



DIGITAL RADIO USE IN SWITZERLAND

Trend analysis spring 2023

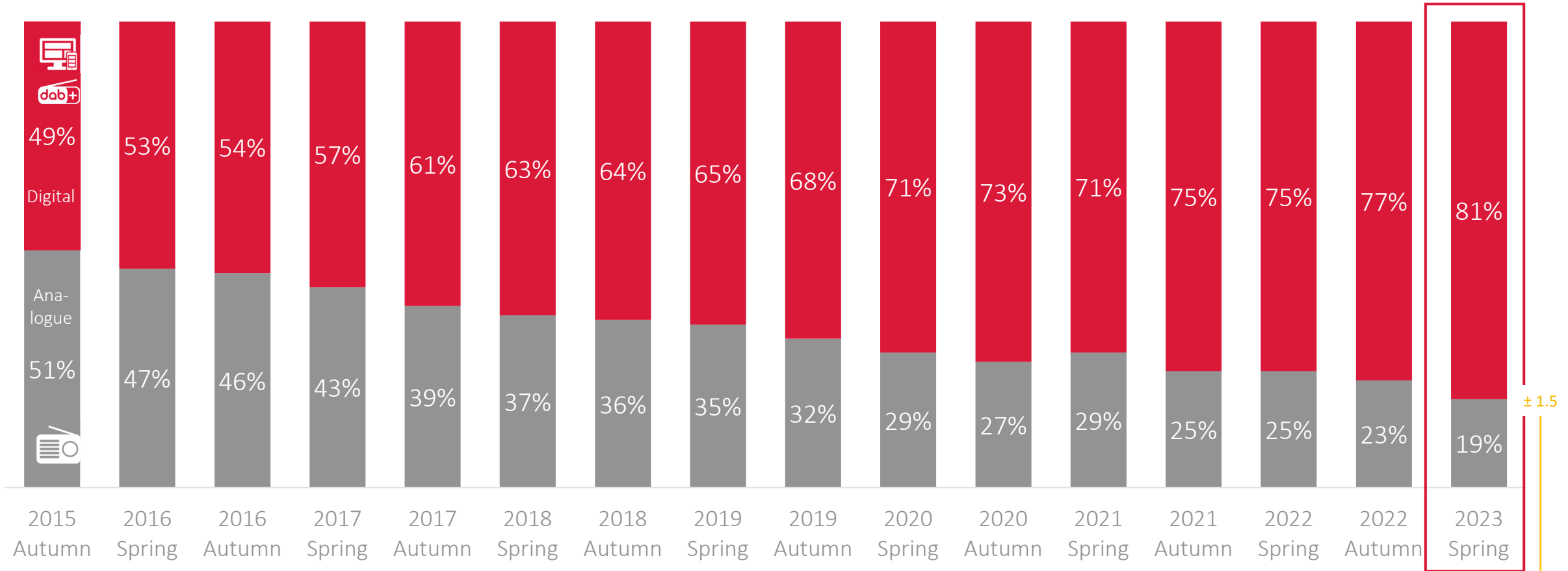
Digital Migration Working Group, Moritz Büchi

Switzerland listens to the radio digitally



81% of all radio minutes listened to are via digital radio.

Radio usage volume (in per cent) by type of transmission



Example: the maximum sampling error of ± 1.5 percentage points (pp) at a confidence level of 95% means that the proportion of analog radio usage would fall between 17.5% and 20.5% in 95% of cases if the survey were repeated.

