



# **DIGITAL RADIO USE IN SWITZERLAND**

Trend analysis spring 2022

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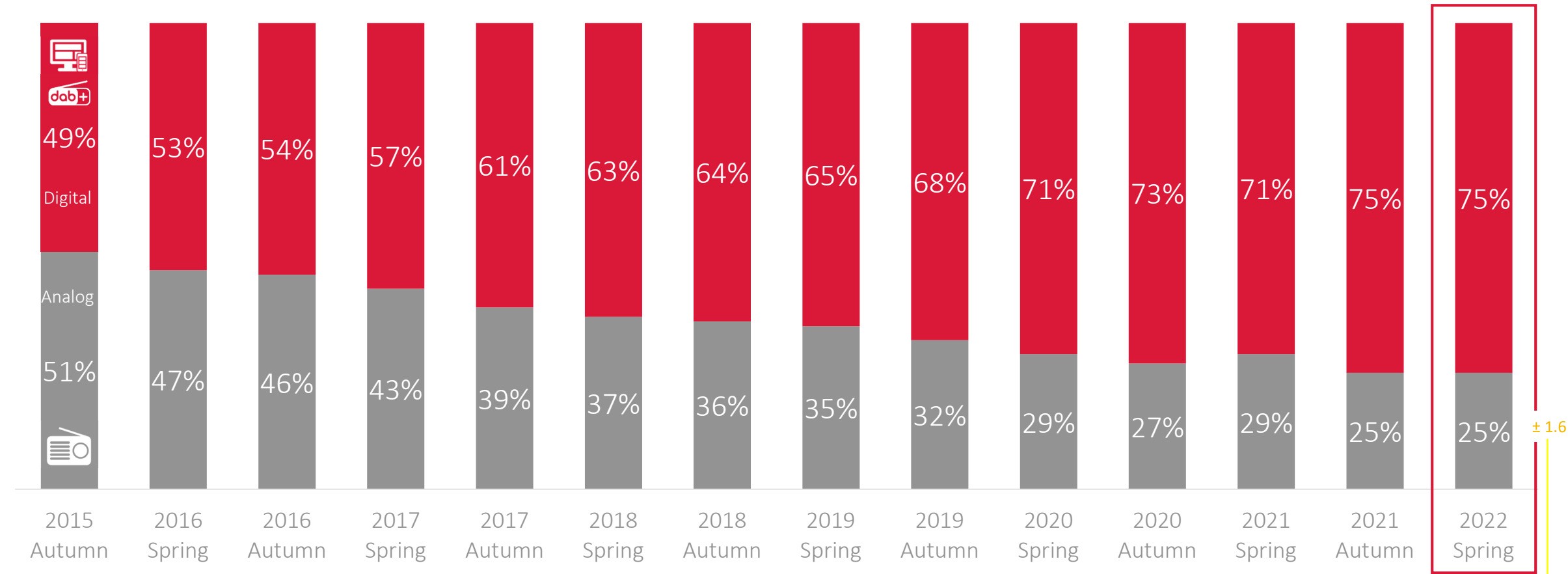
SwissRadioDay, 25 August 2022

# Switzerland listens to digital radio



Three out of every four minutes listened to on the radio are via digital radio.

