



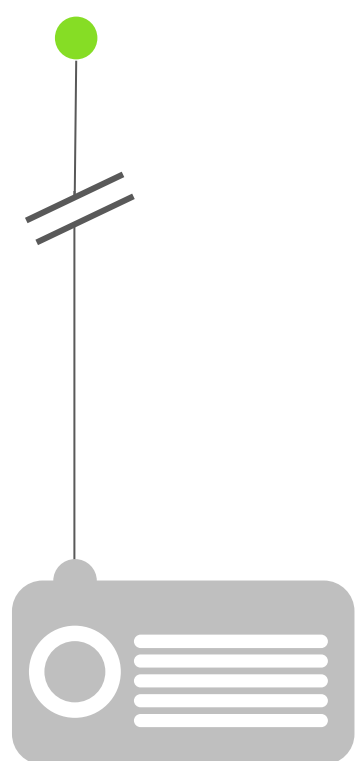
# DAB DIGITAL RADIO

WORLDWIDE

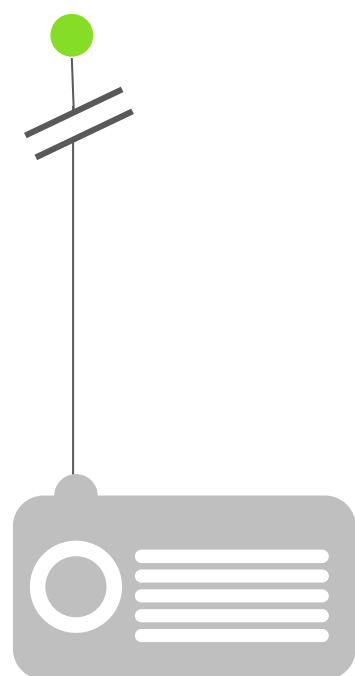
A lifestyle photograph of two men sitting at a wooden breakfast table. The man on the left is wearing a plaid shirt and looking down at a small, light blue portable DAB radio on the table. The man on the right is wearing a blue t-shirt and pouring coffee from a small pot into a cup. The table is set with various breakfast items like strawberries, avocado, and bread. A green diagonal overlay is in the bottom right corner, containing a faded image of a woman holding a mug and a small DAB radio.

Last updated September 2023

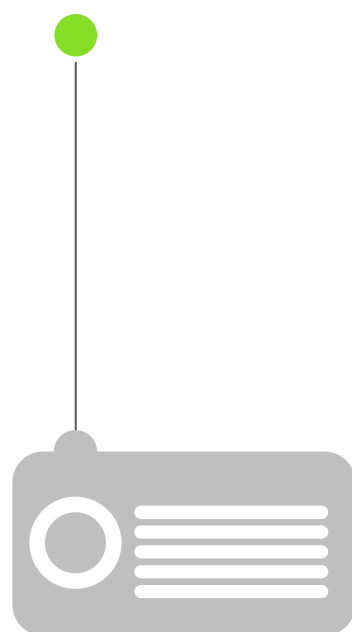
# CUMULATIVE DAB / DAB+ RECEIVER SALES (INCLUDING LINE FIT AUTOMOTIVE) 2008 – 2022



