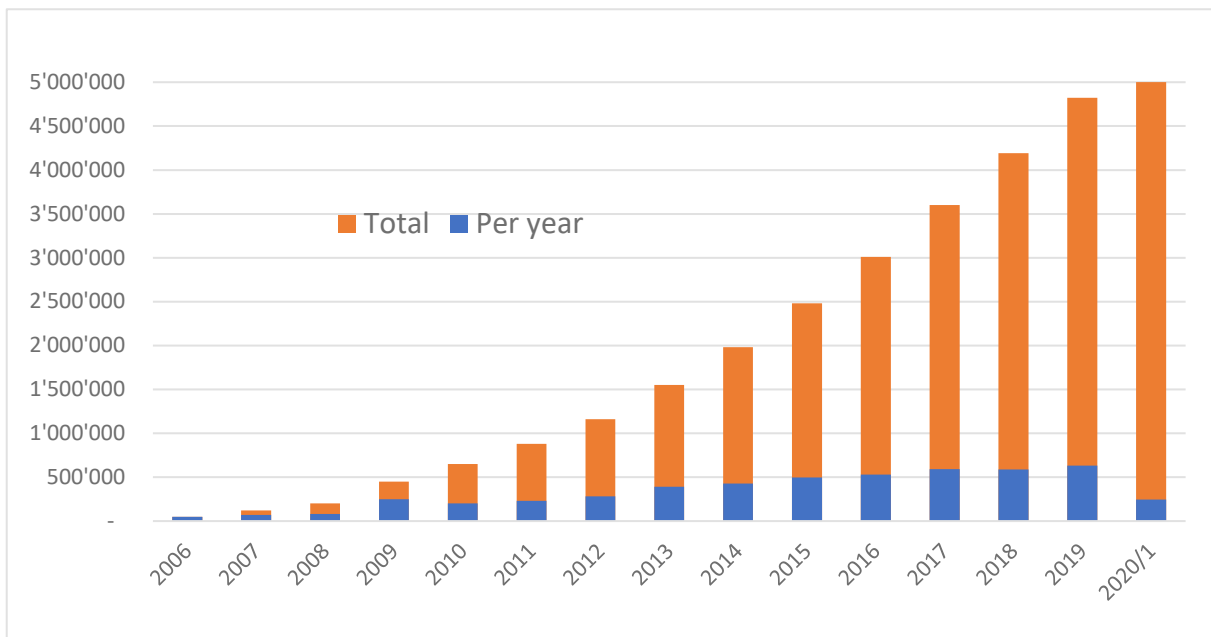




August 2020

Key figures on DAB+ in Switzerland

1. Equipment sales

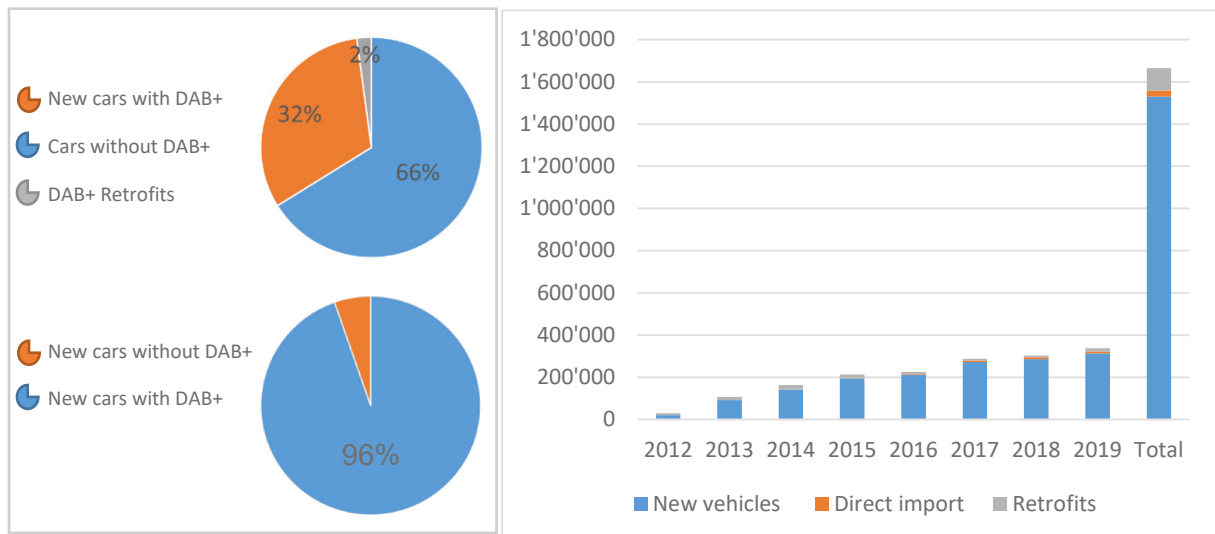


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DAB+ devices sold in Switzerland between 2006 and 2019 (2019: +632,660; status 2019: 4,825,000 devices, incl. vehicles).

