

FACTSHEET

UK - DAB digital radio sales

- The UK market is the first mass market for DAB digital radio, but it is now being closely followed by Germany, Denmark, Sweden, Norway, Holland, Belgium, Switzerland, Spain and Italy - in fact all across Europe.
- In Asia DAB is already available in South Korea, Singapore and Taiwan and we can expect rollout in Hong Kong, Guangdong and across China, and shortly other countries in the region, such as India & Australia.
- In fact, DAB is a global market broadcast in around 40 countries worldwide.
- In the UK cumulative sales of DAB products has reached 2 million sets (in 2005 that's a market worth around £150 million - over US\$250 million).
- Today, 10% of all audio products sold in the UK now include DAB (15% of value).
 - Around 40% of all portable (kitchen) radios sold are DAB (75% of value).
 - Around 10% of all audio systems sold already include DAB (15% of value).
 - Around 10% of all personal radios sold are already DAB (20% of value).
- There are already over 200 different DAB digital radios products available and retail prices start from around £40 (that's US\$70).
- The forecast for 2005 is 1.6 million DAB sets sold (2.8 million cumulative) - with over 500,000 DAB sets expected to sell in December this year.
- The forecast for 2006 is 2.3 million DAB sets sold (5.1 million cumulative) - that's around 20% of all audio products in the UK. Forecast for the key sectors in 2006 are:
 - Audio systems - 513,000 sales, avg. price £120, 20% of all audio systems sold
 - Boomboxes - 292,000 sales, avg. price £70, 15% of all boomboxes sold
 - Personal - 162,000 sales, avg. price £100, 20% of all personal radios sold
 - Portable Kitchen - 973,000 sales, avg. price £75, 60% of all sales
 - Clock radios - 200,000 sales, avg. price £60, 20% of all sales
- DAB sales are forecast to continue to grow at very fast growth rates with the market showing over 50% year-on-year growth.
- DAB digital radio is also now coming with new features and in new product formats:
 - Many have built-in memory for pause, rewind & record functionality.
 - DAB built in to personal MP3 players
 - USB connectivity and data in/out.
 - Larger screens to display EPG information and multimedia broadcasts.
 - DAB built in to mobile phones, PMP (Personal Media Players) and Pocket PC.