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



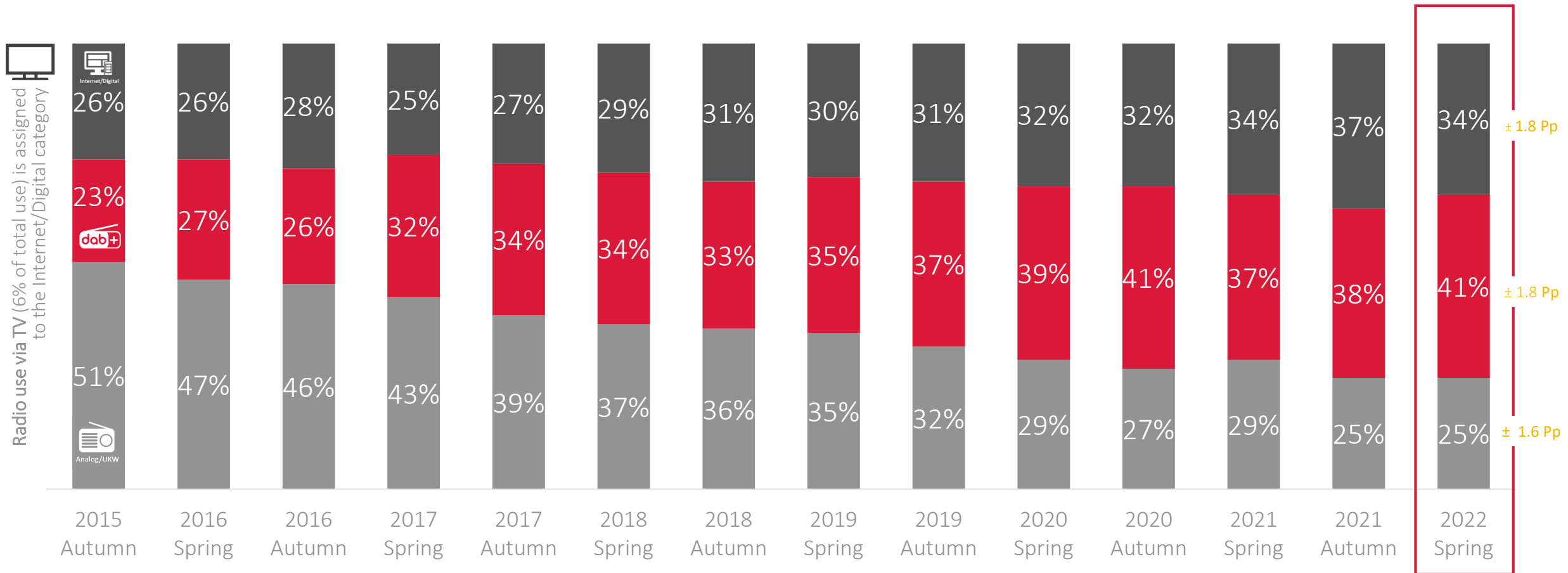
For example, a sampling error (Bayes,  $\alpha=5\%$ ) of  $\pm 1.6$  percentage points (Pp) means that, with a probability of 95%, the true value for analogue radio use lies between 23% and 27%.

# Stabilisation in usage shares by type of transmission

41 out of every 100 minutes of radio listened to are via DAB+,  
a third via IP and a quarter via FM.



