

# The future of radio

EPRA Working Group  
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# Future of radio

- Mainly broadcast
- On every platform
- Increasingly hybrid
- Collaborate on technology
- Compete on content

# 85%

listen every week  
across Europe



for  
2 to 3 hrs a day



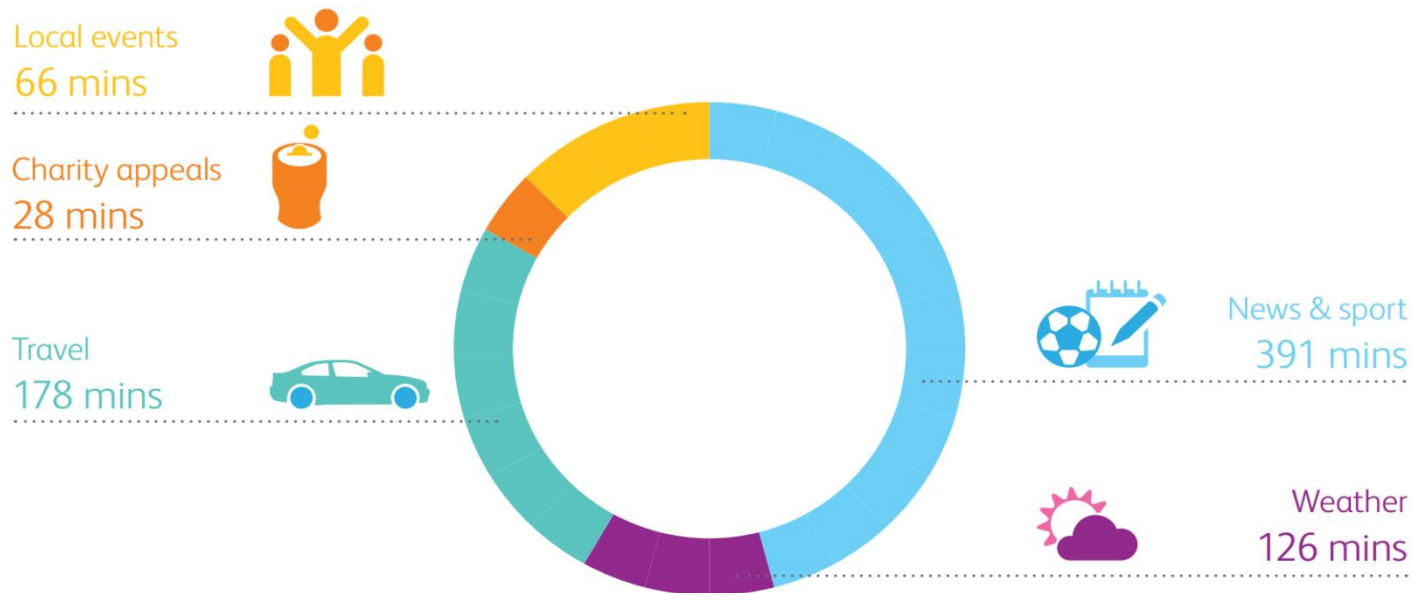


A photograph of Ed Sheeran, a man with brown hair and a beard, wearing a blue t-shirt. He is leaning forward, playing an acoustic guitar. His left arm, which has several colorful tattoos, is visible on the fretboard. The background is a light-colored, textured wall. On the far left edge of the image, there is a vertical bar with diagonal stripes in shades of blue, green, purple, and orange.

“Radio is still the  
most important  
platform to  
break new artists”

