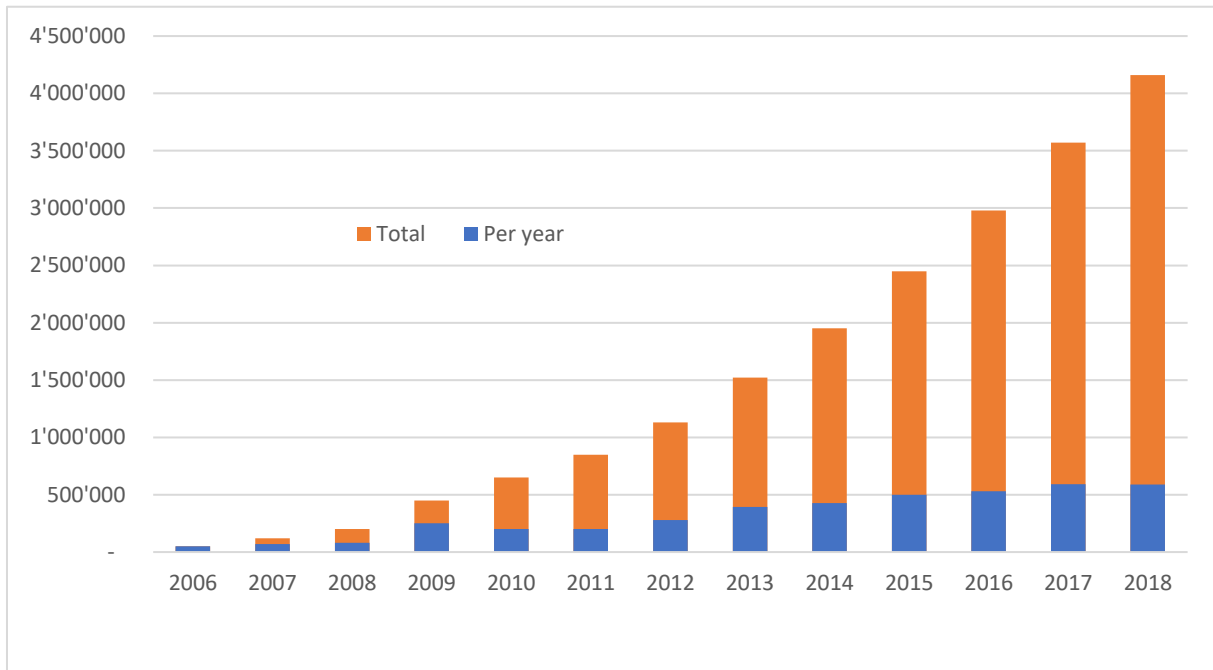




February 2019

Key figures on DAB+ in Switzerland

1. Equipment sales

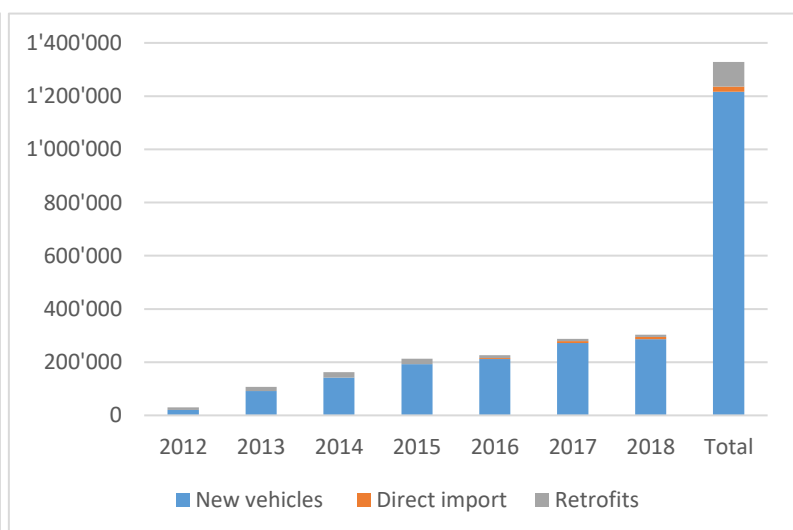
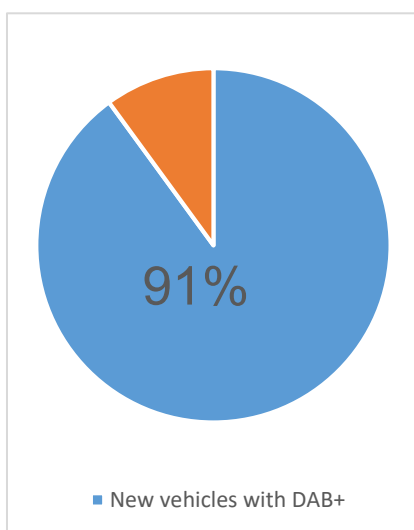


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DAB+ devices sold in Switzerland between 2006 and 2018 (2018: +589'065; status 2018: 4'190'455 devices, incl. vehicles).