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



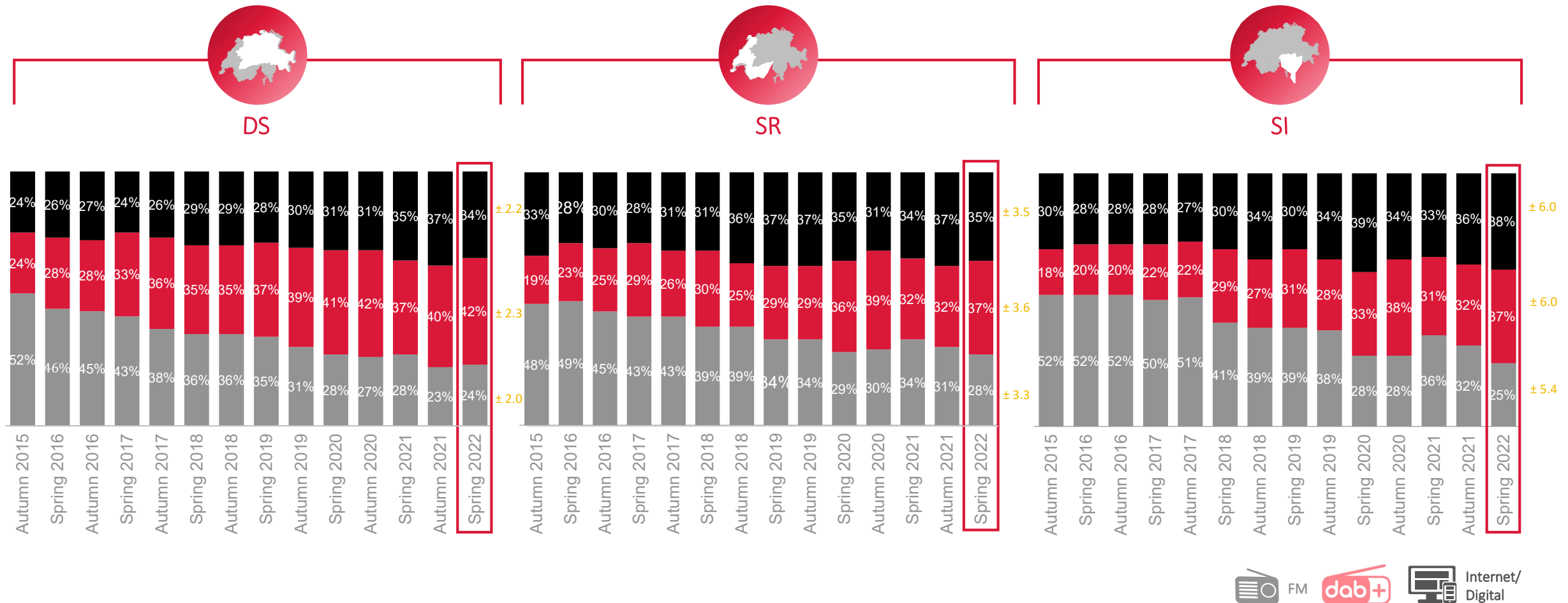
Sampling error (Bayes,  $\alpha=5\%$ ) in percentage points



# Radio use by language region

In German-speaking Switzerland, DAB+ is the dominant form of radio use; in French and Italian-speaking Switzerland, DAB+ and IP radio are roughly equally widespread.

