

## **Two-thirds of radio usage is already digital**

**The “Digital Migration” working group publishes half-yearly report on radio usage**

**Neuchâtel, 15 February 2019 - The trend towards digital radio continues: sixty-four percent of radio broadcasts in Switzerland are already being consumed digitally. At the same time, FM radio usage is falling: only 18% of the Swiss population use exclusively this reception method. Radio usage was surveyed in autumn 2018 for the seventh time. The Digital Migration Working Group (DigiMig WG) presented the latest results at ARARO today.**

In Autumn 2018, out of every 100 minutes of radio per day, on average people in Switzerland listened to 64 minutes using digital technology. In three years, digital radio usage has therefore increased by 15 percentage points; from 49 percent in the autumn of 2015 to 64 percent in the autumn of 2018. At the same time, FM usage fell by 15 percentage points, from 51 percent to 36 percent. DAB+, at 33 percent, remains the most important digital reception method and since autumn 2015 usage has increased by 10 percentage points, though growth last year stagnated. 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 31% of the volume of radio usage.

### **DAB+ continues to be stronger in German-speaking Switzerland. IP radio dominates in French- and Italian-speaking Switzerland**

Whereas in German-speaking Switzerland DAB+, with a 35% share, continues to be used more than the other two digital reception vectors, precisely the opposite applies in French- and Italian-speaking Switzerland. IP radio and digital TV currently score considerably more than 30% both in Italian-speaking Switzerland and in French-speaking Switzerland, whereas only about a quarter of radio usage continues to be DAB+-based.

### **DAB+ in cars continues to make advances**

The fact that there are more and more cars equipped with DAB+ technology on Swiss roads is also more remarkable in terms of usage. In autumn 2018, 40 out of every 100 radio minutes in cars were DAB+-based; a doubling of the DAB+ share in three years.

According to a new **EU regulation**, receivers in passenger vehicles must be able to receive digital terrestrial radio broadcasts from 21 December 2020. This regulation also applies to Switzerland.

### **Only 18% of the Swiss population still listen exclusively to FM**

Whereas 3 years ago 24% of the population stated that they used radio exclusively via analogue reception, this share has since fallen by a fourth and is currently 18%. At the same time the proportion of people who use digital reception exclusively has doubled since autumn 2015 and currently stands at 31%.

Since autumn 2015, GfK Switzerland has been monitoring the status of digital radio usage in Switzerland on behalf of the Digital Migration working group, by means of an online survey and telephone interviews: in autumn 2018, some 2760 people aged 15 and over were surveyed.

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### **The “Digital Migration” (DigiMig) Working Group**

In spring 2013 the radio industry, together with the Federal Office of Communications (OFCOM), founded the “Digital Migration” Working Group (DigiMig WG). This has representatives from the Swiss Association of Private Radios (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.

It is intended to gradually replace analogue FM reception by digital radio in Switzerland 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 exclusively in digital format.

#### **Further information (*Link*)**

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

- Presentation of the radio usage figures (Atelier Radiophonique Neuchâtel, 15 February 2019)
- Key indicators for DAB+ in Switzerland

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