Ed Sheeran, Desert Island Discs

# UK public service output



13 hours and 15 minutes of public value  
broadcast each week in total

# Most trusted media



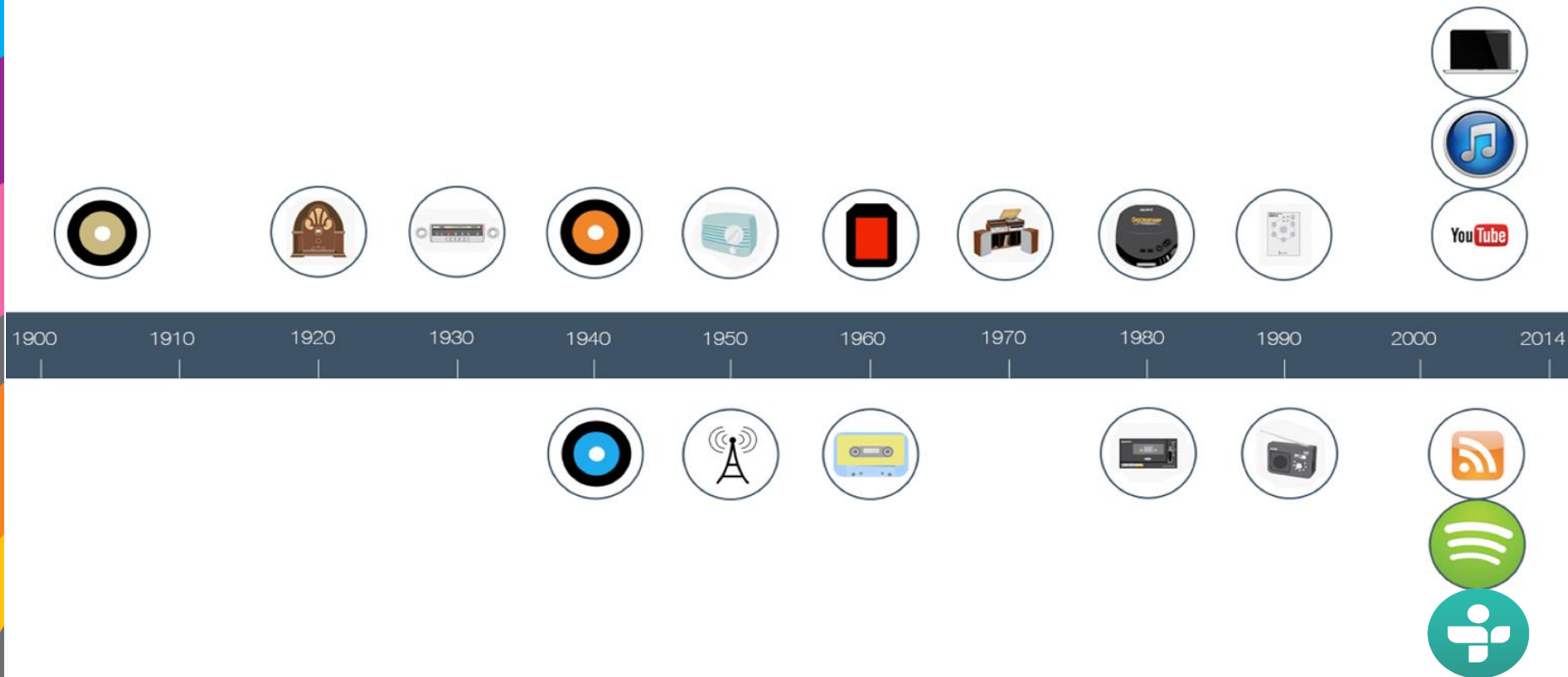




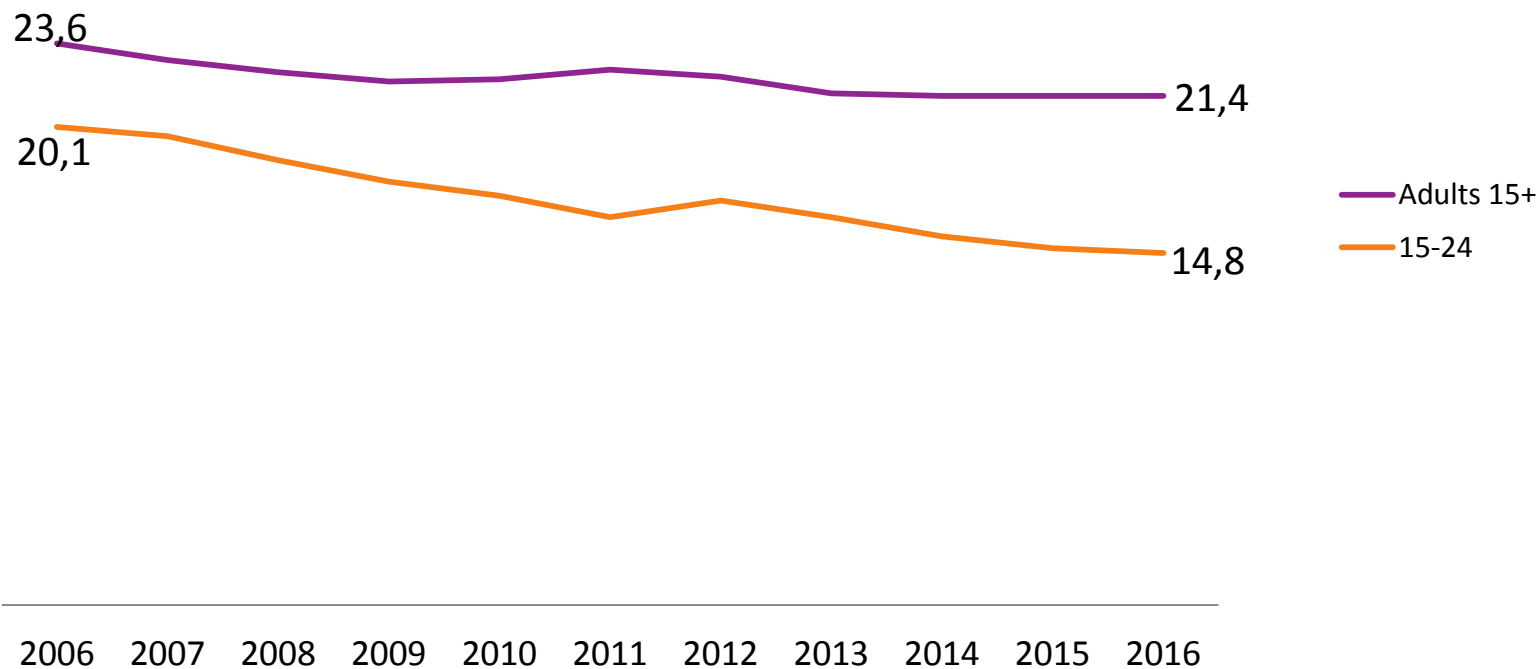
Google

facebook.