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



Source: GfK Switzerland, DigiMig survey, n(2022/1)=2'789; (n[DS, 2022/1]=1'805, n[SR, 2022/1]=720, n[SI, 2022/1]=264)



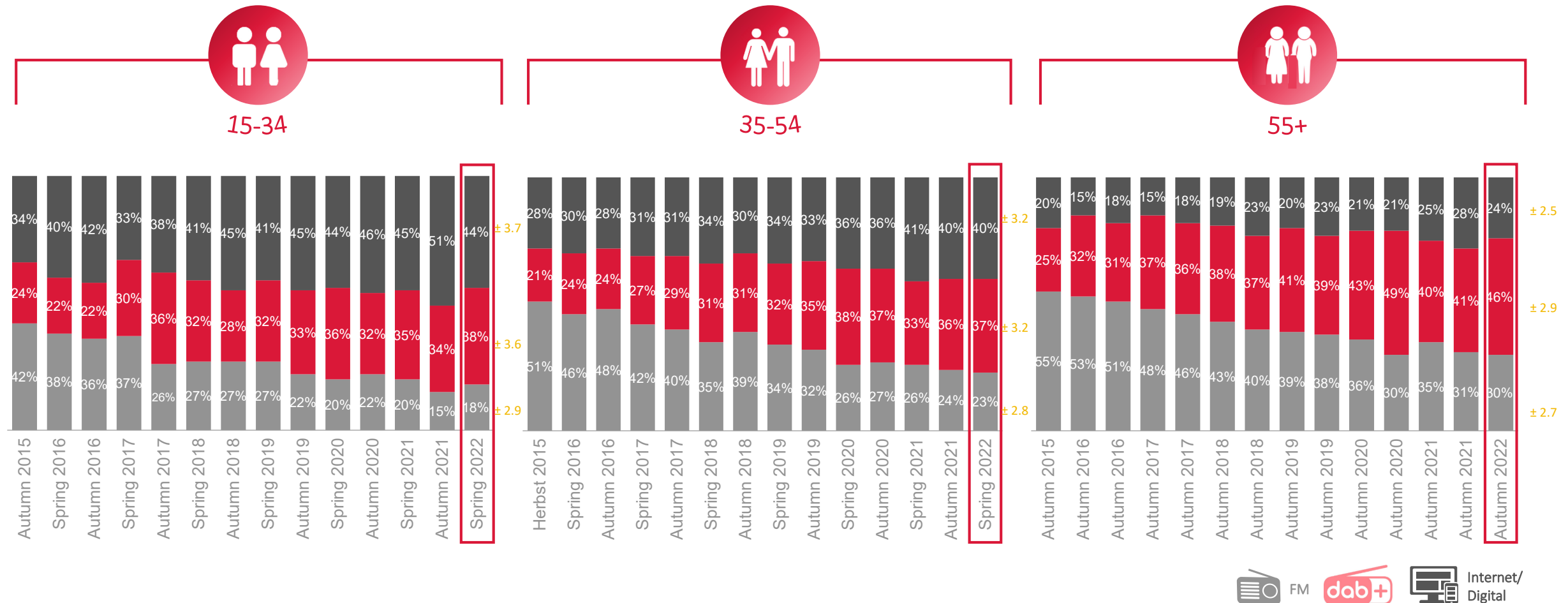
Sampling error (Bayes,  $\alpha=5\%$ ) in percentage points