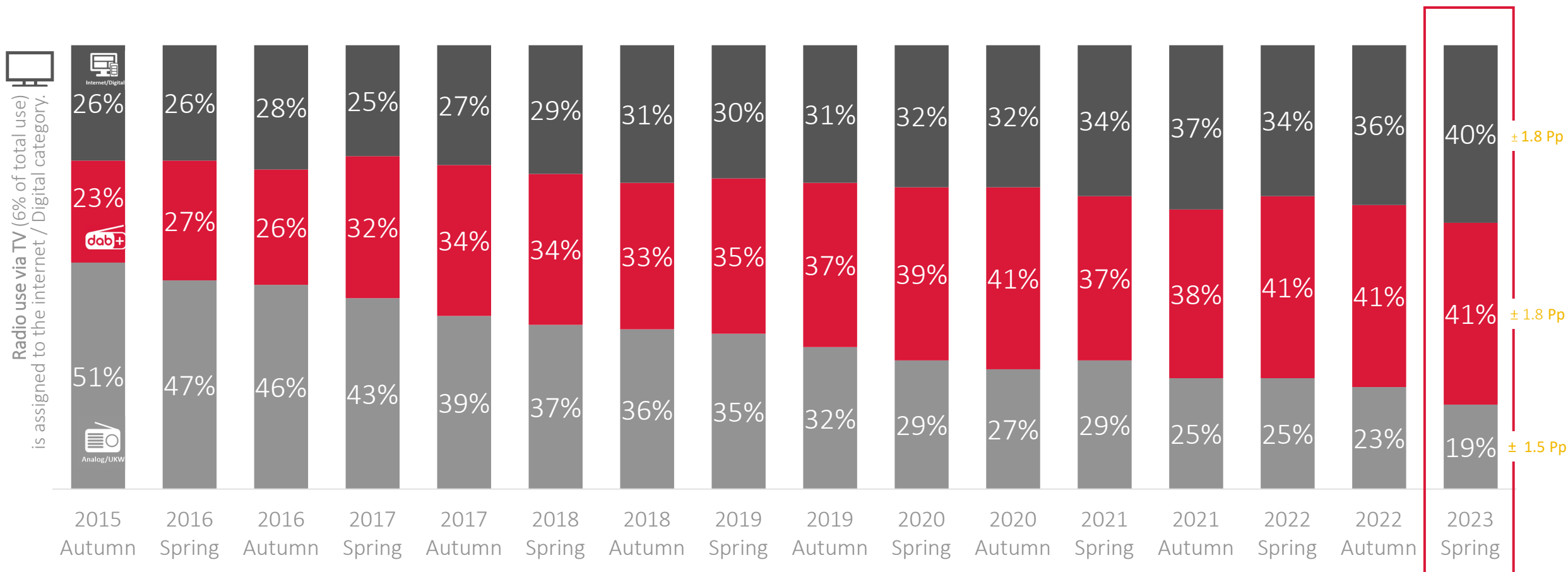
Source: GfK Switzerland, DigiMig survey, n(2015/2)=2'453, n(2016/1)=2'526, n(2016/2)=2'531, n(2017/1)=2'504, n(2017/2)=2'519, n(2018/1)=2'673, n(2018/2)=2'761, n(2019/1)=2'740, n(2019/2)=2'800, n(2020/1)=2'625, n(2020/2)=2'671, n(2021/1): 2'670, n(2021/2)=2'801, n(2022/1)=2'789, n(2022/2)=2'841, n(2023/1)=2'756

Decline in FM radio use in favour of internet radio



41 out of every 100 minutes of radio listened to are via DAB+, 40% via internet and 19% via FM radio.