# The changing face of audio



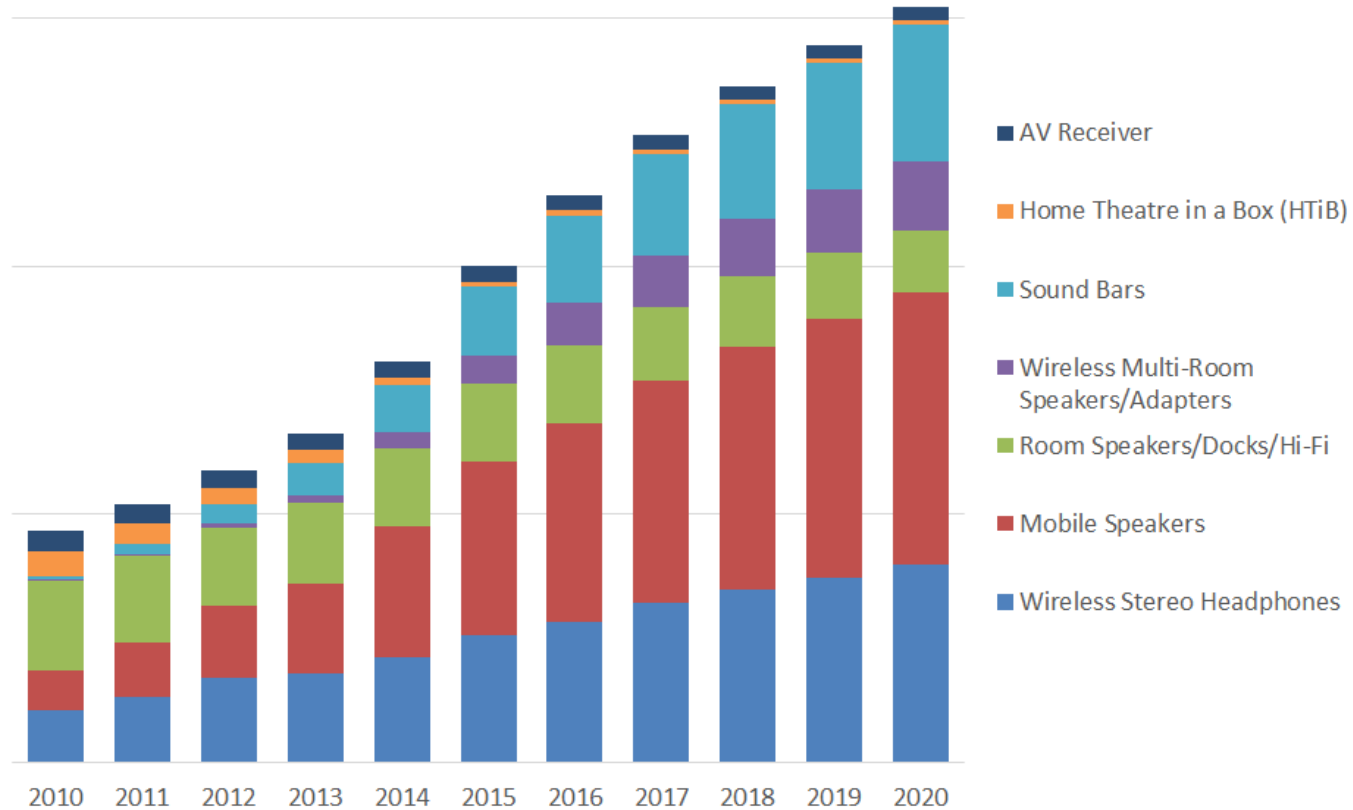
# UK average listening hours







# Home audio growth



Source: SAR Insight

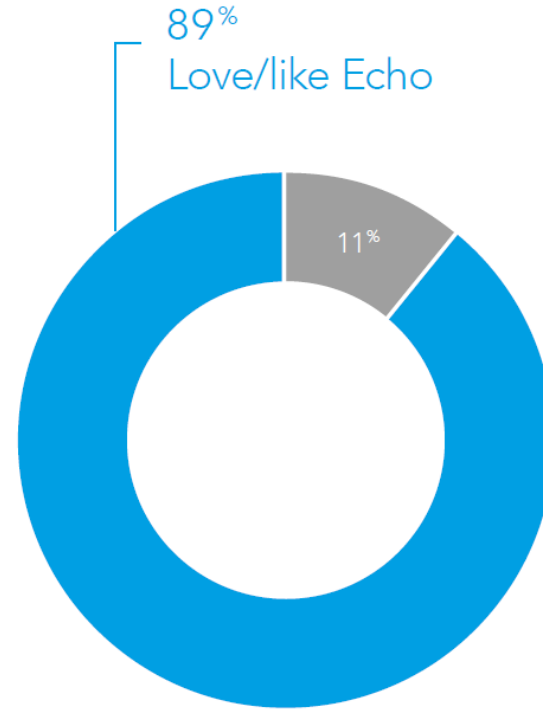




# Voice activation is becoming mainstream



9%  
OF UK  
HOUSEHOLDS  
OWN ONE OR  