# Radio use by age

Digital radio is now used by at least 70% of people in every age group. Switch to digital radio strongest among 15 to 34-year-olds, with IP radio being the most popular reception channel. DAB+ is most popular among the 55+ age group.

Radio usage (in per cent) by transmission type and age group



Source: GfK Switzerland, DigiMig survey, n(2022/1) = 2'789; (n[15-34, 2022/1]=706, n[35-54, 2022/1]=906, n[55+, 2022/1]=1'177)

Sampling error (Bayes,  $\alpha=5\%$ ) in percentage points

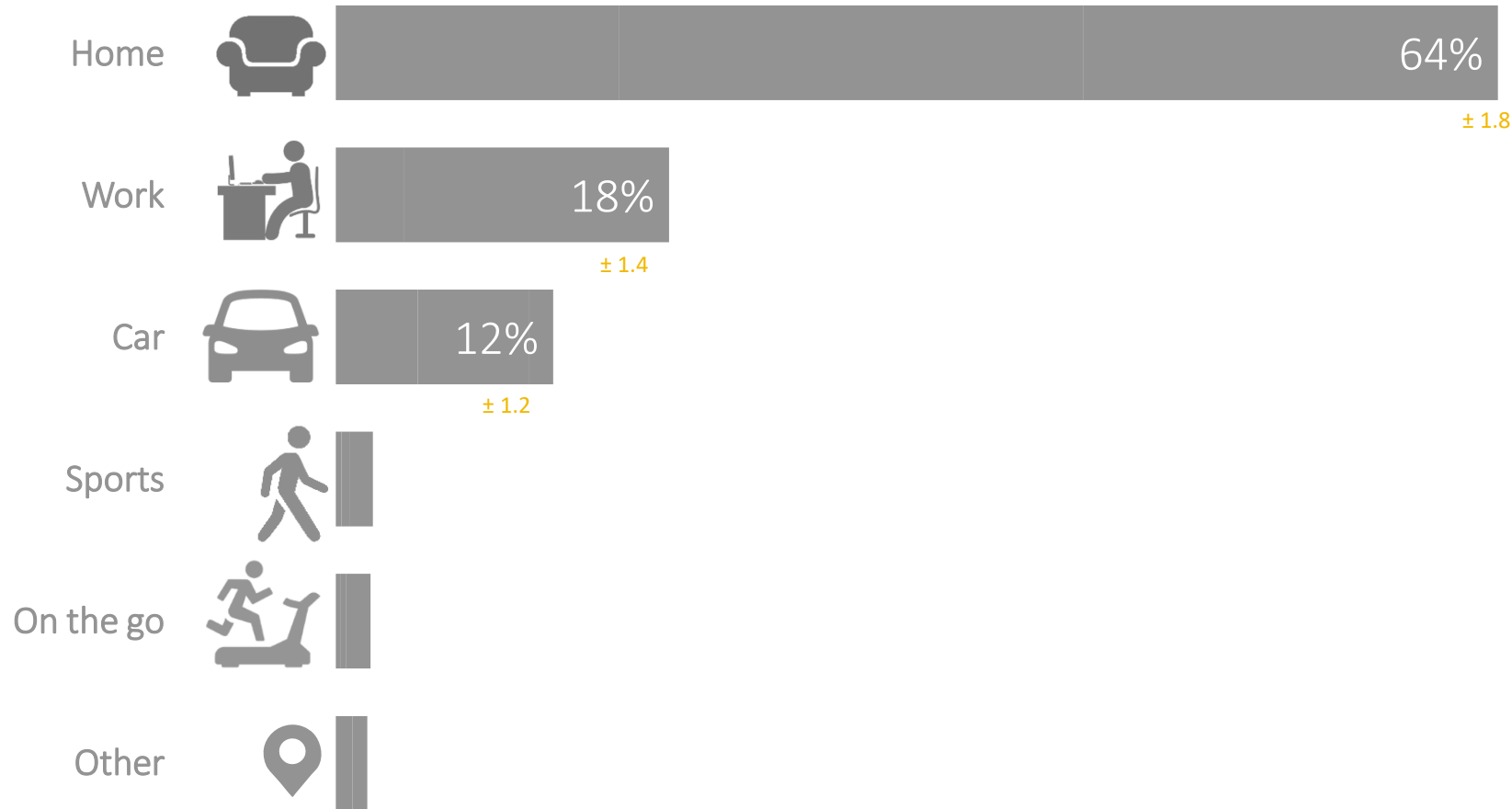


# Radio usage by location

Radio usage is greatest at home, accounting for 64 of every 100 minutes of listening time.

Usage at work accounts for 18 of every 100 minutes, while in-car listening makes up 12 minutes.

