

.....

Digital radio is gaining ground in all regions of Switzerland. 63% of radio usage is already digital

"DigiMig" working group publishes half-yearly report on radio usage

Zurich, 30 August 2018 - The trend towards digital radio continues: sixty-three percent of radio broadcasts in Switzerland are already being consumed digitally. DAB+ and IP radio are becoming more popular in all language regions and have recently grown strongly in the French- and Italian-speaking regions of Switzerland in particular. Radio usage was surveyed in spring 2018 for the seventh time. Today, on Swiss Radio Day, the DigiMig Working Group (DigiMig WG) presented the latest results.

In spring 2018, out of every 100 minutes per day, on average people in Switzerland listened to 63 minutes using digital technology. Since the start of monitoring in autumn 2015, digital radio usage has therefore increased by 14 percentage points; from 49 percent in the autumn of 2015 to 63 percent in the autumn of 2017. At the same time, FM usage fell by 14 percentage points, from 51 percent to 37 percent. The trend towards digital radio usage is being driven mainly by DAB+. DAB+ is currently at 34 percent and since autumn 2015 usage has increased by 11 percentage points. The other two methods of digital reception, IP radio and digital TV, have grown by 5 percent since autumn 2015, i.e. less strongly. Together they constitute 29% of the volume of radio usage.

DAB+ continues to catch up with FM - also because the technology is gaining ground in French- and Italian-speaking Switzerland

Whilst radio consumption via DAB has not increased in German-speaking regions since the last survey in the autumn of 2017, it has increased by four percentage points to 30% in total in French-speaking Switzerland and by an even larger seven percentage points to 29% in total in Italian-speaking Switzerland. However, DAB+ is still the strongest in German-speaking Switzerland, where this technology stands at 35% - it is now at virtually the same level as analogue radio reception.

Growth among all generations - in the case of the over 55s thanks to DAB+, and for the under 55s primarily thanks to IP radio

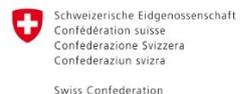
The proportion of digital radio usage in all age groups is now significantly above 50%. Young people are the highest digital consumers. In the 15-34 age group, just one quarter of radio usage is accounted for by analogue technology and IP radio is the most significant reception method, with 41% of total usage. Whilst IP radio also represents the more significant method of reception for the middle-aged, for the over 55s it is clearly DAB+.

Radio continues to be listened to using stationary devices - and these devices are increasingly based on digital technologies. Car radios still have to catch up.

Approximately four fifths of radio usage takes place using stationary devices and one fifth on mobile devices. In two and a half years, mobile radio usage has not grown to any significant extent (+2 percentage points compared with autumn 2015). More and more people are using stationary devices on a digital basis. In spring 2018, for example, significantly more than 50% were being used digitally, even on stationary devices. Digital car radios still need to catch up: In spring 2018, analogue listening accounted for 63 car radio minutes out of every 100.

Since autumn 2015, GfK Switzerland has been monitoring the status of digital radio usage in Switzerland on behalf of the DigiMig working group, by means of an online survey and telephone interviews: in the first half of 2018, 2700 people aged 15 and over were surveyed.

.....



Swiss Confederation

Bundesamt für Kommunikation BAKOM
Office fédéral de la communication OFCOM
Ufficio federale delle comunicazioni UFCOM
Uffizi federal da comunicaziun UFCOM
Federal Office of Communications OFCOM



The "Digital Migration" (DigiMig) working group

In spring 2013 the radio industry, together with the Federal Office of Communications (OFCOM), set up the "Digital Migration" working group (DigiMig WG). Within the group are representatives of the Swiss Association of Private Radio (Verband Schweizer Privatradios - VSP), the Union Romande des Radios Régionales (RRR), the union of non-commercial local radios (Unikom), the SRG SSR, OFCOM, the car industry and other industry circles.

In Switzerland it is intended to gradually replace analogue FM reception by digital radio from 2020 onwards. At the end of 2014 the DigiMig WG submitted to the Federal Council a scenario for the migration from analogue to digital. Today, the SRG and most private radio stations broadcast their radio programme services via DAB+ in parallel with FM; some even broadcast in digital only.

Further information

(available at www.bakom.admin.ch/bakom/de/home/elektronische-medien/technologie/digitale-verbretung/)

- Presentation of the radio usage figures (SwissRadioDay, 30 August 2018)
- Key indicators for DAB+ in Switzerland (status: June 2018)

Contact for further inquiries

- Manuel Kollbrunner, SRG SSR Audience Research, DigiMig research representative, +41 31 350 94 85
- Philippe Zahno, DigiMig WG president, president of Radios Régionales Romandes (RRR)