MORE AMAZON  
ECHO DEVICES

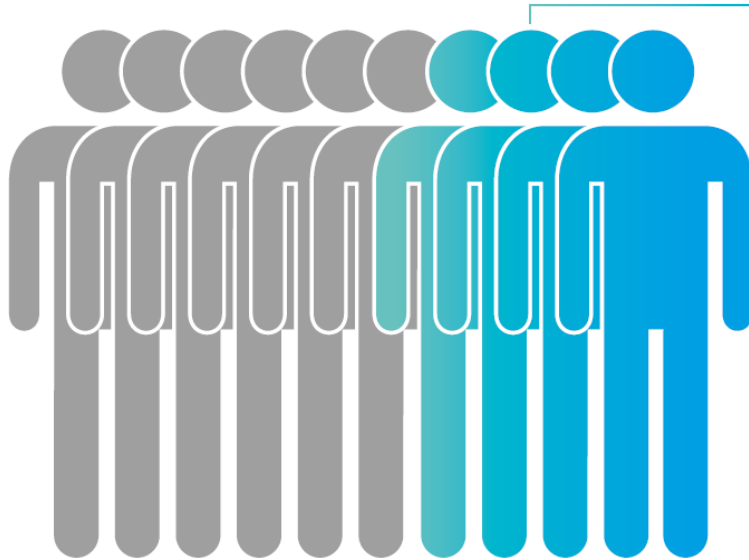


## Echo is an established part of the daily routine



81%  
OF ECHO  
OWNERS USE  
IT AT LEAST  
ONCE PER DAY

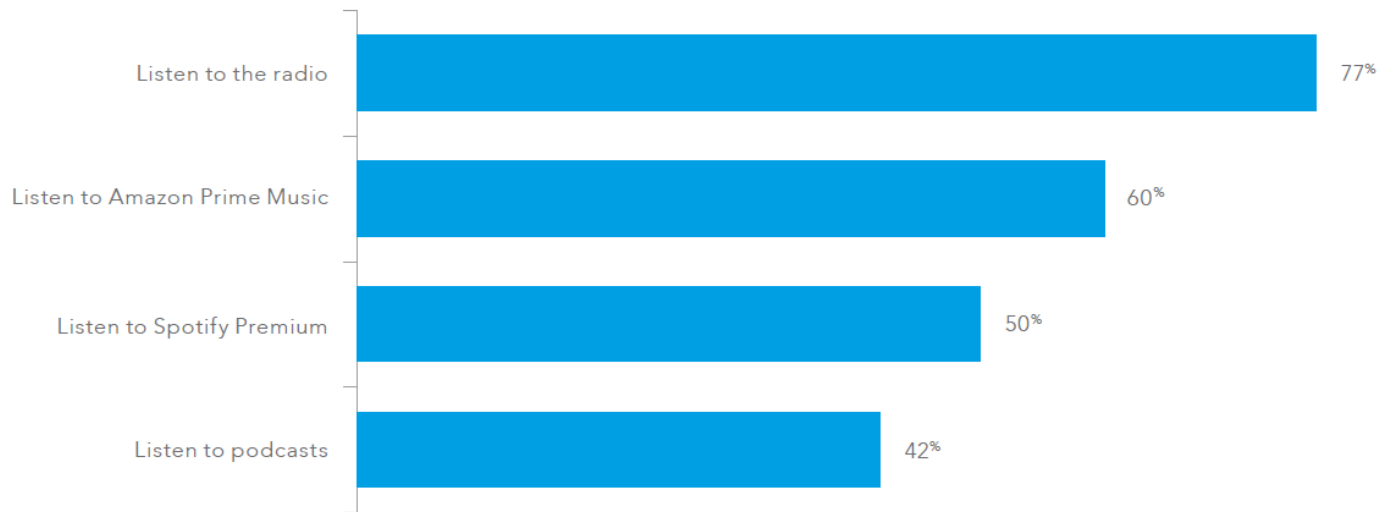
## Household penetration could hit 40% in the next year