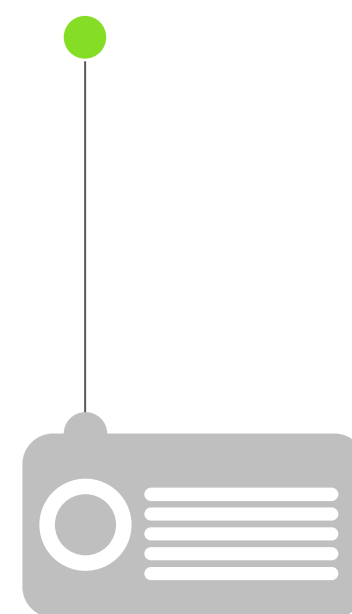
United Kingdom  
52,436,000<sup>1</sup>



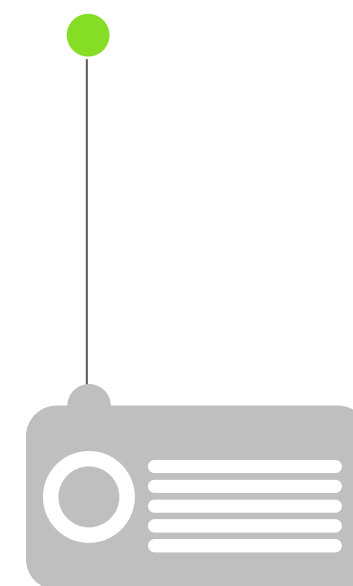
Germany  
25,800,000<sup>2</sup>



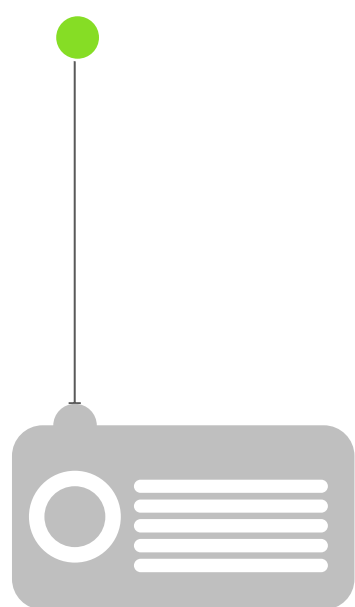
Italy  
10,779,000<sup>3</sup>



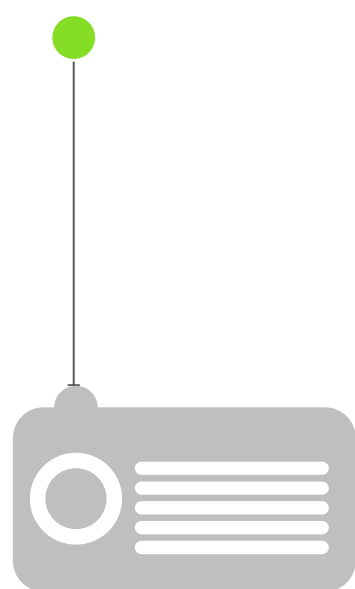
Norway  
8,500,000<sup>1</sup>



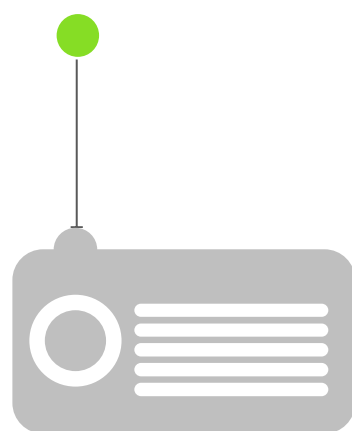
France  
8,394,000



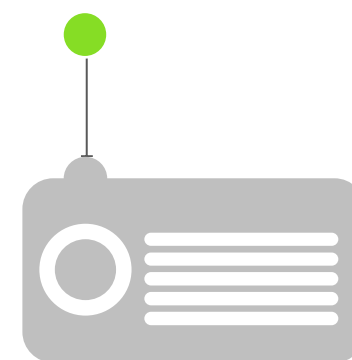
Australia  
8,317,000<sup>4</sup>



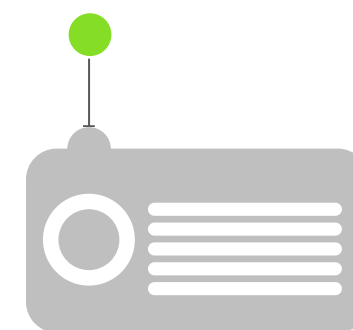
Switzerland  
6,528,000<sup>1,5</sup>



Netherlands  
3,937,000<sup>6</sup>



Belgium  
2,697,000<sup>6</sup>



Denmark  
1,903,000<sup>7</sup>

1 including pre 2008 sales

2 As of Q1 2023, including sales starting from 2013

3 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

4 including sales from 2009-2022

5 including cars: 2.485 Million

6 contains only DAB+ sales starting from 2013

7 including sales starting from 2011

# % NEW CARS WITH DAB / DAB+



Italy  
100%



Norway  
100%



Belgium  
99%



France  
99%



Switzerland  
99%



