



## Digital 'share' up to 42% before conferences

Celsus, distributors of the DABmotion range of in-car digital radio solutions, say they're 'extremely encouraged' by the latest data on UK digital radio listening.

The Q3 2015 report, published 29th October by RAJAR, the official body in charge of measuring radio audiences in the UK, shows 41.9% of all listening is via digital platforms, up from 37.8% this time last year.

"Moving well past 40% listening share is a significant milestone," said Mark Baker, Marketing Director at Celsus. "The infrastructure development targets are being met already, so under the listener-led DAB roll out, once share reaches 50% the switchover process from FM to DAB is triggered."

The latest data shows a massive 30 million people tune in to radio via a digitally enabled device. In car listening has dragged the figures in the past, but this is starting to change.

SMMT figures indicate around 70% of new UK cars now have digital radio fitted as standard, in readiness for the switchover. DABmotion ROLA offers a solution for the huge numbers of cars already out there without DAB.

The Tick Mark approved digital radio conversion kit offers a cost-effective way to convert any car's existing stereo so it can receive the full choice of DAB stations on the move.

As parts of a complete package for garage installers, DABmotion also offers training accredited by IMI under their Quality Assured Awards (QAA) programme. It's the ideal foundation for those wishing to gain the 'IMI DAB Radio Installation Technician Accreditation', needed to advertise as Tick Mark 'Approved Installers'. Celsus can assess the practical element for this too.

The news comes ahead of a busy week. Tomorrow Celsus will be at 'Radio's Digital Countdown' industry conference. Organised by Digital Radio UK, the London event will feature high-profile speakers including Ed Vaizey MP, Minister of State for Culture and the Digital Economy, along with over 200 delegates.

This is followed by London's WorldDAB General Assembly, promising 'a vision for the future of radio', in central London on 3rd to 4th November.

To find out more about the opportunity, please visit [www.dabmotion.co.uk](http://www.dabmotion.co.uk), follow @DABmotion on Twitter or call 01202 664390.

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DABmotion is a leading brand of in-car digital radio retrofit solutions. The DAB1001 kit brings DAB to any car by using the latest FM modulation techniques, linked with AFC, to decode digital radio and converts this into an FM signal that is transmitted directly to the original car radio wirelessly.

The DABmotion antenna included with the DAB1001 kit can be fitted to either the front or rear window of a vehicle. The DABmotion interface can be located in the glove box, behind the vehicle dashboard, or even in the rear of the vehicle. It may be necessary to consult a qualified vehicle installer about connections, suitable location for the interface or antenna position.