Almost 4 in 10 UK adults are likely to purchase a device for their home

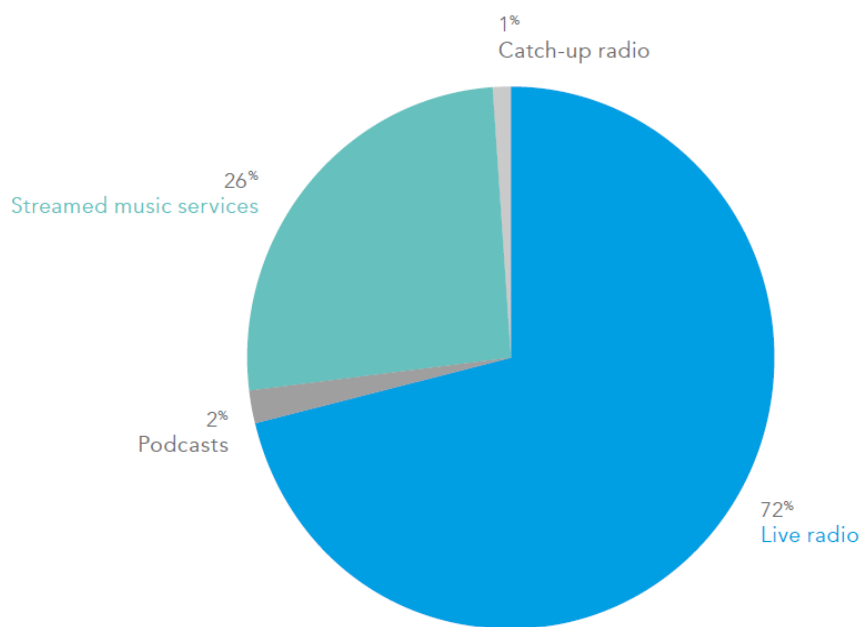
# Audio entertainment dominates Echo use

Radio is the most most widely accessed form of audio entertainment



AUDIO ENTERTAINMENT FUNCTIONS USED ON ECHO (% OF DAILY USERS)

## Radio accounts for biggest 'share of ear' on Echo



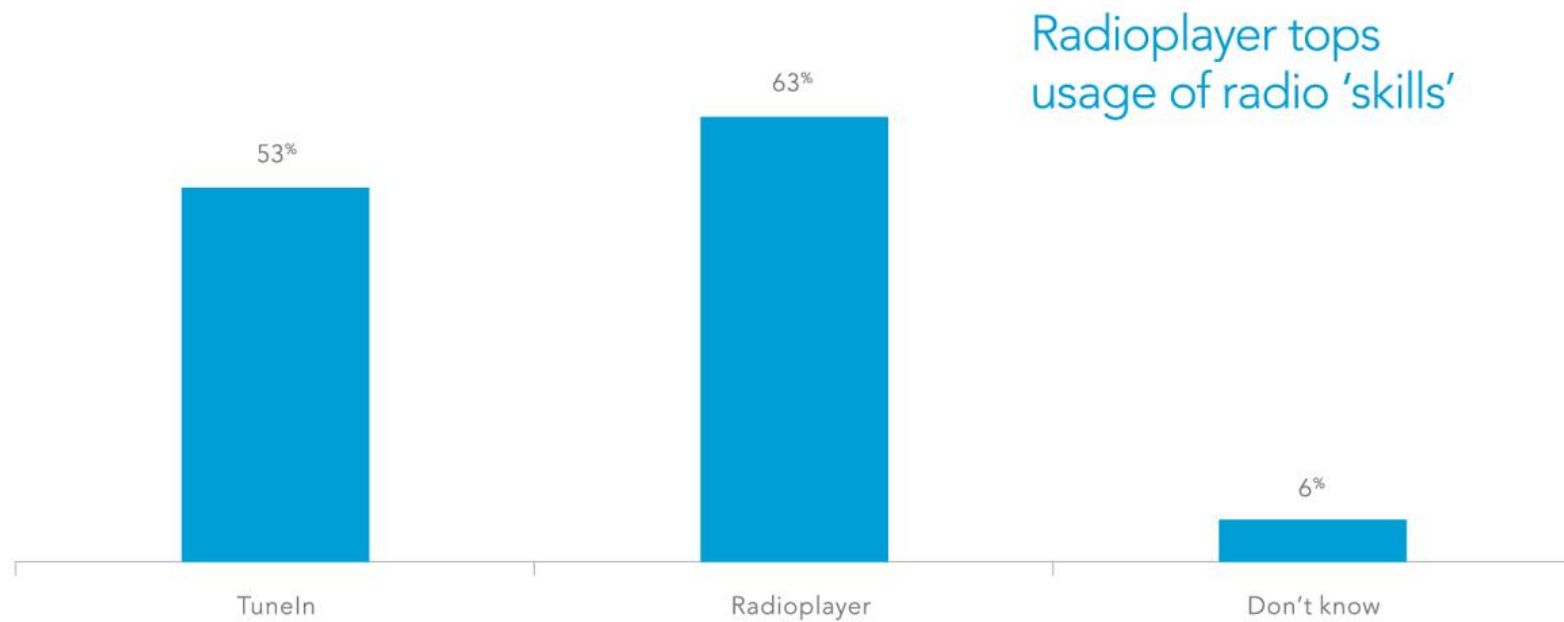
Radio dominates time spent with audio entertainment on Echo