Sources: Importers, dealers, GFK

2. Vehicles



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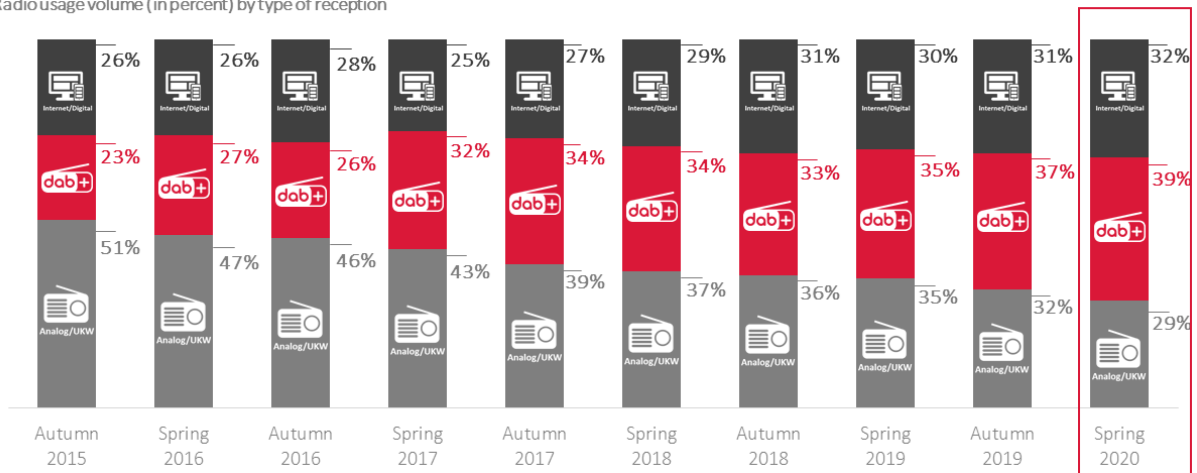
In June 2020, 34% of all vehicles in Switzerland were able to receive DAB+ channels (see above) and at the end of 2019, a DAB+ device was fitted as standard in 96% of all new vehicles.

In June 2020 1.8 million vehicles were equipped with a DAB+ device (+118,500), of which 1.66 million were official imports (+114,000), 30,000 direct imports (+2,000) and 112,000 retrofits (+2,500).

Quellen: MCDT, weer

3. Usage

Radio usage volume (in percent) by type of reception

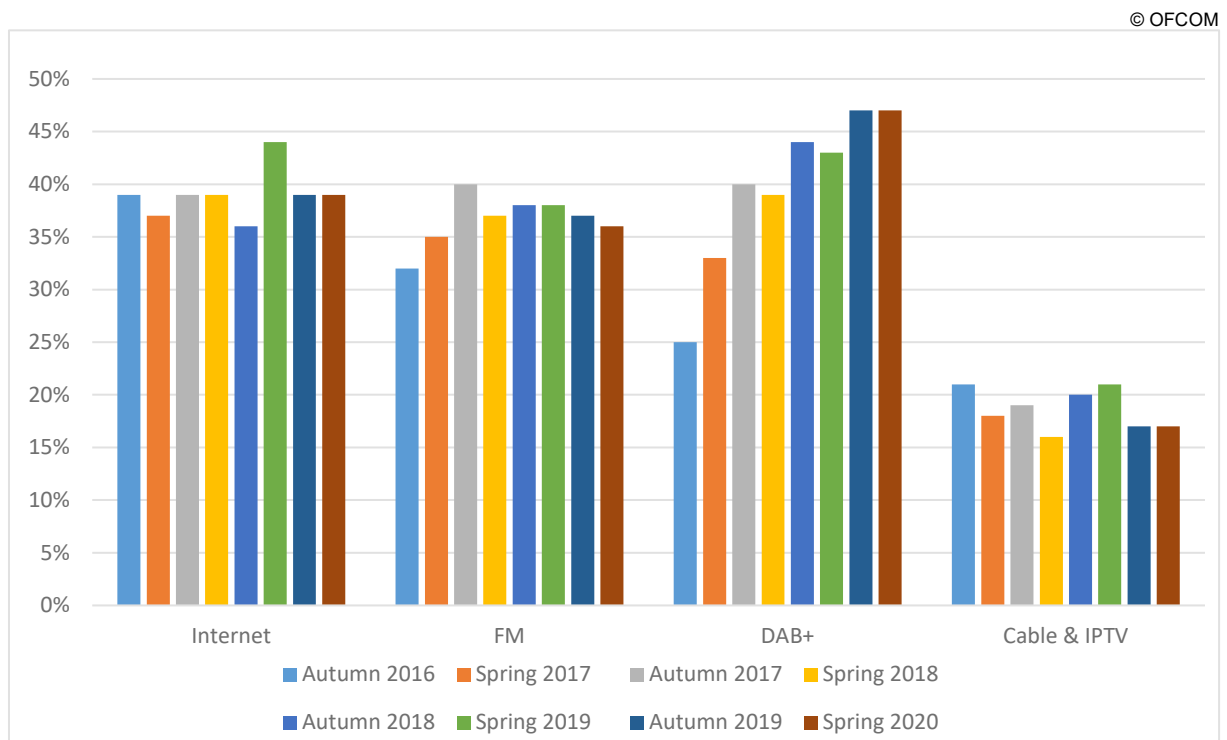


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Radio usage volumes according to type of reception in per cent; N (2015/2) = 2,453, N (2016/1) = 2,526, N (2016/2) = 2,531, N (2017/1) = 2,504, N (2017/2) = 2,519, N (2018/1) = 2,673, N (2018/2) = 2,761, N (2019/1) = 2,740, N (2019/2) = 2,800, N(2020/1)=2,625

Source: GRP Switzerland, DigiMig survey

4. Awareness



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Awareness of individual radio broadcasting channels, unaided: the level of awareness of DAB+ has not changed since autumn 2019, remaining at its highest level in spring 2020, at 47%. There was no change in the numbers receiving DAB+ via the internet (39%) or cable and IPTV (17%), while the numbers using FM fell by one percentage point to 36%. N= 1102 (2016), N = 1103 (2017), N = 1121 (2018), N = 1105 (2019), N = 1100 (2019/2), N = 1100 (2020/1).

Source: Demoscope