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## **Digital radio use continues to grow – only 8% still listen exclusively on FM**

### **Digital Migration working group publishes half-year report on radio use**

**Bern, 31 August 2023 – The switch to digital radio has gathered pace across all regions, age groups and listening locations, although 8% of listeners still use FM radio exclusively. Two-thirds of car use is now digital. Overall, digital radio accounts for 81% of use.**

Digital radio use has jumped significantly in recent years: digital platforms accounted for 81% of all radio listening by spring 2023, compared to 49% in autumn 2015. FM use fell from 51% to 19% in the same period. DAB+ use has remained stable since 2020 and now stands at 41%. The growing share of digital radio use – at the expense of FM – is mainly driven by internet listening, which has now reached a similar level to DAB+ at 40% of total use.

### **Internet radio driving shift to digital**

While radio use via DAB+ remains stable at around 41% of total use, listening on the internet is increasing at the expense of FM. In the Italian-speaking region of Switzerland, DAB+ is less widespread (34%) than in the German- and French-speaking regions (42% and 39% respectively). In German- and French-speaking Switzerland, DAB+ and internet are used as radio reception channels almost equally. In Italian-speaking Switzerland, analogue broadcasting makes up a somewhat higher proportion of radio use in regional comparison: one out of four minutes of radio listening (25%) is done via FM there, compared to 18% and 20% in German-speaking and French-speaking Switzerland respectively.

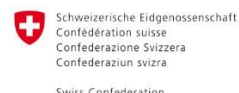
The FM share of radio use is lowest among 15- to 34-year-olds at 13%. For people aged between 35 and 54, this share is 18% and for those over 55, it is 22%. While users aged 55 and over prefer DAB+ (49%), around half of the total use by under-55s is on the internet.

### **Continued rise in digital radio in the car**

The most popular location for listening to the radio is at home (63%), with work or school coming in a distant second (19%). Whether at home or at work, analogue radio accounts for less than one-fifth of radio listening (18% and 16% respectively). Around 12% of total radio use takes place in the car, where FM use has fallen again during the year. FM still accounts for 30% of radio listening in the car, while more than half (54%) is now via DAB+ and 16% via the internet.

### **Number of digital-only users on the rise**

Digital radio currently reaches 79% of the Swiss population, with almost half (48%) using digital radio exclusively. Another 8% say they listen exclusively to analogue radio, and around 31% still use an analogue radio signal in addition to digital radio at least in part or in at least one location. 11% of the population does not listen to the radio. Compared to spring of last year, the group of digital-only listeners has increased slightly (+5 percentage points) at the expense of FM-only users (-5 percentage points).



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### **Digital Migration working group (DigiMig WG)**

In spring 2013, the radio industry and the Federal Office of Communications (OFCOM) formed the Digital Migration working group (DigiMig WG). 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 multiplex operators. In late 2014, the DigiMig WG presented the Federal Council with a scenario for the switchover from analogue to digital. Since autumn 2015, GfK Switzerland has conducted a half-yearly survey of radio usage by distribution channel in Switzerland on behalf of the Digital Migration working group.

### **The advantages of DAB+**

The digital broadcasting technology DAB+ has significant advantages over FM. With up to 18 radio stations per transmission frequency, overall energy consumption is much lower. In many places in Switzerland, DAB+ radio already provides better audio quality and less interference than FM. A DAB+ radio can receive stations practically everywhere with an antenna. It does not need an internet connection and, unlike online reception, cannot be monitored.

### **Further information**

The presentation of the radio usage figures is available on the OFCOM website at:

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

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