Radio usage volume (in per cent) by type of transmission



Sampling error (confidence level = 95%) in percentage points

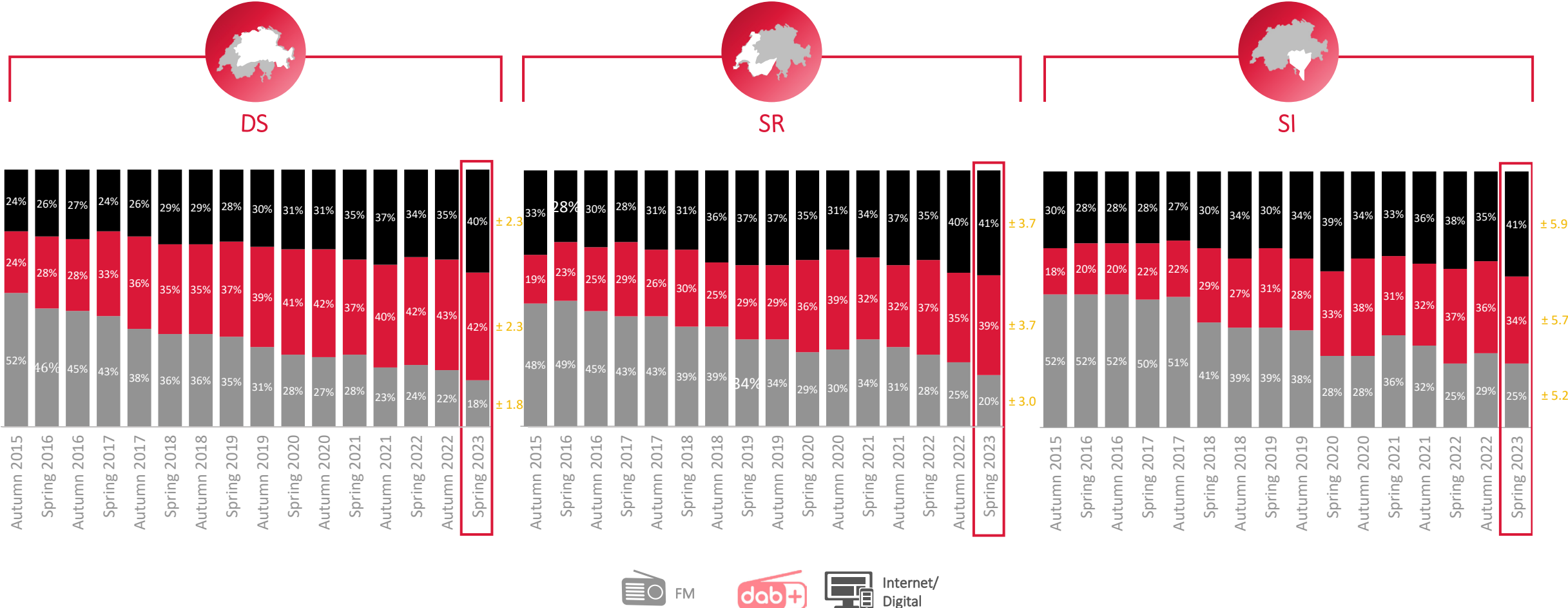
Source: GfK Switzerland, DigiMig survey, n(2015/2)=2'453, n(2016/1)=2'526, n(2016/2)=2'531, n(2017/1)=2'504, n(2017/2)=2'519, n(2018/1)=2'673, n(2018/2)=2'761, n(2019/1)=2'740, n(2019/2)=2'800, n(2020/1)=2'625, n(2020/2)=2'671, n(2021/1): 2'670, n(2021/2)=2'801, n(2022/1)=2'789, n(2022/2)=2'841, n(2023/1)=2'756



Radio use by language region

Radio listening via DAB+ and internet are at similar levels in German-speaking and French-speaking Switzerland; in Italian-speaking Switzerland, internet radio has become slightly more popular than DAB+ in 2023

Radio usage (in per cent) by transmission type and language region



Source: GfK Switzerland, DigiMig survey, n(2023/1)=2'756; (n[DS, 2023/1]=1'808, n[SR, 2023/1]=679, n[SI, 2023/1]=269)

Sampling error (confidence level = 95%) in percentage points



Radio use by age

Radio listening via internet is most popular among the younger two age groups. Among the 55+ age group, DAB+ is the most popular mode of radio reception at 49%.

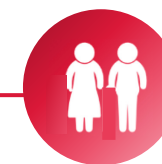
Radio use (in per cent) by mode of reception and age group



