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# **Digital radio use stabilises at a high level: 8 out of 10 radio minutes are listened to digitally**

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

**Bern, 9 February 2024 – Digital radio usage remains high in all regions, age groups and locations. Radio use via digital reception channels accounts for 80% of overall use. Two thirds of radio use in the car is now digital.**

Digital radio use has risen continuously in recent years: While 49% of radio usage was via digital channels in autumn 2015, this figure has risen to 80% by autumn 2023. In the same period, FM usage has fallen from 51% to 20%. The figures have remained stable compared to the previous half-year report.

## **Digital radio usage continues to dominate**

While radio usage via the internet has risen from 26% (2015) to 39% (2023), usage via DAB+ has almost doubled from 23% to 41% in this period. In German-speaking Switzerland, DAB+ is the most widely used reception channel with 43%, while in French-speaking Switzerland IP is in first place with 41%. In the French- and Italian-speaking cantons, analogue use is slightly more widespread, with around a quarter of use there being via FM.

Older users (aged 55 and over) prefer to listen to the radio via DAB+ (44%), while around half of total radio use among 15 to 34-year-olds is via the internet (48%). The FM share of radio use is highest among the over 55s, but even here it is less than a quarter (23%).

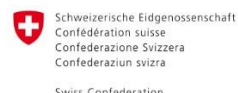
## **Two thirds of in-car use is digital**

The majority of radio listening (63%) takes place at home. In second place by a wide margin is use at work or at school (18%). Radio is predominantly used digitally in all of these locations. In-car use accounts for around 13% of total radio usage. Currently, a third of radio use there is via FM, a good half (55%) via DAB+ and a further 13% via the internet.

## **Digital-only users make up almost half of the population**

Digital radio reaches 77% of the population and just under half (45%) use digital radio exclusively. 10% state that they only listen the radio via FM, and around 31% still use FM at least partially or in at least one other place in addition to digital radio. 12% of the population are not radio listeners.

The digitisation of radio use has thus stabilised at a high level. A further increase can be expected in digital use in cars, as new cars are equipped with DAB+ as standard.



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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 results show how radio use in Switzerland has become largely digital between 2015 and 2023.

### ***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. Our neighbouring countries, notably France and Germany, are also continually extending their DAB+ coverage.

### ***Further information***

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

[Digital transmission \(admin.ch\)](https://www.ofcom.admin.ch/digital-transmission)

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