

# The DAB Marketplace

September 2015

# History of DAB

In the United Kingdom, the roll-out of **digital radio** is proceeding since engineering test transmissions were started by the BBC in 1990 followed by a public launch in September 1995. The UK currently has the world's biggest digital radio network, with 103 transmitters, two national DAB ensembles and 48 local and regional DAB ensembles broadcasting over 250 commercial and 34 BBC radio stations across the UK. In the capital, London there are already more than 64 different digital stations available. In addition to DAB, radio stations are also broadcast on digital television platform as well as internet radio in the UK.

# Top line numbers

- 55% of the UK population tune into digital radio every week – via DAB, DTV and Online
- Share of listening via a digital platform is now at 39.9% (up from 36.8%)
- Commercial radio now has a higher share of digital radio audiences than the BBC for the first time (40.1% v 39.5% -rest internet and community radio)
- DAB radio listening accounts for 67% of all listening
- 70% of new cars now come with DAB as standard (54% in 2014 and 38% in 2013)
- Bauer own 9 out of the top 10 commercial digital stations and its digital share of listening is 53.3%

# National Multiplex – Digital One (broadcasting nationally)

UCB UK

CLASSIC fm

Absolute Radio 80s

CAPITAL XTRA  
DANCE. URBAN. UK

talkSPORT

Premier  
CHRISTIAN RADIO

KISS

PLANET ROCK  
WORLD'S ROCK LEGENDS

Magic

LBC  
LEADING BRITAIN'S CONVERSATION  
ESTABLISHED 1974

Smooth  
Extra  
YOUR REFRESHING MUSIC MIX

BFBS radio

Absolute Radio

RADIO X  
GET INTO THE MUSIC

# National Multiplex – Digital Two (14 new stations launching\* 2016)

- Virgin Radio
- talkRADIO
- talkSPORT 2
- talkBUSINESS
- Sunrise Radio
- UCB Inspirational
- Premier Christian
- Jazz FM
- British Muslim Radio
- Absolute 80's
- Magic Mellow
- Sunrise Radio
- Planet Rock
- Heat Radio
- Kisstory

\* Or moving from Digital One

# London has 3 DAB licences

## Greater London I

Launched on 7th June 2000, this multiplex is operated by:-CE DIGITAL LTD. - owned by Global Radio and Bauer Radio.

### Coverage

Approx 9.5 million adults, broadly corresponding to the area covered by existing Greater London local radio stations.

### Services

SERVICE	PROVIDER
Capital FM	Global Radio
Smooth	Global Radio
Heart London	Global Radio
Heat	Bauer Media
KISS	Bauer Media
Magic	Bauer Media
Absolute Radio	Bauer Media
Absolute 90s	Bauer Media
Kisstory	Bauer Media
Kiss Fresh	Bauer Media

# London has 3 DAB licences

## Greater London II

Launched on 26 June 2000, this multiplex is operated by:- Switch Digital Ltd - owned by UTV Radio, Clear Channel International, Ginger Media Group and Carphone Warehouse.

### Coverage

Approx 9.5 million adults in the Greater London area.

### Services

SERVICE	PROVIDER
Absolute Radio 00s	Bauer Media
BBC London	BBC
Gold	Global Radio
Absolute Radio 70s	Bauer Media
Jazz FM	Jazz FM
Amazing Radio	Independent
Spectrum Radio	Independent
UCB Inspirational	UCB
French Radio London	Independent
LBC News	Global Radio
Panjab Radio	Panjab
Sout Al Khaleej	Independent
talkSPORT London	UTV Media
The Arrow	Global Radio
Voice of Russia	Independent

# London has 3 DAB licences

## Greater London III

Launched on 25 January 2002, this multiplex is operated by:- The Digital Radio Group Ltd - owned by Global Radio, UTV Radio, Absolute Radio and Carphone Warehouse.

### Coverage

approx 8,500,000 adults in the Greater London area.

### Services

SERVICE	PROVIDER
Absolute Classic Rock	Bauer Media
Absolute Radio 60s	Bauer Media
Chill	Global Radio
Gaydio	Gaydio
Lyca Dil SE	Lyca Media
Lyca Radio	Lyca Media
Fun Kids	Independent
Share Radio	Independent
IBC Tamil	Independent
Polish Radio London	Independent
Premier Gospel	Premier Media
The Wireless	Age UK
Ahomka	Independent



# Rest of Country

- All the major radio groups – Global Radio, Bauer, UTV Radio, Communicorp, Orion Media and UKRD – operate DAB stations in areas where they broadcast on analogue

# Car Giant's DAB coverage

- Kiss London - Car Giant ads are aired on the London DAB Channel
- Magic London - Car Giant ads are aired on the London DAB Channel
- Absolute Radio London - Car Giant ads are aired on the London DAB Channel
- Heart London - Car Giant ads are aired on the London DAB Channel
- Capital London - Car Giant ads are aired on the London DAB Channel
- LBC 97.3 - NO DAB Coverage. The DAB feed for LBC is national so Car Giant are not included
- TalkSPORT London - Car Giant ads are aired on the London DAB Channel
  
- Sunrise Radio - Car Giant are included in the Sunrise DAB output
- Spectrum Radio Network - Car Giant commercials are included on both of the network's 2 DAB channels
- Polish Radio London - Car Giant are included in PRL's DAB output
- London Greek Radio - LGR does not broadcast on DAB
- London Turkish Radio - LTR does not broadcast on DAB