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## DAB Digital Radio Licensed To Fail

Grant Goddard

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**Grant Goddard : DAB Digital Radio Licensed To Fail** before purchasing it in order to gage whether or not it would be worth my time, and all praised DAB Digital Radio Licensed To Fail:

"Digital radio switchover is unlikely to ever happen in the UK" writes radio specialist Grant Goddard. His book offers a blow-by-blow chronicle of the efforts to implement 'DAB' as a replacement for FM and AM radio in Britain, from the deliberations of the Digital Radio Working Group in 2008 to the legislation of the Digital Economy Act during the final days of the Labour government in 2010. Goddard uncovers a secret deal struck between the government and the

UK commercial radio industry to force DAB radio upon the British public. He also exposes a wealth of inaccurate and distorted information published by radio industry lobbyists as part of their campaign to convince the government and consumers that take-up of DAB radio has been a success in the UK and overseas. Whereas, the data in this book show that consumer interest in DAB radio had already started slowing down, making digital radio switchover unlikely to ever happen in the UK. Grant Goddard is a London-based media analyst specialising in the radio broadcasting sector. For thirty years, he has worked in the radio industry as a senior manager and consultant, both in the UK and overseas, and has written extensively about the radio business for consumer and trade magazines.

About the Author Grant Goddard is a London-based media analyst specialising in the radio broadcasting sector. For thirty years, he has worked in the radio industry as a senior manager and consultant, in the UK and overseas, and has written extensively about the radio business for consumer and trade magazines.