

In-car DAB+ “reaching maturity” reflected at WorldDAB Automotive 2023

- **Strong support for DAB+ platform from major markets across Europe**
- **DAB+ now accounts for more than half of in-car listening in the UK**
- **Speakers call for radio to remain “impossible to miss” in the dashboard**

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In-vehicle DAB+ is now “reaching maturity”, said WorldDAB President Patrick Hannon as he opened WorldDAB Automotive 2023 in Paris on Thursday.

Hannon cited figures showing that 96% of new cars sold within the European Union came with DAB+, meaning 10 million new vehicles on the road in Europe with DAB+ in 2022. He described this level of DAB+ in-car penetration as “completely transforming the radio landscape,” adding: “this change is clearly illustrated by listening figures in the UK, where, for the first time, DAB now accounts for more than 50 percent of all radio listening in cars.”

Over 500 delegates from 60 countries gathered at Maison de la Radio, home of Radio France in Paris, and online for the annual conference, which brings together the broadcast and automotive sectors. All the major automotive OEMs, along with many key suppliers, attended the event, which was organised by WorldDAB, the global industry forum for DAB+ digital radio.

There was strong commitment to DAB+ from major European markets, with Sibyle Veil, CEO of Radio France, using a keynote address to reiterate her call for one-button access to radio in the dashboard, citing this as a question of cultural sovereignty. Veil noted that France had started on the DAB+ journey later than some but was now “accelerating” to bring benefits such as more stations and more choice to listeners.

Jean Philip De Tender, Deputy Director General, Director of Media, EBU echoed this, saying “radio shouldn’t just be simple to find — it should be impossible to miss. Just like the old physical radio button, access to radio — whether AM, FM, DAB, or over the internet — should be immediately obvious.”

Peter Fohrwikl, Head of Programme Services at Südwestrundfunk (SWR) highlighted radio’s robustness and resilience in emergencies, describing DAB+ as “Germany’s one stop shop for safety and security information.”

The event also saw the launch of the “Dashboard Dialogue” research study, commissioned by WorldDAB and undertaken last month by Edison Research, which includes in-vehicle interviews with new car buyers in the UK, France and Germany. Megan Lazovick, Vice President, Edison Research highlighted the key findings, including that radio remains the most listened-to audio platform in the car. Delegates saw videos of the interviews, which underlined the findings that drivers believe radio is essential in-car, with one driver saying: “a car without a radio is like a shopping trolley without wheels.”

In his closing remarks, Patrick Hannon announced that the annual WorldDAB Summit, exploring all aspects of the global growth of DAB+, will be held in Munich, Germany on 8 November 2023.

Notes to editors

- Edison Research was commissioned by WorldDAB to conduct a two-part research study in France, Germany and the UK. The study, which included both qualitative and quantitative research, divided its samples evenly across the three countries. In-depth interviews were conducted with 36 radio listeners who had either purchased or leased a new vehicle within the past three years. Half of the participants were interviewed in their own vehicle, and half were interviewed in an unfamiliar vehicle similar to the class of vehicle they owned. Edison also conducted a survey of 2,422 adults. The survey included those who had either purchased or leased a new vehicle within the past three years, or who planned to purchase or lease in the next 12 months. Interviews were conducted between 10 May and 17 May 2023, and data was weighted to match the target population in each country by age, gender, and region.
- UK listening data - source: RAJAR/Ipsos/RSMB, survey period ending 2 April 2023.
- WorldDAB Automotive 2023 took place on Thursday 15 June 2023 09:00-15:30 (CEST), in-person and online at Radio France, Maison de la Radio, 116 Avenue du President-Kennedy, 75016 Paris.
- WorldDAB President Patrick Hannon and other speakers are available for interview – contact WorldDAB.
- Sponsors of WorldDAB Automotive 2023 are: DTS, a part of XPERI; Paneda; Radioplayer; AVT; tdf.

Graphics

- WorldDAB logo
- WorldDAB Automotive 2023 graphic
- 1. Patrick Hannon, President, WorldDAB
- 2. Sibyle Veil, CEO, Radio France
- 3. Jean Philip De Tender, Deputy Director General, Director of Media, EBU
- 4. Peter Fohrwikl, Head of Programme Services, Südwestrundfunk (SWR)
- 5. Megan Lazovick, Vice President, Edison Research
- 6. Panel on stage at WorldDAB Automotive 2023 - Left to right: Megan Lazovick, Vice President, Edison Research; Eugenio La Teana, Head of Innovation, RTL 102.5; Gregor Pötzsch, Product owner, Radio, CARIAD; Laurence Harrison, Director of Automotive Partnerships, Radioplayer.

About WorldDAB

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1300+ experts from over 110 member organisations in 33 countries across the globe include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment, and automobiles.

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