

ROBERTS

ROBERTS SUPPORTS GOVERNMENT'S DIGITAL ACTION PLAN

As ROBERTS unveils its Christmas line-up of radios, the leading DAB manufacturer confirms its full support of the Government's digital action plan, as recently outlined by Ed Vaizey.

Following a statement released earlier this year by the leading DAB manufacturer, ROBERTS is particularly pleased about the shift of focus onto the consumer, as well as the acknowledged requirement of a workable solution for the UK's 30 million motor cars.

Says Owen Watters, Sales and Marketing Director at Roberts Radio; "We are in full support of the Government's new digital action plan. We are especially pleased that Ed Vaizey has made it evident that the consumer will dictate when the switchover takes place. Although ROBERTS is in full support of the planned migration, there is still a very healthy analogue demand in the UK and so, for these consumers, the recent announcement will be gratefully received.

In addition, we are glad to see that the motor car is higher up on the agenda. A concern that we have raised previously; there are 30 million cars on the UK's roads, a vast majority of which don't yet have a workable solution.

Following Ed Vaizey's announcement we look forward to a stronger and more cohesive industry approach than ever before, towards driving digital. There's still a lot of work to do, but we are moving in the right direction and we are very excited about the future of DAB.

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