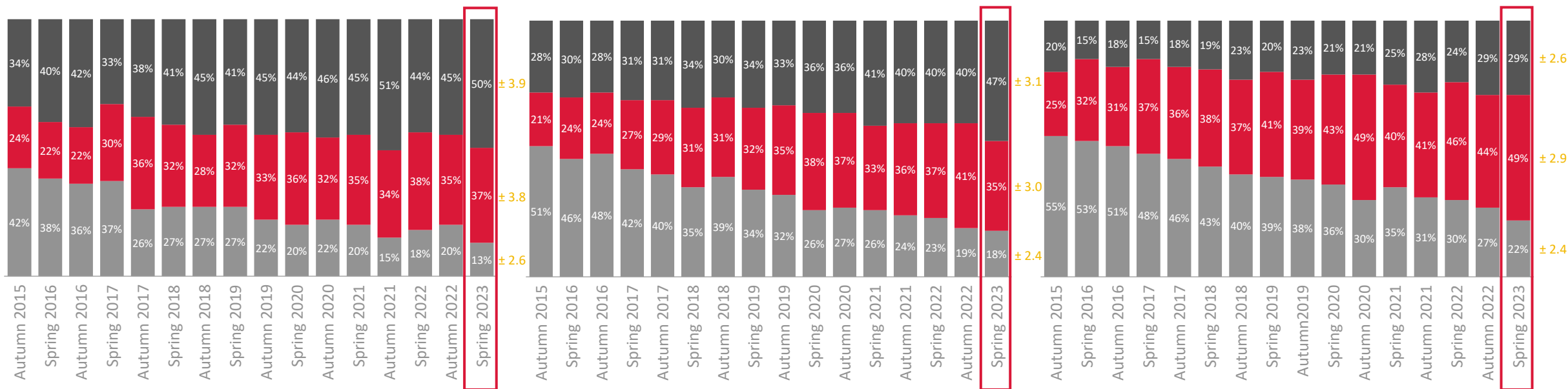
15-34



35-54



55+



Source: GfK Switzerland, DigiMig survey, n(2023/1)=2'756; (n[15-34, 2023/1]=626, n[35-54, 2023/1]=965, n[55+, 2023/1]=1'165)

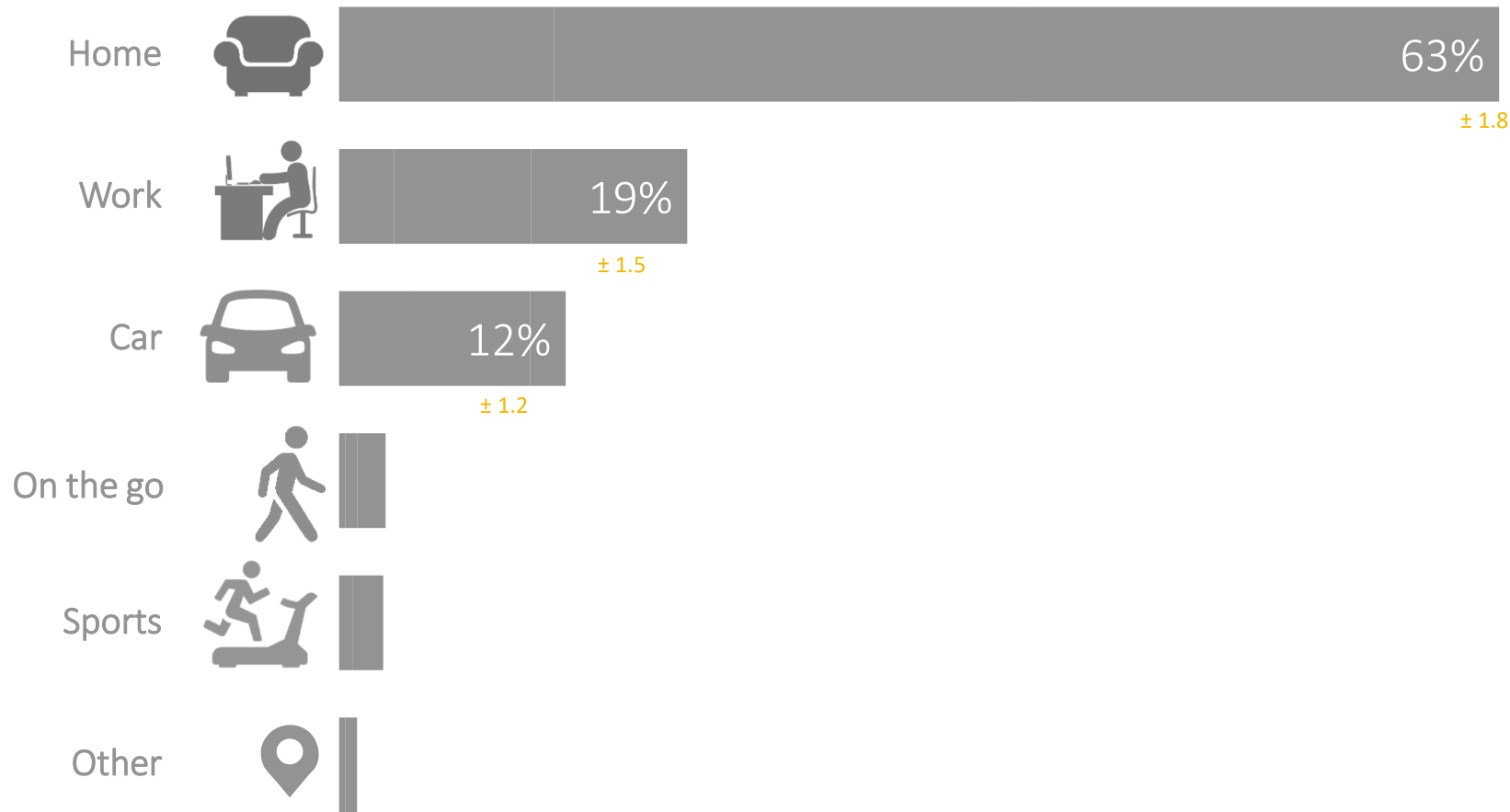
Sampling error (confidence level = 95%) in percentage points



