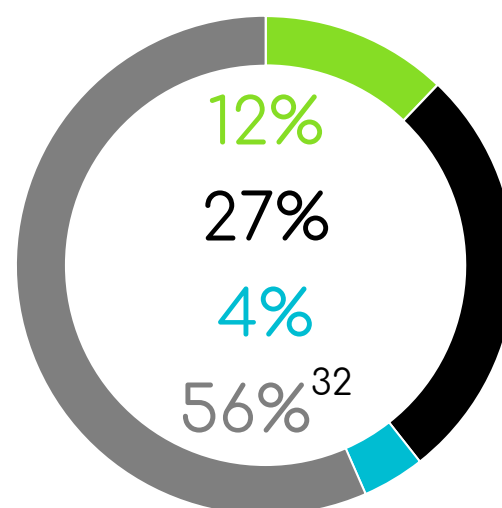
Q4 2020



● DAB ● IP ● DTV / other digital ● FM / AM

Netherlands

H1 2021



● DAB ● IP ● Other ● FM / Cable

<sup>30</sup> In Switzerland, 'IP' listening includes streaming, cable and IP-TV

<sup>31</sup> FM only: 14%

<sup>32</sup> FM/Cable 56% (including digital cable)

# EMERGING MARKETS

## % POPULATION COVERAGE

### EUROPE

#### Austria



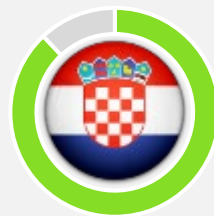
Regular DAB+  
83% coverage

#### Bulgaria



Public  
consultation  
in place

#### Croatia



Trial DAB+  
88% coverage<sup>33</sup>

#### Czech Rep.



Regular DAB+  
95% coverage

#### Greece



Regular DAB+  
Athens,  
Thessaloniki and  
Patras

#### Luxembourg



DAB+ launch  
planned 2022

#### Montenegro



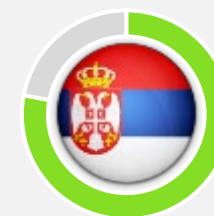
Trial DAB+  
29% coverage

#### Poland



Regular DAB+  
67% coverage<sup>34</sup>

#### Serbia



Trial DAB+  
78% coverage

#### Slovakia



Trial DAB+  
46% coverage

#### Slovenia



Regular DAB+  
85% coverage

#### Sweden



Regular DAB+  
43% coverage<sup>35</sup>

<sup>33</sup> Coverage is planned to be increased to 90.3% from 16 November 2021 when the regular service begins.

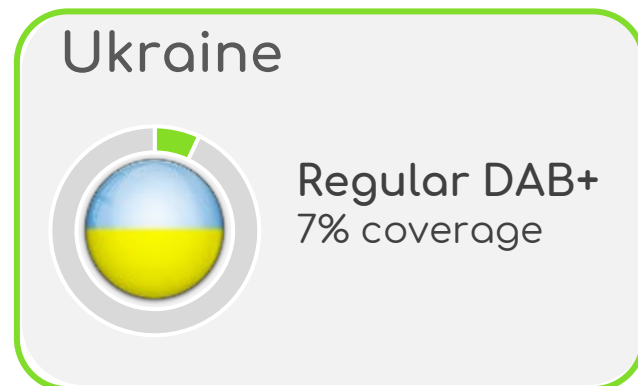
<sup>34</sup> Population coverage of 17 Regular regional DAB+ multiplexes, 82% popn coverage by Oct 2022. 9 Trial local DAB+ multiplexes are also on air and provide additional coverage.

<sup>35</sup> Population coverage of the regular national DAB+ multiplex for NENT (commercial radio). A second regular commercial national DAB+ multiplex (Bauer Media) is reaching 40% of the population. A national DAB+ multiplex for public service (Swedish Radio) is reaching 41.8% of the population.

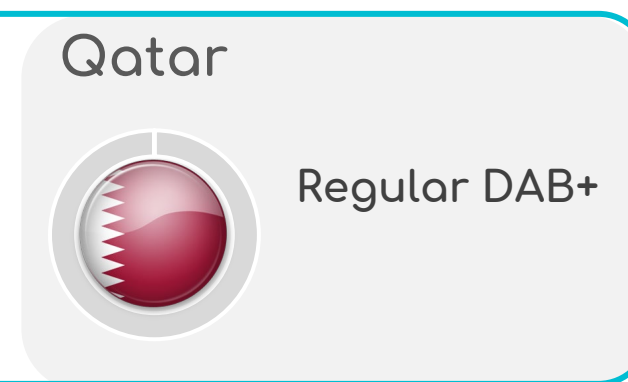
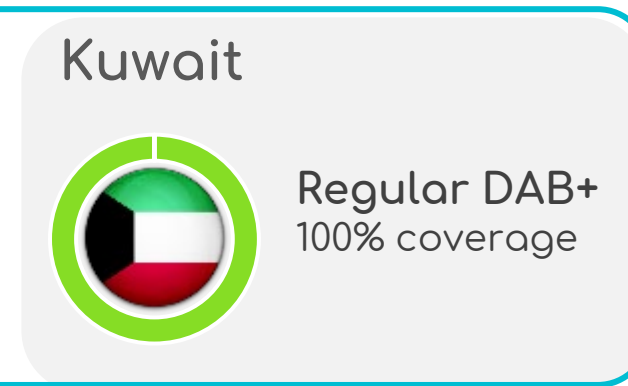
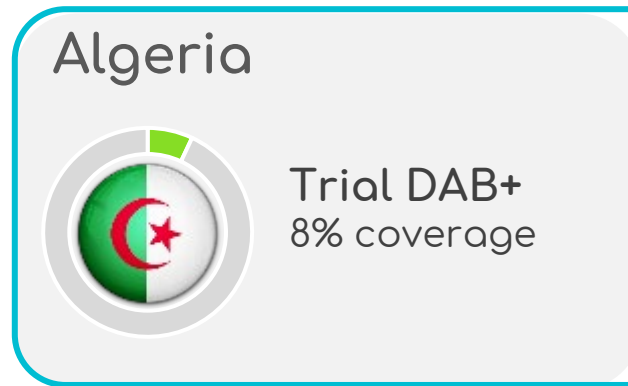
# EMERGING MARKETS