Radio usage (in per cent) by transmission type and usage location



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

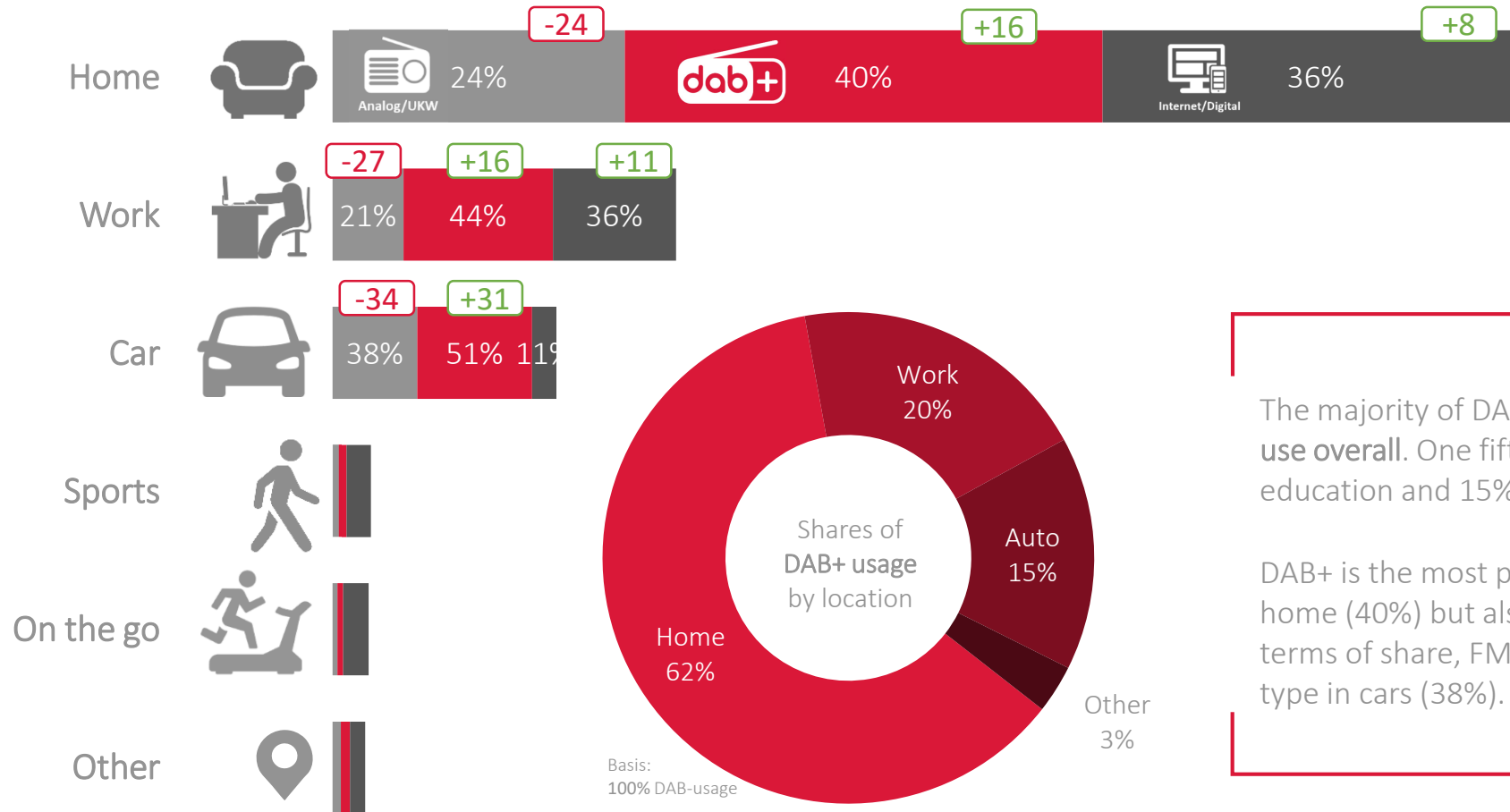


# Radio usage by location and transmission type

DAB+ is the most popular mode of radio reception both at home and at work.

The digitalisation of radio use in cars continues to gain momentum: 62 out of every 100 minutes of radio listened to are digital.

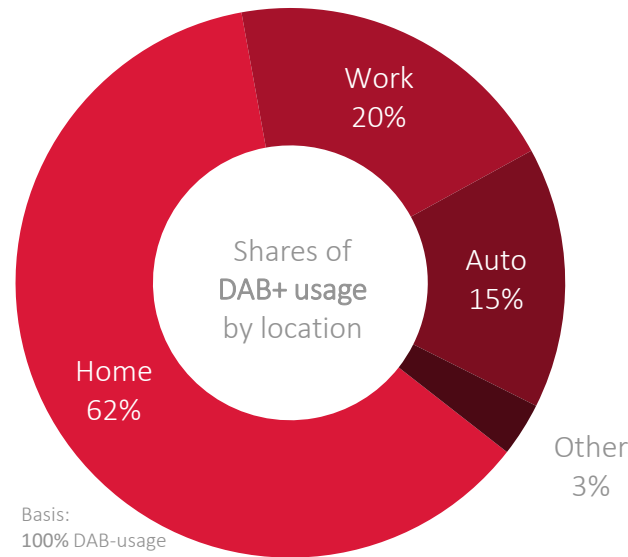
Radio usage (in per cent) by transmission type and usage location



## FACTS

The majority of DAB+ use takes place at home: **62% of DAB+ use overall**. One fifth of radio use is at the place of work or education and 15% in the car.

DAB+ is the most popular mode of radio reception not only at home (40%) but also at work (44%) and in the car (51%). In terms of share, FM is still the most widespread transmission type in cars (38%).