Sources: Importers, dealers, GfK

2. Vehicles



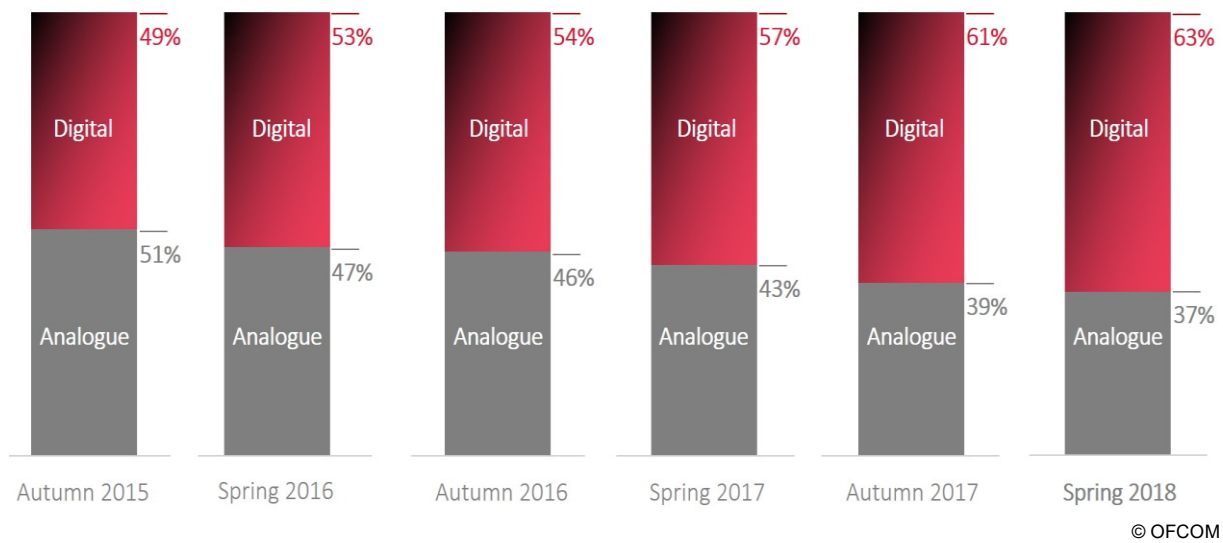
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In 2018, 91 (+6) percent of new vehicles were fitted as standard with a DAB+ device.

At the End of 2018, 1'328'955 vehicles were equipped with a DAB+ device (+302'856), among which 1'216'061 new vehicles (+286'113), 10'164 direct imports (+9'189) and 93'514 retrofits (+7'554).

Sources: MCDT, weer

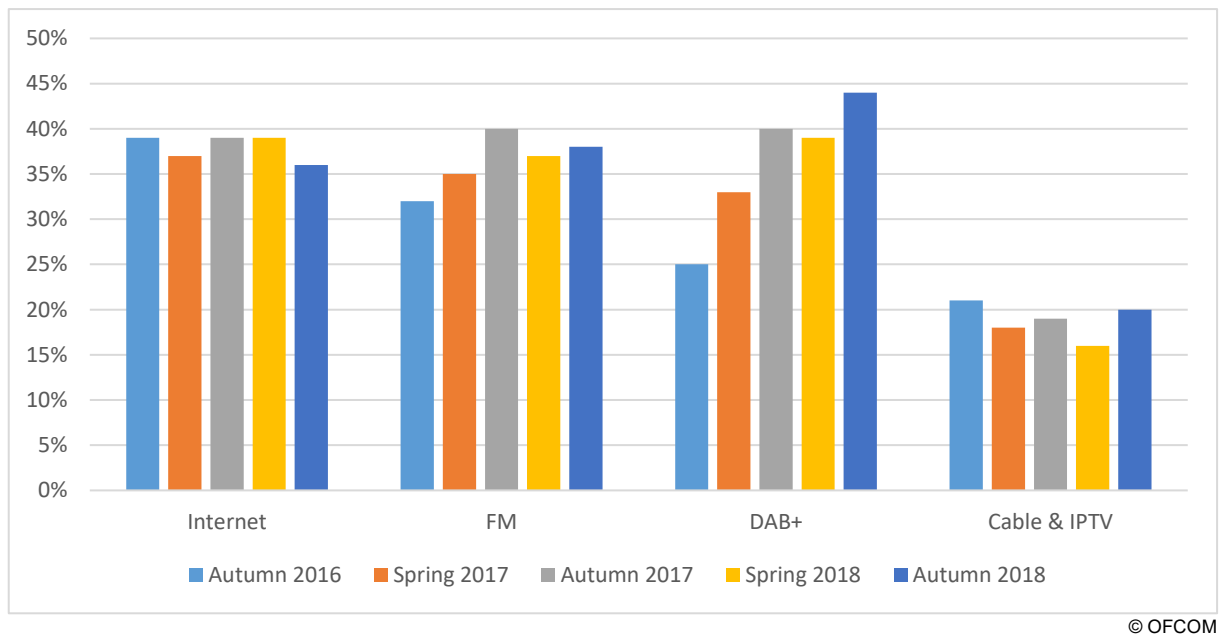
3. Usage



Radio usage volumes according to type of reception in percent; N (2015/2) = 2,453, N (2016/1) = 2,526, N (2016/2) = 2,531, N (2017/1) = 2504, N (2017/2) = 2519, N (2018/1) = 2'673, N (2018/2) = 2'761

Source: GRP Switzerland, DigiMig survey

4. Awareness



Awareness of individual radio broadcasting channels, unaided: awareness of DAB+ has increased by 5% from 39% to 44%; N = 1102 (2016), N = 1103 (2017), N = 1121 (2018)

Source: Demoscope