## % POPULATION COVERAGE

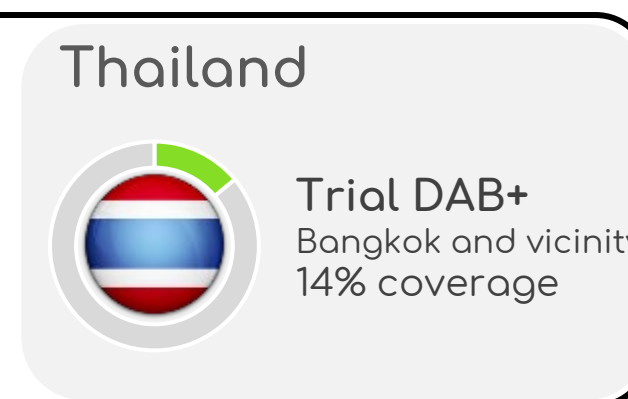
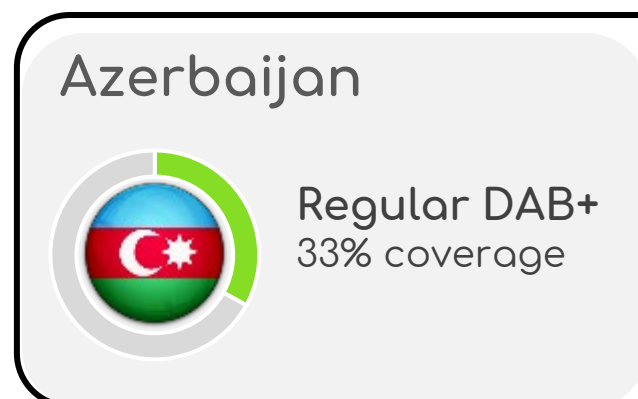
### EUROPE



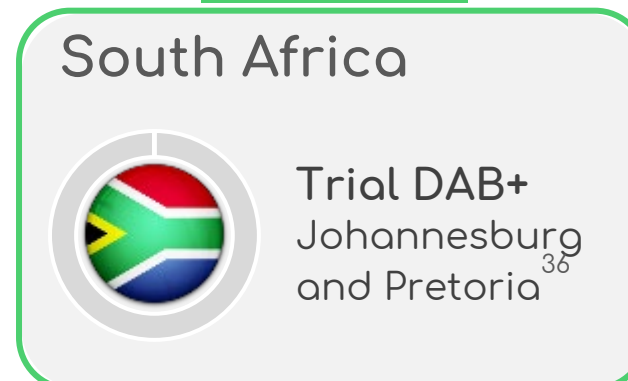
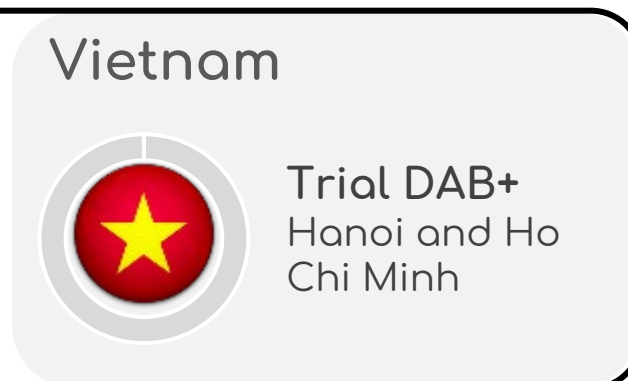
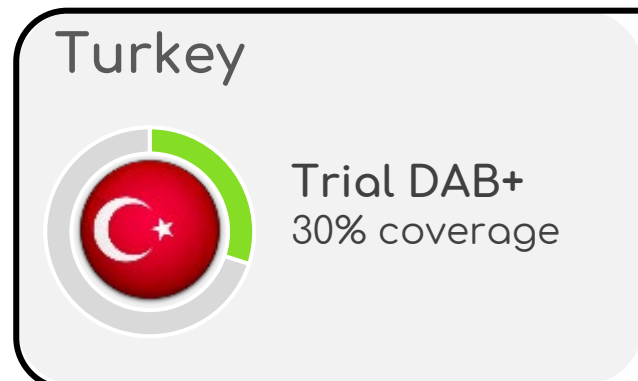
### MENA



### ASIA



### AFRICA



36 Broadcast Regulator ICASA published on 23 April 2021 Digital Sound Broadcasting Regulations for DAB+ in South Africa.



# ABOUT THIS INFOGRAPHIC

The data included in this infographic has been provided by WorldDAB members and partners including market research agencies, broadcasters, national digital radio bodies, national ministries and governmental bodies.

WorldDAB gathers the latest available data on DAB+ regarding receiver sales; new car sales; population coverage; household penetration; road coverage; national DAB+ stations; digital radio reach; listening numbers; emerging markets.

Updated and published twice a year, the WorldDAB infographic includes important data and figures on DAB+ for broadcasters, receiver and automotive manufacturers, as well as listeners.

For questions related to this infographic contact [projectoffice@worlddab.org](mailto:projectoffice@worlddab.org).

For a full list of sources attributable to each statistic visit the [WorldDAB website](https://www.worlddab.org).