Radio use by location

Radio use is greatest at home, accounting for 63 of every 100 minutes of listening time. Use at work accounts for 19 of every 100 minutes, while in-car listening makes up 12 minutes. These figures have been stable for several years now.

Radio usage (in per cent) by mode of reception and usage location



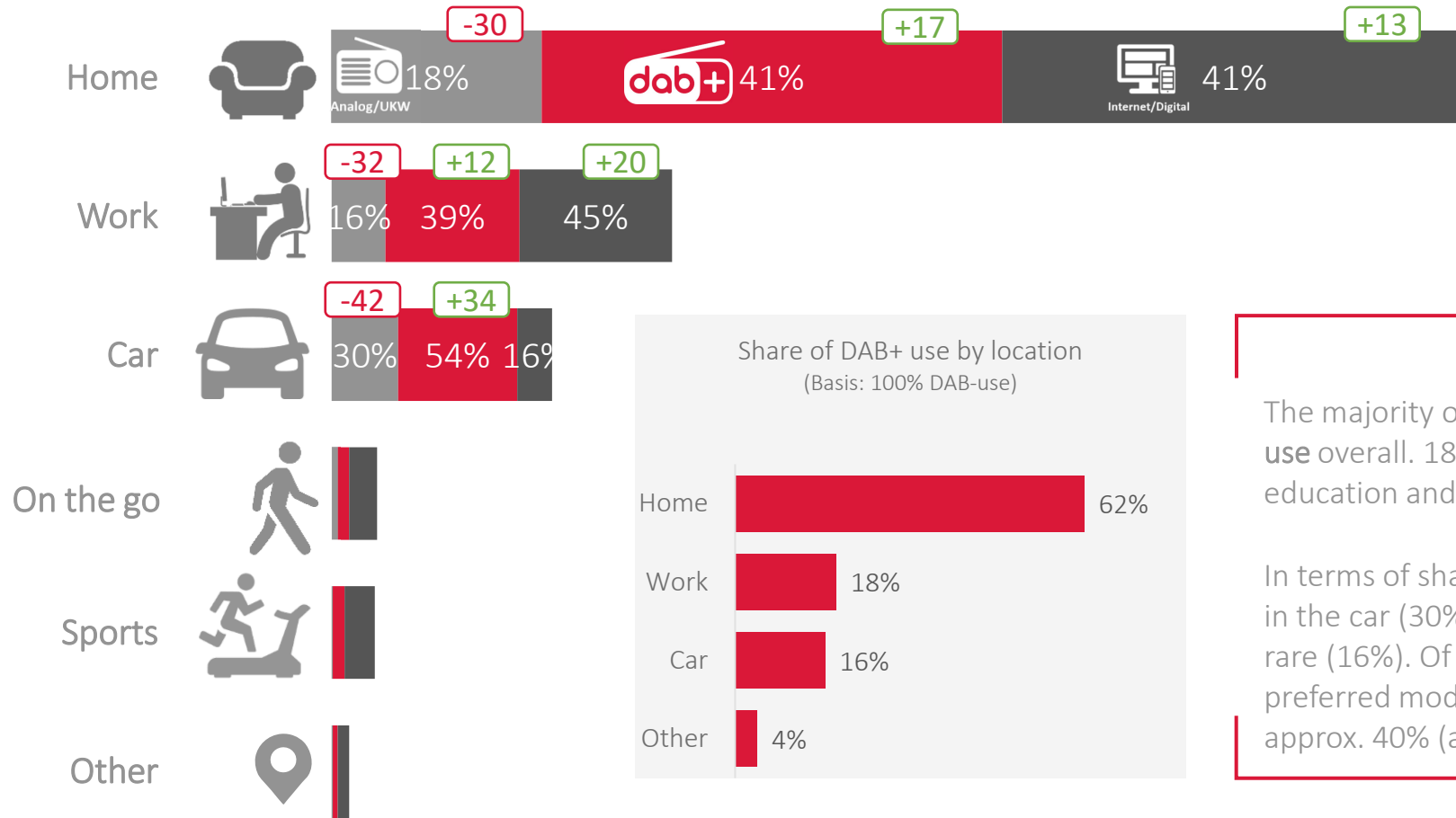
The figures represent total radio usage on **stationary and mobile** devices by usage location



