

Low Digital Take Up Of Local Commercial Radio Prevents Digital Radio Switchover

The low take-up of digital radio in local commercial radio markets is preventing the UK from switching over to digital radio. This is according to a new report from the Digital Radio Working Group (DRWG).

The report found that only 58% of local commercial radio stations are currently broadcasting in digital. This is well below the target of 90% that the government has set for 2020.



Low Digital Take-Up Of Local Commercial Radio Prevents Digital Radio Switchover In The United Kingdom

by Grant Goddard

★★★★☆ 4.6 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
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The low take-up of digital radio in local commercial radio markets is due to a number of factors, including:

- The high cost of digital radio equipment

- The lack of awareness of digital radio among listeners
- The lack of content available on digital radio

The DRWG report recommends a number of measures to address the low take-up of digital radio in local commercial radio markets. These measures include:

- Providing financial assistance to local commercial radio stations to help them cover the cost of digital radio equipment
- Raising awareness of digital radio among listeners
- Increasing the amount of content available on digital radio

The DRWG report concludes that the UK will not be able to switch over to digital radio until the take-up of digital radio in local commercial radio markets has increased significantly.

The Benefits Of Digital Radio

Digital radio offers a number of benefits over analogue radio, including:

- Better sound quality
- More choice of stations
- Additional features, such as text information and interactive services

Digital radio is also more efficient than analogue radio, which means that it can be used to broadcast more stations in the same amount of spectrum.

The Future Of Digital Radio

Digital radio is the future of radio broadcasting. It offers a number of advantages over analogue radio, and it is becoming increasingly popular with listeners.

The UK government has set a target of 2020 for the switchover to digital radio. However, the low take-up of digital radio in local commercial radio markets is preventing the UK from meeting this target.

The DRWG report recommends a number of measures to address the low take-up of digital radio in local commercial radio markets. If these measures are implemented, the UK will be able to switch over to digital radio and enjoy the benefits that it offers.



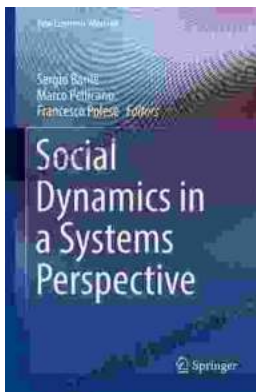
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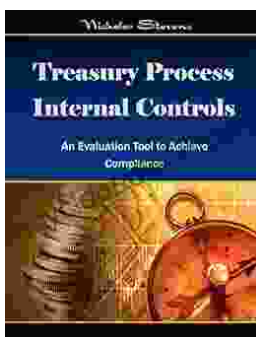
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