Denmark  
98%



Netherlands  
98%



United Kingdom  
98%



Poland  
97%



Spain  
97%



Austria  
96%



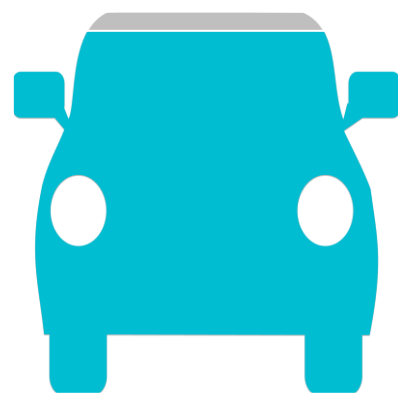
Czechia  
96%



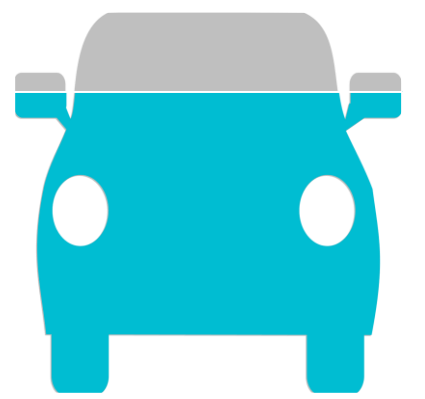
Germany  
95%



Portugal  
95%



Sweden  
95%



Australia  
79%

# TOTAL DAB / DAB+ NETWORK COVERAGE (% OF POPULATION) 2013 VS 2023

2013 2023



Denmark  
98% 99.9%



Norway  
89% 99.7%



Switzerland  
99.5% 99.5%



Germany  
91% 98%



United Kingdom  
94% 97.3%



Belgium  
95% 97%



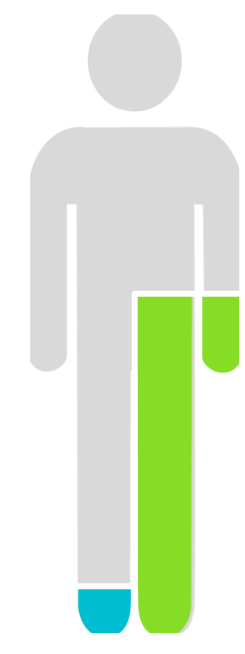
Netherlands  
DATA NOT AVAILABLE >95%



Italy  
65% 88%



Australia  
63% 66%



France  
8% 54.8%

# DAB / DAB+ FIRST LEVEL % ROAD COVERAGE \*

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

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

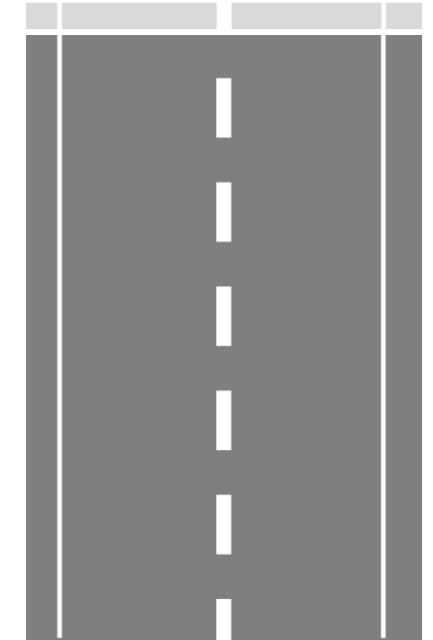
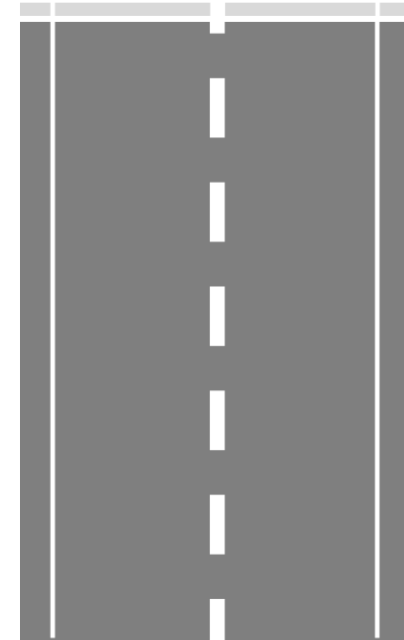
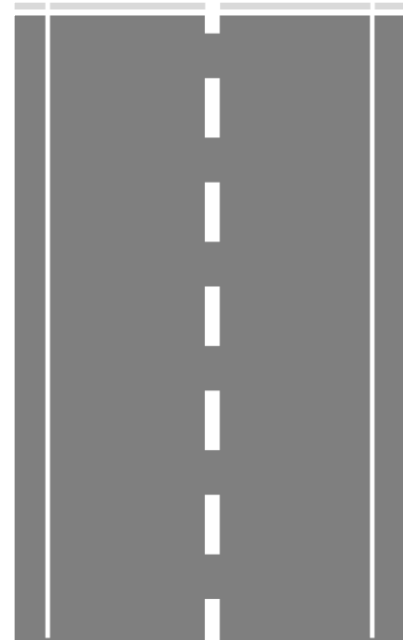
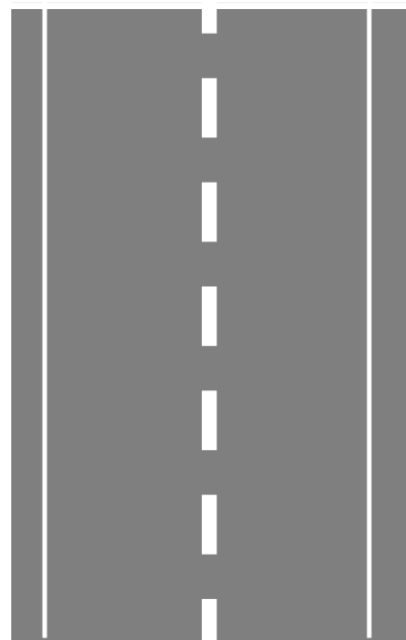
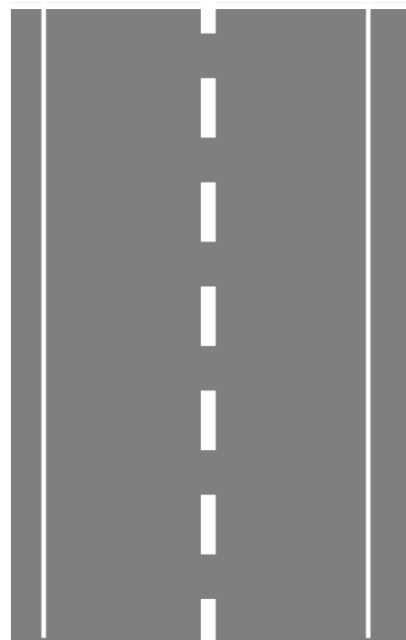
Switzerland<sup>8</sup>  
1,450 km  
99%