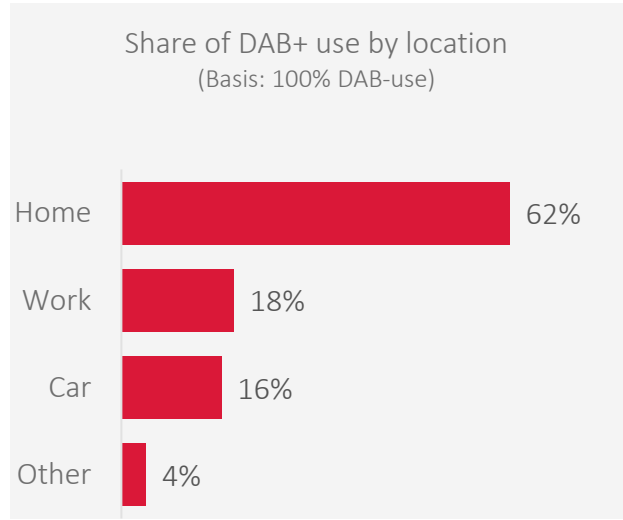
Radio use by location and mode of reception

At home, DAB+ and internet are used more or less to the same extent; at work, internet radio is the most popular mode of reception. The use of digital radio in the car continues to grow: 70 out of 100 minutes listened to on the radio are digital.

Radio usage (in per cent) by mode of reception and usage location



Change compared to 2015/2 in percentage points



FACTS

The majority of DAB+ use takes place at home : **62% of DAB+ use** overall. 18% of DAB+ radio use is at the place of work or education and 16% in the car.

In terms of share, listening via FM radio is still most popular in the car (30%), while listening via internet is still relatively rare (16%). Of all the radio minutes listened to, DAB+ is the preferred mode of reception with 54% (in the car) and approx. 40% (at home and at work).