SHARE OF WEEKLY LISTENING HOURS ON AMAZON ECHO



# ECHO HAS SKILLS —







# How findable is the radio in a car?



# Can you find the radio here?

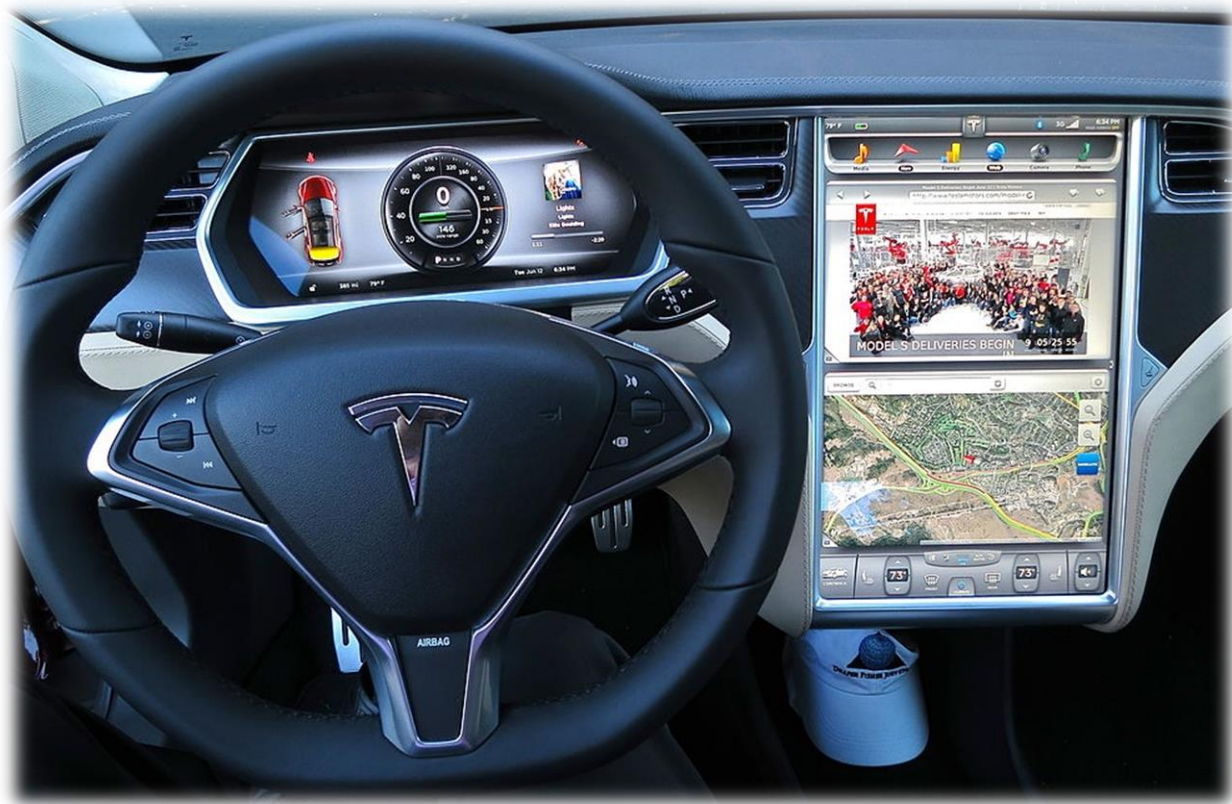


# Or here?

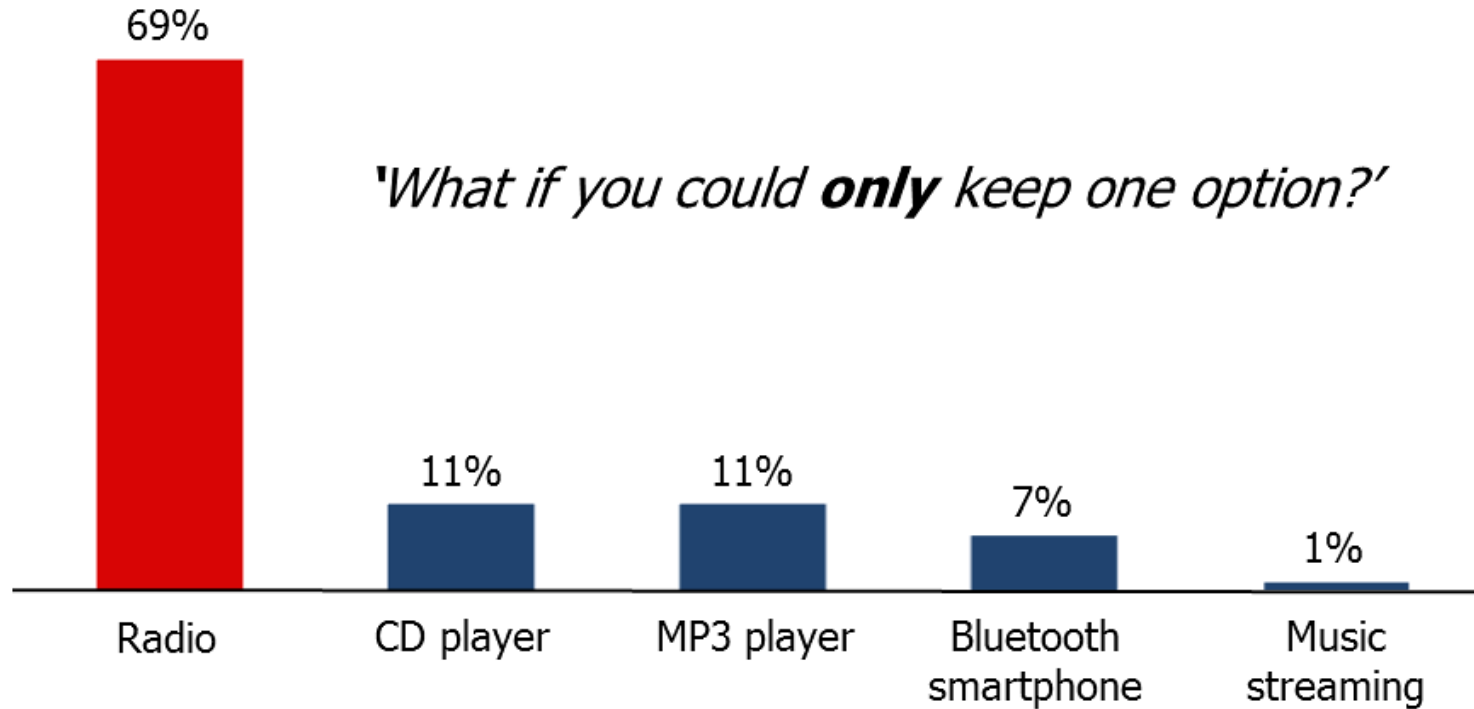




# How about here?



# Research shows this is a big mistake



1,500 sample across UK, France and Germany