Denmark  
1,300 km  
99%

Germany<sup>9</sup>  
12,700 km  
98%

Norway  
7,500 km  
97%

Netherlands  
4,800 km  
95%



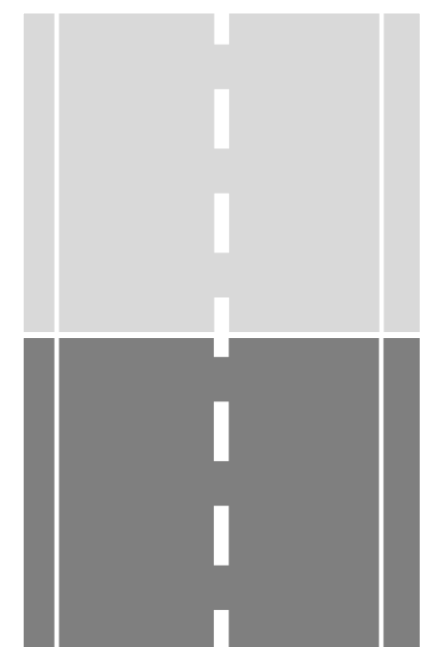
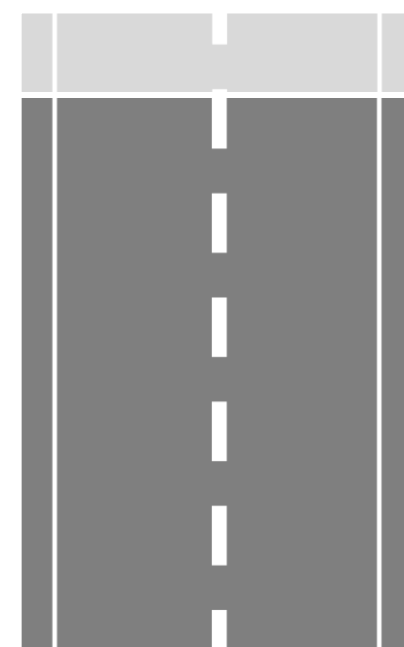
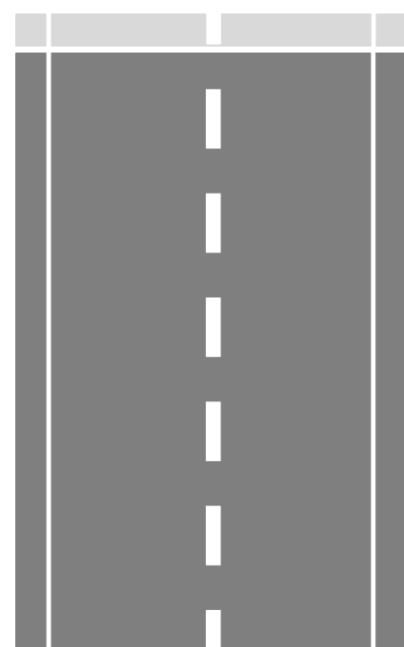
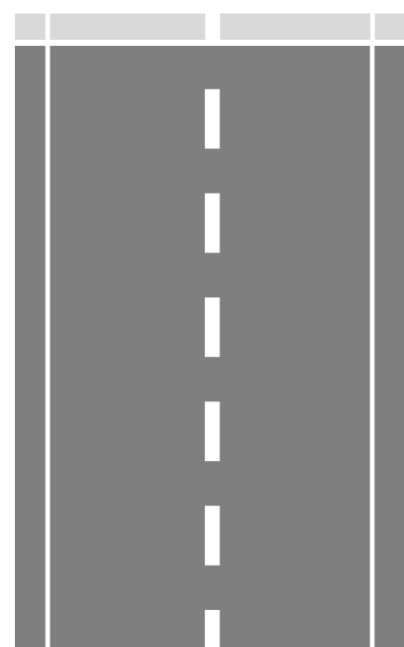
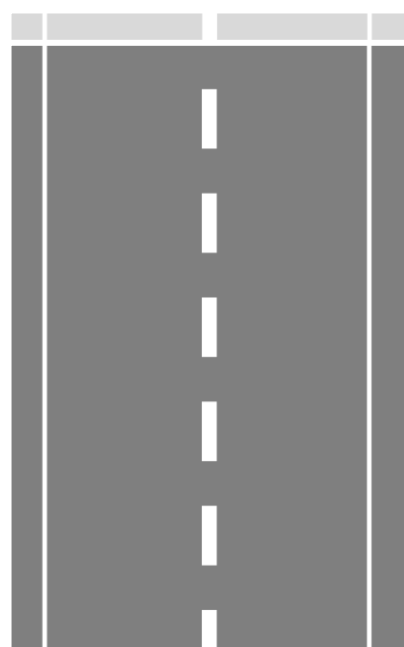
Belgium<sup>10</sup>  
1,675 km  
95%