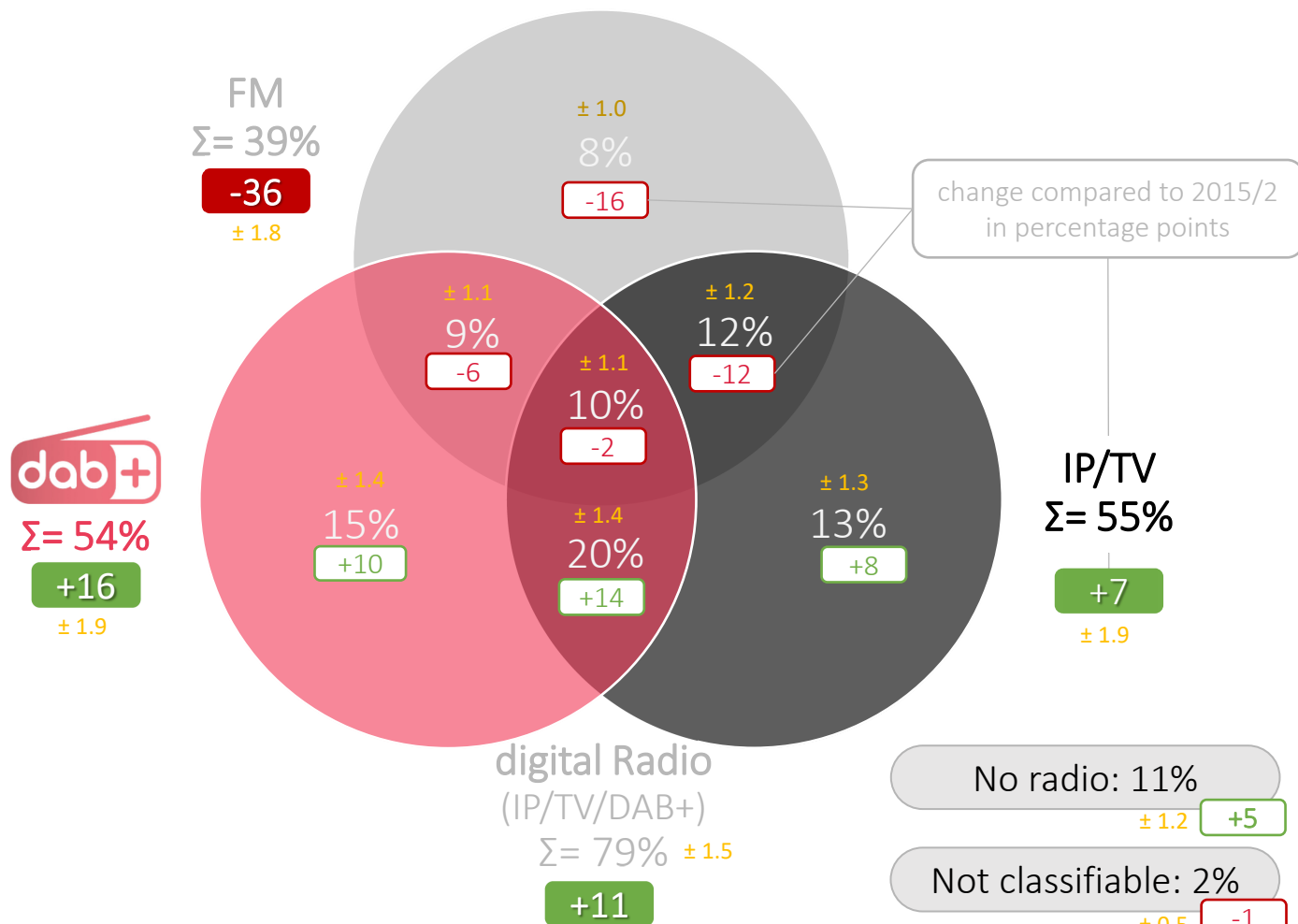
Source: GfK Switzerland, DigiMig survey, n(2023/1)=2'756



Penetration by mode of reception

79% of the population use digital radio. Of this, 39% also use FM radio. The proportion of digital-only radio users has grown to 48%; 8% say that they use FM exclusively.

Share of transmission vectors (in per cent)



FACTS

The distribution of the individual reception modes is slowly shifting away from FM towards digital reception modes.

79% of the population use digital radio (DAB+ or IP/TV). Almost half of the population (48%) use digital radio exclusively.

39% of the population still use analogue radio – at least partially or in one location – and 31% in combination with digital reception modes; 8% of people say they listen to radio exclusively via FM.

