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Digital radio continues to forge ahead. Two thirds of radio usage is already digital. For the first time DAB+ is on a par with FM.

DigiMig working group publishes half-yearly report on radio usage

Zurich, 29 August 2019 - The trend towards digital radio continues: sixty-five percent of radio broadcasts in Switzerland are already being consumed digitally. At the same time, FM's reach is declining: only 17 per cent of the Swiss population still use this method of reception exclusively. Radio usage was surveyed in spring 2019 for the ninth time. Today, on Swiss Radio Day, the DigiMig working group (DigiMig WG) presented the latest results.

In spring 2019, out of every 100 radio minutes per day listeners consumed an average of 65 minutes using digital technology. Digital radio usage has therefore increased by approximately 16 percentage points in three and a half years: from 49% in the autumn of 2015 to 65% in spring 2019. At the same time, FM usage fell by 16 percentage points, from 51 percent to 35%. For the first time DAB+, at 35%, is on a par with FM and has gained 12 percentage points since autumn 2015. The other two methods of digital reception, IP radio and digital TV, have grown by a lesser extent - 4 percent since autumn 2015. Together they constitute 30% of the volume of radio usage.

In German-speaking Switzerland, DAB+ is the new number 1, in French-speaking Switzerland IP radio is in front, and in Italian-speaking Switzerland FM is still in the lead.

Whilst in German-speaking Switzerland DAB+, with a 37% share, has become the most important reception method, in French-speaking Switzerland IP radio, at 37%, has taken the lead for the first time. At the same time FM usage has declined the most in French-speaking Switzerland - a drop of 5 percent. In Italian-speaking Switzerland FM is still in the lead, at 39%. Digital radio now accounts for more than 60% of radio usage in every language region.

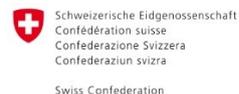
Only in cars is FM still the most important method of reception. DAB+ is the new number 1 in radio usage at home and at work

At home and at work, DAB+ has replaced FM as the most common reception method. Only in cars is FM the most-used reception method (56% of usage). Because more and more cars fitted with a DAB+ radio are travelling on Swiss roads, usage is also continuing to rise. In spring 2019, 38 out of every 100 radio minutes in cars were DAB+-based; this corresponds to a doubling of the share of DAB+.

Only 17% of the Swiss population still listen exclusively to FM

Whereas 3 and a half years ago some 24% of the population stated that they consumed radio exclusively via analogue reception, this share has since fallen by a third and currently stands at 17%. 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 spring 2019, 2740 people aged 15 and over were surveyed.



Swiss Confederation

Bundesamt für Kommunikation BAKOM
Office fédéral de la communication OFCOM
Ufficio federale delle comunicazioni UFCOM
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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 with completion by 2024 at the latest. 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 (Swiss Radio Day in Zurich, 29 August 2019)
- Key indicators for DAB+ in Switzerland

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