Italy<sup>11</sup>  
6,500 km  
95%

Australia<sup>12</sup>  
94%

United Kingdom<sup>13</sup>  
46,000 km  
87%

France<sup>14</sup>  
6,000 km  
50%



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

9 National muxes only, regional muxes provide further coverage

10 Road coverage of DAB+ area covered Flanders and Wallonia

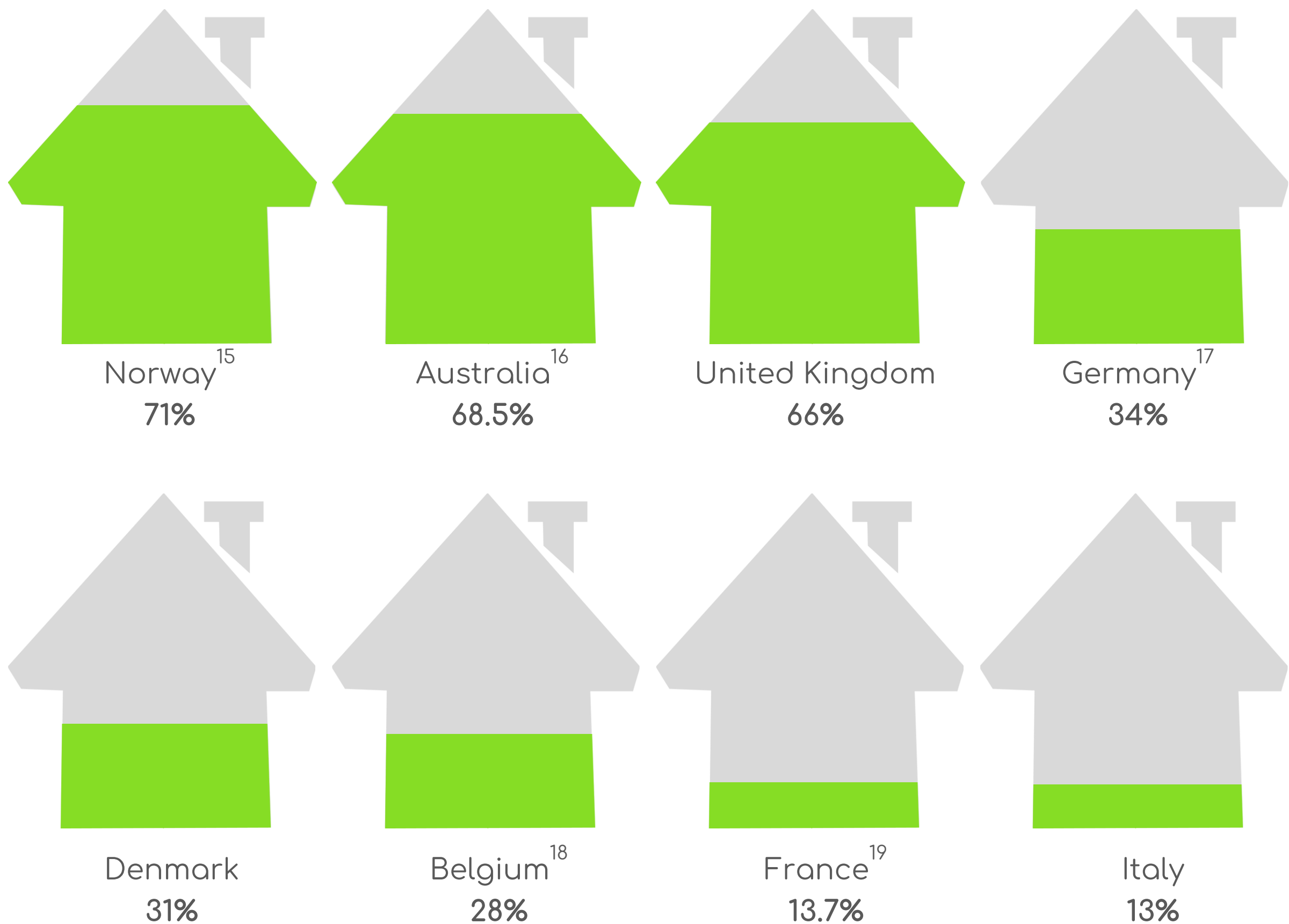
11 National and local muxes, no data on 2nd level routes

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

13 BBC National

14 By Q1 2024 National road coverage (Brittany, Corsica) will increase the main road coverage value

# DAB / DAB+ HOUSEHOLD RECEIVER PENETRATION



<sup>15</sup> 71% of Norwegians have one or more DAB radios in their home. 75% 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 Q4 2022

<sup>17</sup> As of Q3 2022, including sales starting from 2013

<sup>18</sup> As of Q4 2021, base = population 12+

<sup>19</sup> 2022, 13.7% of individuals have access to a DAB+ home receiver

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



Switzerland<sup>19, 20</sup>  
53 \*      90 \*\*



United Kingdom  
821      56



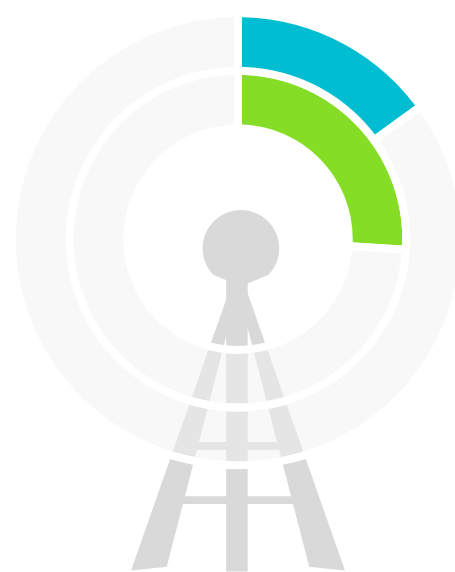
Belgium<sup>21</sup>  
21      51



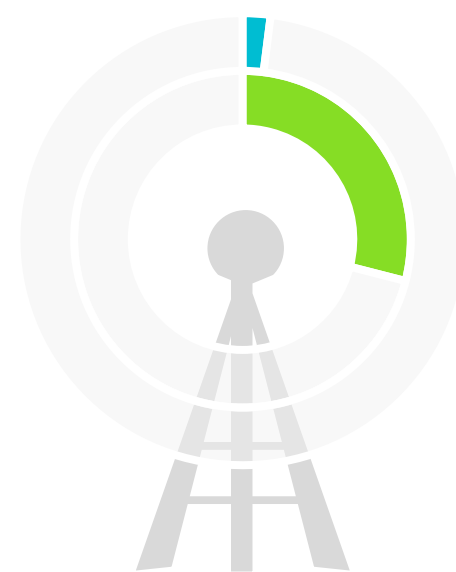
Netherlands  
13      49



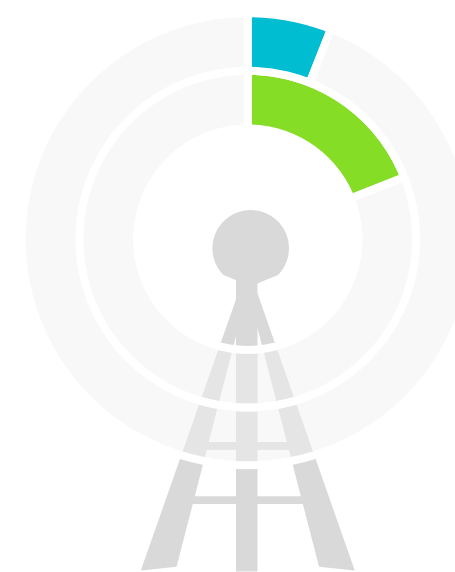
Italy  
21      49



France<sup>23</sup>  
15      26



Germany<sup>24</sup>  
2      29



Denmark  
6      19

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

19 FM before 2017 had 5 national stations

20 No national stations; all stations dedicated to a language region or a region

21 no FM only stations

22 includes two AM services

23 A national station, by legal definition, broadcasts the same programme most of the time and covers more than 30 million inhabitants

