
Switzerland listens to digital radio – in all parts of the country. DAB+ is the most popular reception mode.

Digital Migration working group publishes six-monthly report on radio use

Bern, 25 February 2021 – The trend towards digital radio continues: digital transmission now accounts for three quarters of radio use. DAB+ reception is the most widely used. Only one in eight people say they still tune in exclusively to FM radio. In autumn 2020, radio use by reception mode was surveyed for the eleventh time. The Digital Migration working group (AG DigiMig) presented the latest results at the SRG annual meeting of GfK 2021 on the Swiss device market.

In autumn 2020, radio listeners received an average of 73 out of 100 radio minutes per day via digital means. Radio use via DAB+ or the internet has increased by 24 percentage points in the last five years: from 49 per cent in autumn 2015 to 73 per cent in autumn 2020. At the same time, FM use has fallen by 24 percentage points, from 51 per cent to 27 per cent. DAB+ reception is the most popular, with a 41 per cent share of total use, having increased by 18 percentage points since autumn 2015. DAB+ reception is the most popular, with a 41 per cent share of total use, having increased by 18 percentage points since autumn 2015. Use via the other two digital reception paths, IP radio and digital TV, has increased only slightly, by 6 percentage points since autumn 2015. Together they account for 32 per cent of radio usage.

Digital reception now dominates in all language regions

In all language regions, at least 70 out of every 100 minutes of radio are listened to via digital reception. In German-speaking Switzerland, DAB+ is still by far the most popular form of reception for radio programmes, with a 42 per cent share of total usage. In the other parts of Switzerland, DAB+ has overtaken the previously stronger IP radio and is now the number one radio reception channel, with 39 per cent in French-speaking Switzerland and 38 per cent in Italian-speaking Switzerland.

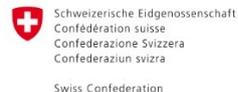
DAB+ is the most popular reception mode at home, at work and in the car

A large proportion of radio use – 65 out of every 100 minutes of radio listened to – takes place in the home. About one-fifth of radio consumption takes place at work and another 12 per cent while driving in the car. In all three places, DAB+ is the most used radio reception mode. DAB+ and IP radio together now account for 55 per cent of total in-car usage.

Only 12 per cent of the Swiss public still listens exclusively to FM

Whereas five years ago almost a quarter of the population stated that they used radio exclusively via analog reception channels, this proportion has since fallen by half and currently stands at 12 per cent. At the same time, the proportion of those listening to the radio exclusively via digital reception channels has more than doubled since autumn 2015, from 16 to 37 per cent.

Since autumn 2015, GfK Switzerland has been conducting a six-monthly online survey and telephone interviews on behalf of the Digital Migration working group to assess digital radio usage in Switzerland; the eleventh survey, conducted in autumn 2020, involved interviews with 2,671 people aged 15 and over.



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Further information

It is accessible at:

<https://www.bakom.admin.ch/bakom/en/homepage/electronic-media/technology/digital-transmission.html>

- Presentation of radio usage figures (25 February 2021)
- Key figures from autumn 2020 on DAB+ in Switzerland

Digital Migration working group (AG DigiMig)

In spring 2013, the radio industry together with the Federal Office of Communications (OFCOM) formed the Digital Migration working group (AG DigiMig) with the aim of discontinuing analog FM broadcasting by 2024 at the latest. The working group includes representatives from the Swiss Association of Private Radio Stations (VSP), the Union Romande des Radios Régionales (RRR), the Union of Non-Profit Local Radio Stations (Unikom), as well as SRG SSR and the DAB+ network operators.

In late 2014, AG DigiMig presented the Federal Council with a scenario for the switchover from analog to digital. The SRG and all private radio stations already broadcast their radio programmes via DAB+ in parallel with FM; over half of the 125 or so DAB+ radio stations are only available digitally.

FM transmitters to be switched off in 2022/2023

The radio industry has agreed that it will switch from FM to digital broadcasting via DAB+ in 2022 and 2023. The members of the radio associations and the SRG have agreed on the procedure. The SRG will switch off its FM transmitters in August 2022, the private radio stations by January 2023 at the latest.

Enquiries

- Jessica Allemann Brancher, Researcher, AG DigiMig,
+41 58 136 12 53
 - Iso Rechsteiner, Project manager, AG DigiMig,
+41 79 393 60 73
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