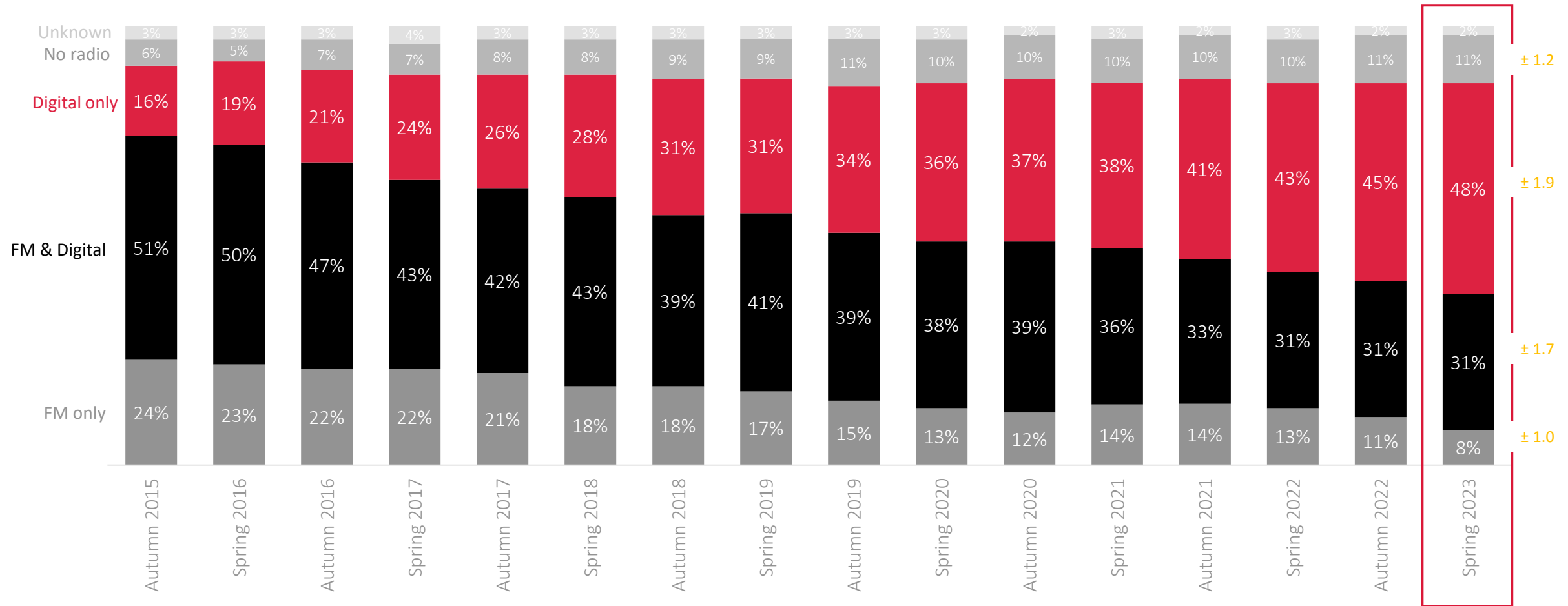
13% use Internet radio exclusively, 15% only use DAB+ to listen to the radio.



Development of user share over time

8% of the population still listen exclusively to FM Radio; 79% listen to digital radio. Almost half of the population (48%) no longer listens to FM radio, only digital radio.

Share by mode of transmission (in per cent)



Source: GfK Switzerland, DigiMig survey, n(2015/2)=2'453, n(2016/1)=2'526, n(2016/2)=2'531, n(2017/1)=2'504, n(2017/2)=2'519, n(2018/1)=2'673, n(2018/2)=2'761, n(2019/1)=2'740, n(2019/2)=2'800, n(2020/1)=2'625, n(2020/2)=2'671, n(2021/1)=2'670, n(2021/2)=2'801, n(2022/1)=2'789, n(2022/2)=2'841, n(2023/1)=2'756. Sampling error (confidence level = 95%) in percentage points



Key Messages

Radio in Switzerland goes digital



81%

of radio usage
is digital



+32

percentage
points in
7 years



≥75%

digital use in all
language regions



≥78%

digital use in every
age group



70%

of in-car use
is digital



41%

of the population
use digital radio
exclusively



8%

of the population
still listen only
to FM Radio