24 up to 270 regional DAB+ programmes available

# DIGITAL RADIO REACH ALL PLATFORMS

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

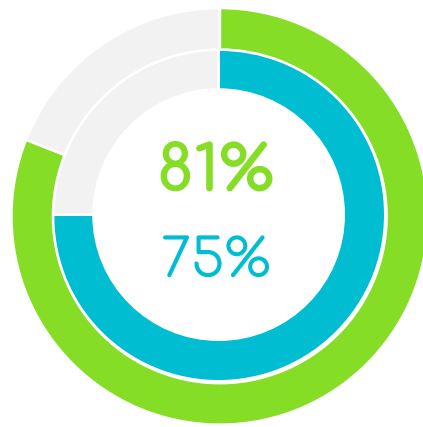
Norway<sup>25</sup>

● Q4 2019 ● Q4 2020



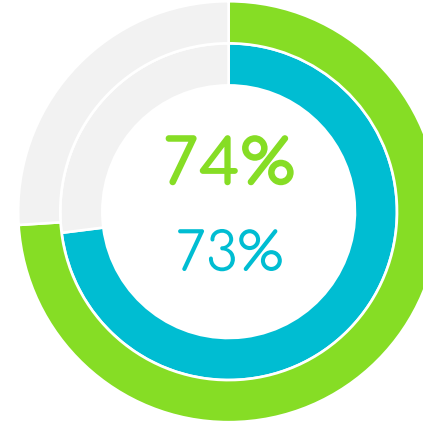
Switzerland

● Q2 2022 ● Q2 2023



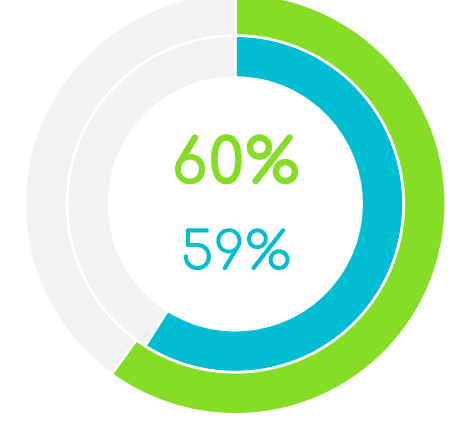
United Kingdom<sup>26</sup>

● Q2 2022 ● Q2 2023



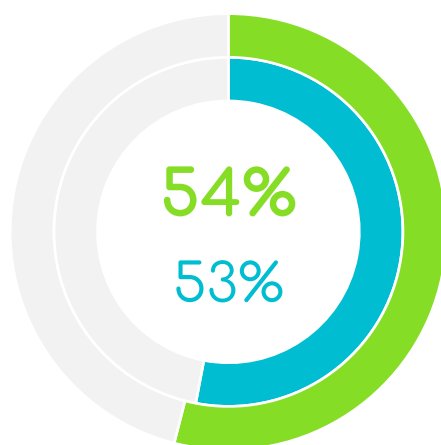
Denmark<sup>27</sup>

● Q2 2022 ● Q2 2023



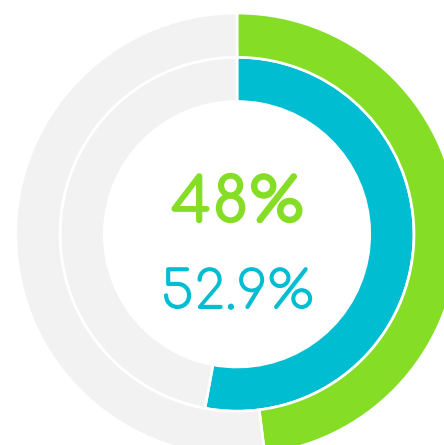
Belgium (Fr)

● Q4 2021 ● Q4 2022



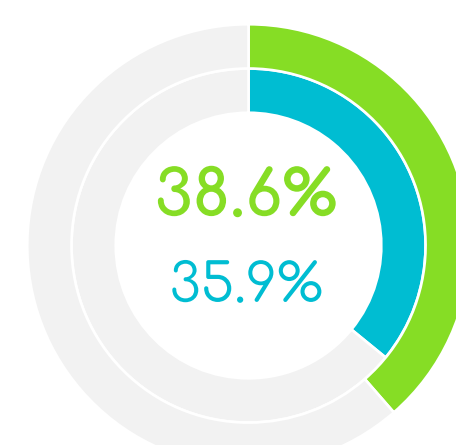
Netherlands<sup>28</sup>

● H1 2021 ● H1 2022



Australia<sup>29</sup>

● Q4 2021 ● Q4 2022



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%.

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.