# How this needs to improve



# How this needs to improve



**Better  
navigation**



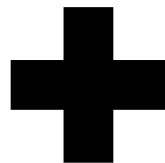
**Automatic  
station-following**



**Personalisation,  
extra features**

# Hybrid radio

**Reliable, free-to-air**



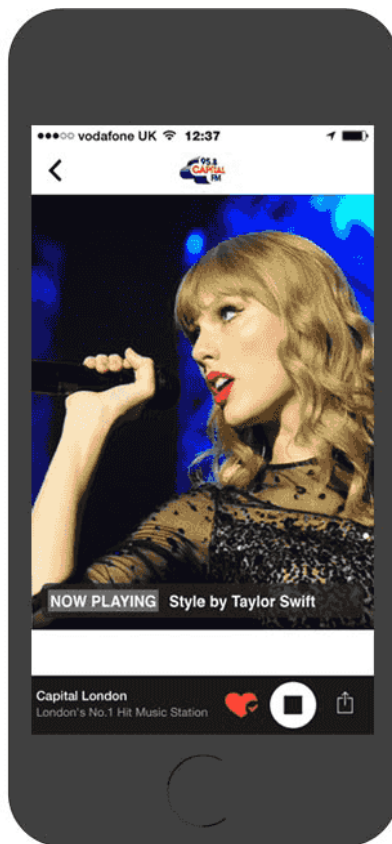
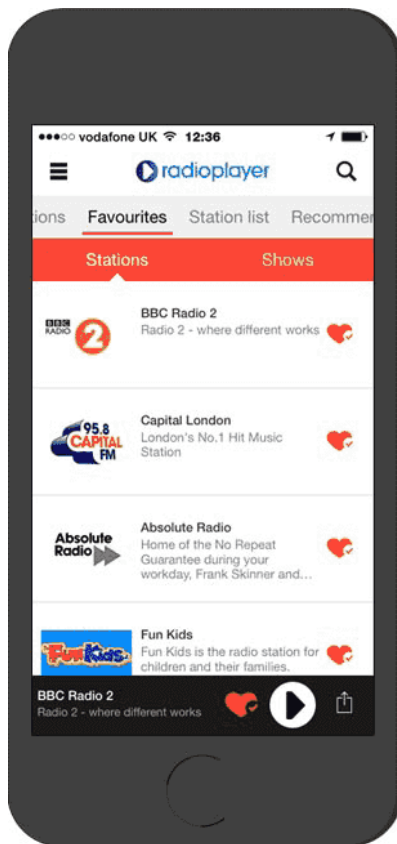