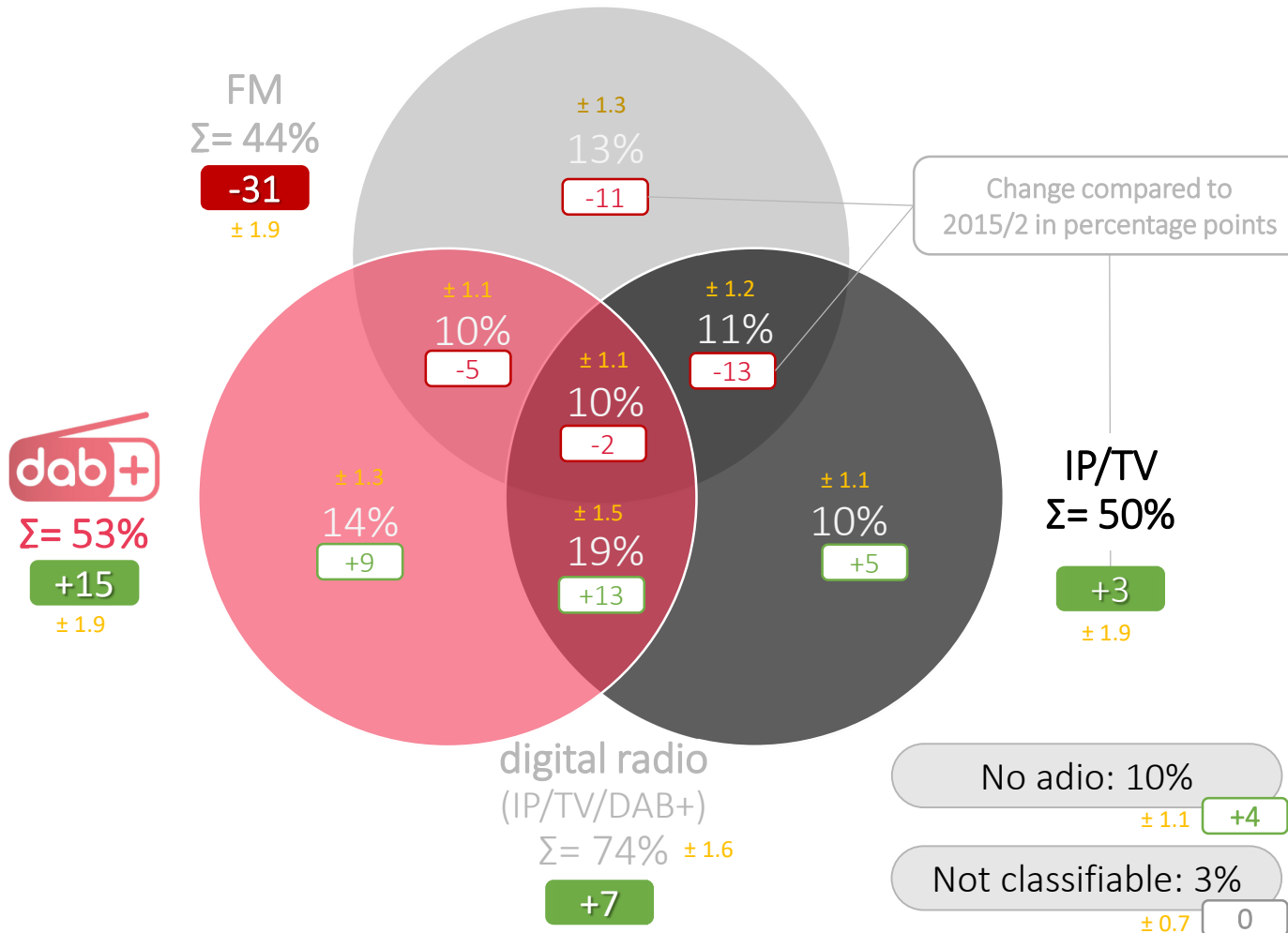




# Personal ranges of the transmission vectors

Three-quarters of the population uses digital radio. Just under half of these people (42%) continue to use FM radio too. The proportion of digital-only radio users has grown to 43%. 13% use FM exclusively.

Range of transmission vectors (in percent)



## FACTS

74% of the population uses digital radio (DAB+ or IP/TV). 43% uses digital radio exclusively.

44% of the population still uses the analogue radio signal – at least partially or in one location – and 31% in combination with digital reception paths; 13% of people say they listen to radio exclusively via FM.