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

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

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

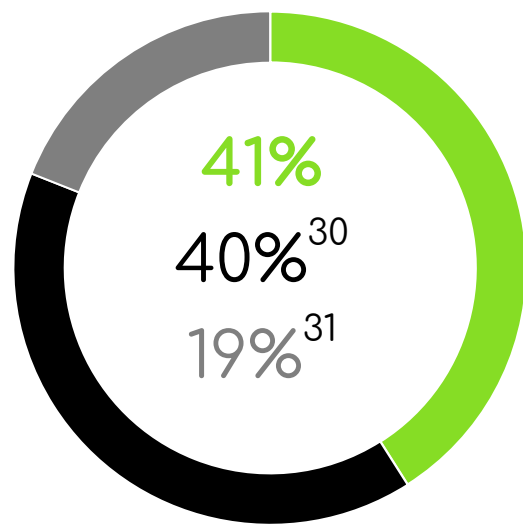


# DAB / DAB+ SHARE

Total listening hours by platform, % share

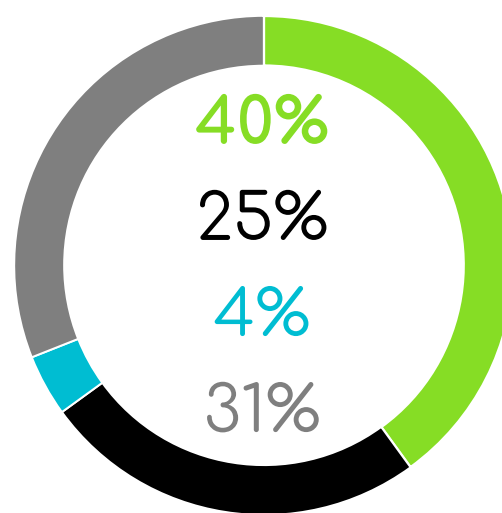
Switzerland

Q2 2023



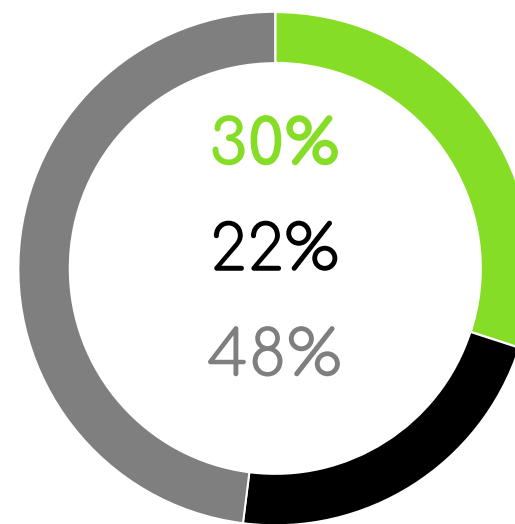
United Kingdom

Q2 2023



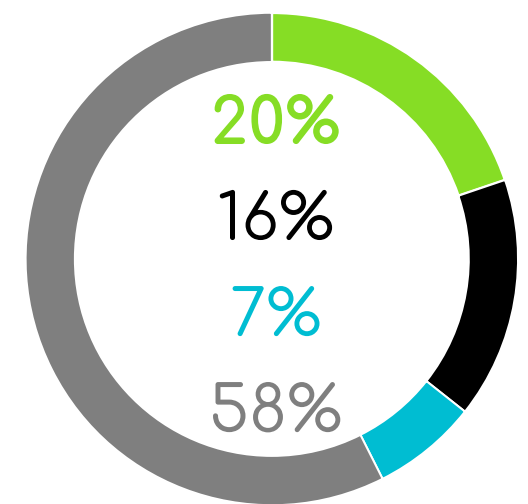
Denmark

Q2 2023



Belgium (Fr)

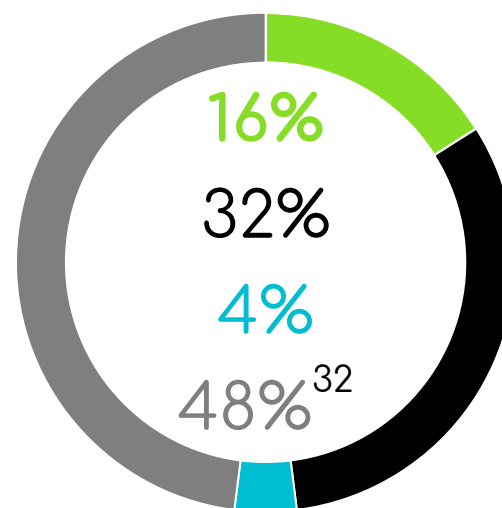
Q4 2022



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

Netherlands

H1 2022



● DAB ● IP ● Other ● FM / Cable

30 In Switzerland, 'IP' listening includes streaming, cable and IP-TV

31 FM only: 8%

32 FM/Cable 48% (including digital cable)

# EMERGING MARKETS

## % POPULATION COVERAGE

### EUROPE

Austria



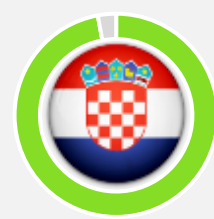
Regular DAB+<sup>33</sup>  
83% coverage

Bulgaria



Public  
consultation  
in place

Croatia



Regular DAB+<sup>34</sup>  
97.1% coverage

Czechia



Regular DAB+  
96% coverage

Estonia



Trial DAB+  
75% coverage

Greece



Regular DAB+  
Athens,  
Thessaloniki and  
Patras

Poland



Regular DAB+<sup>35</sup>  
68.7% coverage

Serbia



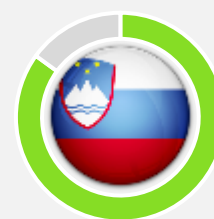
Trial DAB+  
78% coverage

Slovakia



Trial DAB+  
67% coverage

Slovenia



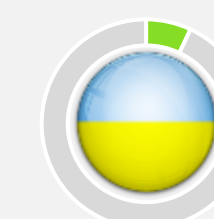
Regular DAB+  
85% coverage

Sweden



Regular DAB+<sup>36</sup>  
43% coverage

Ukraine



Regular DAB+  
7% coverage

33 A third multiplex for regional coverage is currently in the planning.

35 Population coverage of regular national multiplex, 7 regular local DAB+ multiplexes are also on air and provide additional coverage.