**Smart, personal, upgradeable**

# radio player



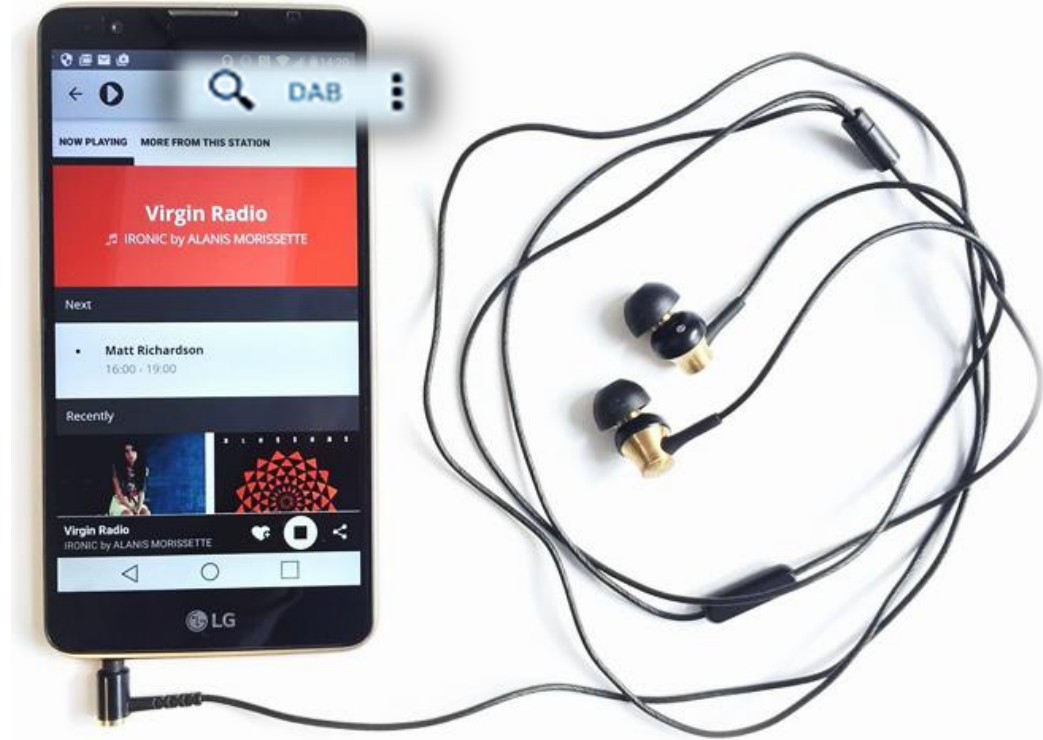






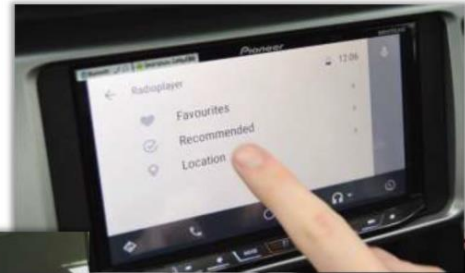
# Mobile – as a listening platform

- Visual
- Personal
- Ubiquitous
- Broadcast-capable



# Mobile – as a bridge

- Sonos
- Chromecast
- Apple CarPlay
- Android Auto
- Wearables
- Bluetooth







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