One in ten people say they use IP radio exclusively, 14% listen to DAB+ exclusively.

The distribution of the individual reception paths is slowly shifting away from FM towards digital reception paths. In spring 2021, each reception path still reached around half of the population; one year later, FM has lost reach in favour of digital radio.

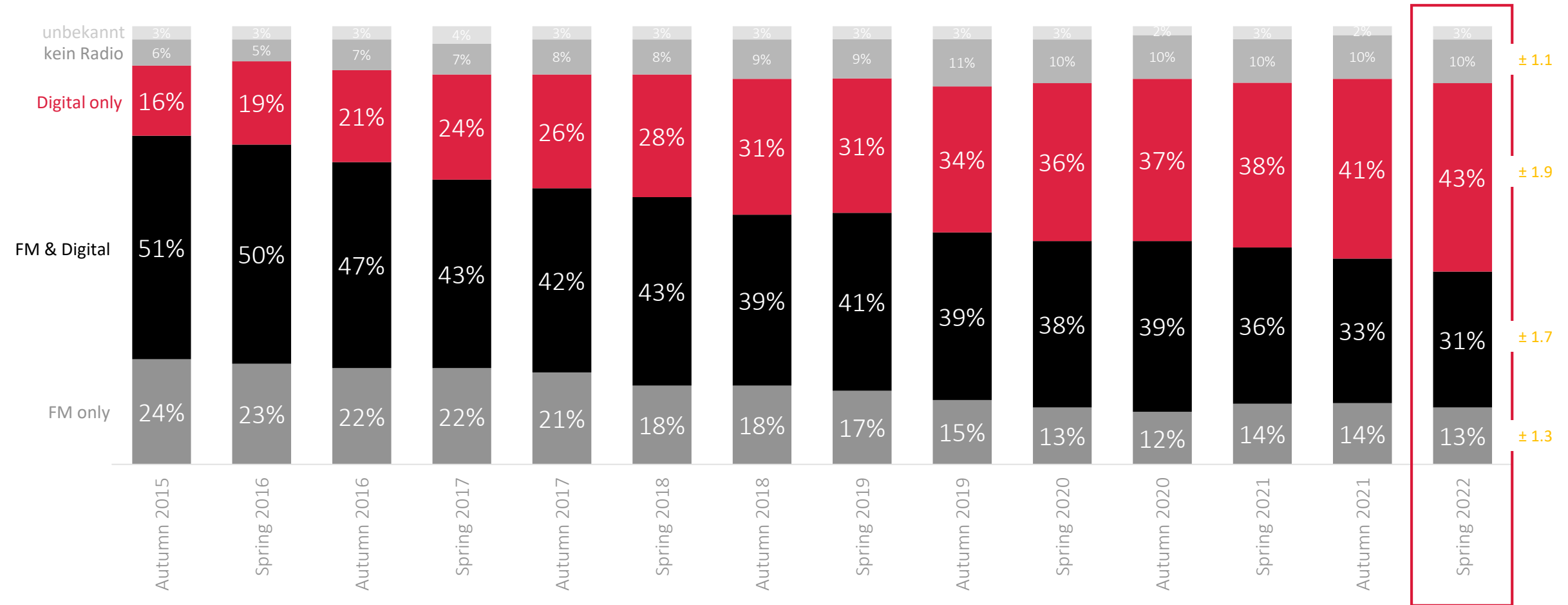




# Development of personal reach over time

13% of the population still listen exclusively to FM radio. More than 74% listens to digital radio, while 43% no longer listens to FM radio but only to digital radio.

Reichweite der Empfangsvektoren (in Prozent)



Sampling error (Bayes,  $\alpha=5\%$ ) 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

25.08.2022



# KEY MESSAGES

## Radio in Switzerland goes digital



75%

of radio usage  
is digital



+26

per cent  
points more in  
six years



≥72%

is digital in all  
language regions



≥70%

digital usage in  
every age group



62%

of in-car usage  
is digital



43%

of the population  
use digital radio  
exclusively



13%

of the population  
still listens only  
to FM Radio