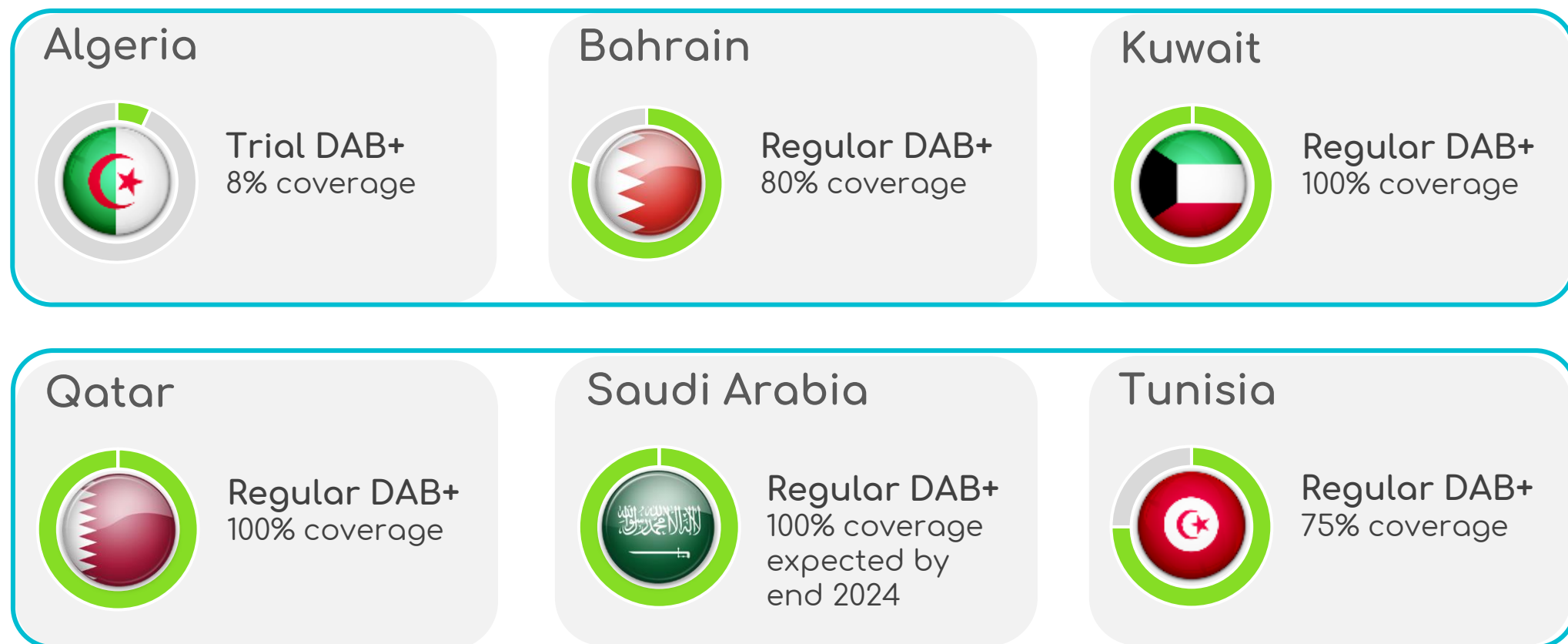
34 Mobile outdoor coverage increased to 96.3% in November 2022 when the regular service started.

36 Population coverage of the regular national DAB+ multiplex for Viaplay Group (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

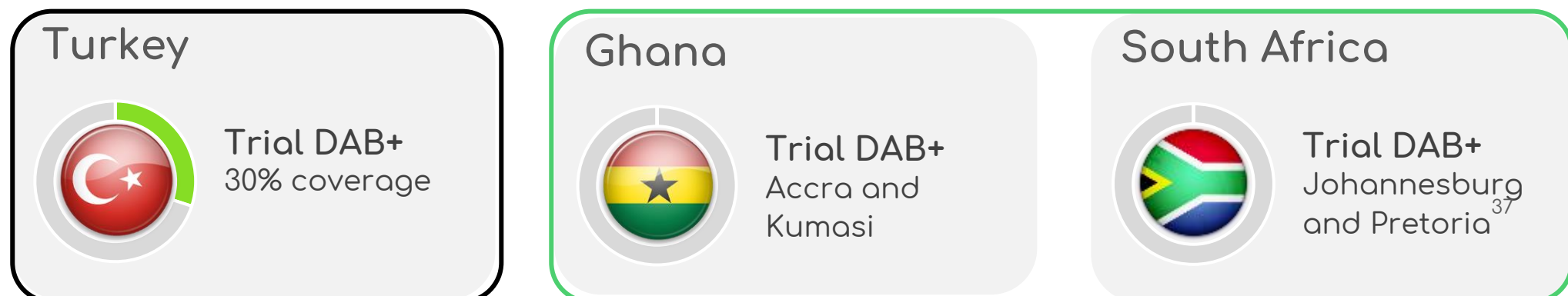
### MENA



### ASIA



### SUB-SAHARAN AFRICA



37 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).

