



Digital radio use in Switzerland

Trend analysis autumn 2022

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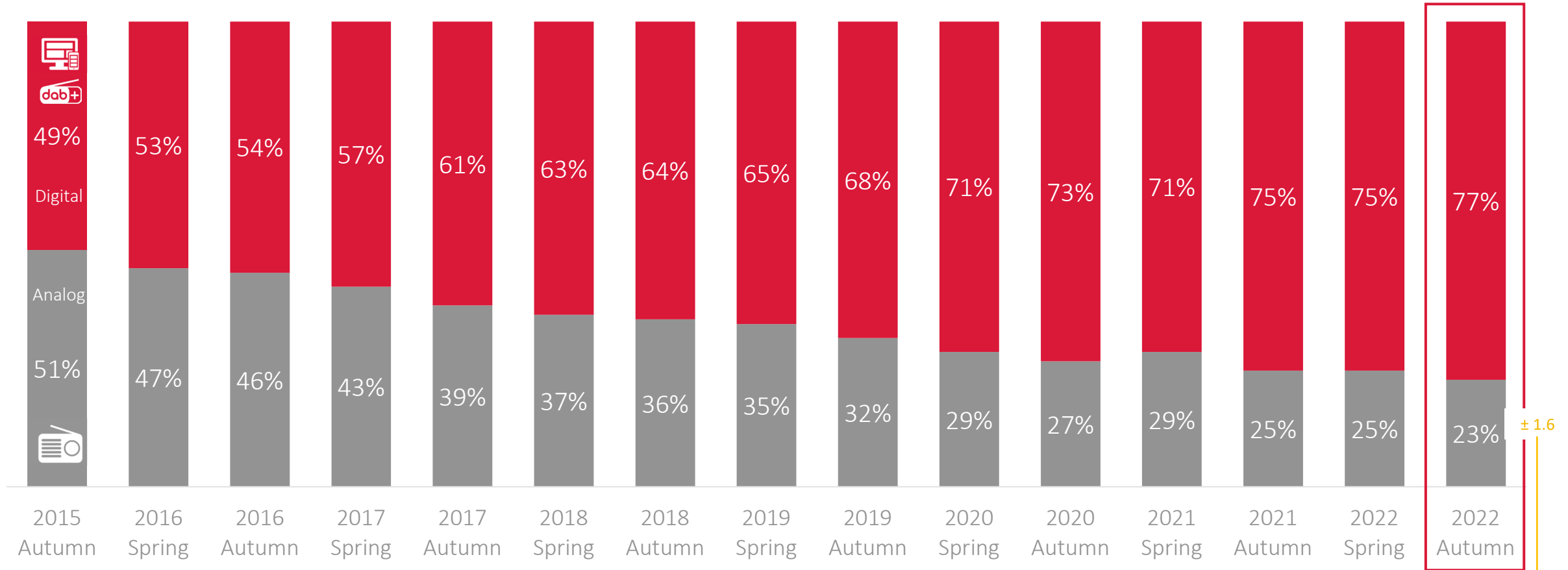
ARARO, 10 February 2023

Switzerland listens to digital radio



77% of all radio minutes listened to are via digital radio.

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



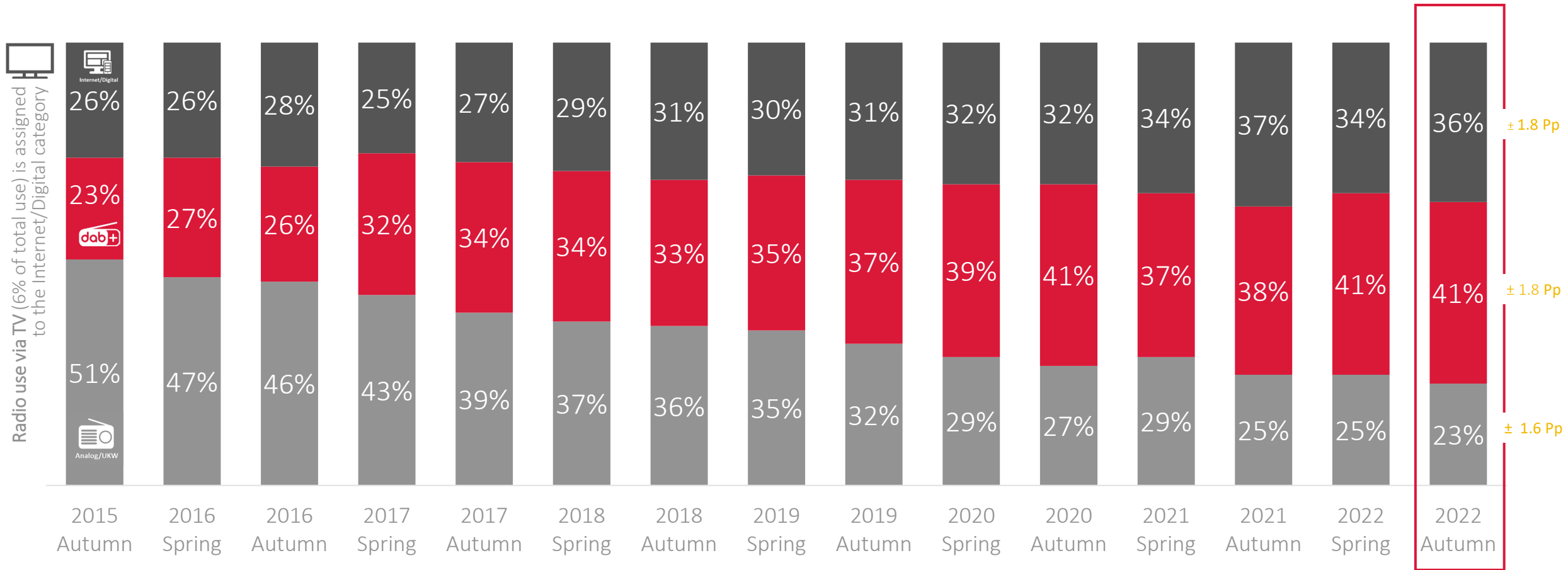
For example, a sampling error (Bayes, $\alpha=5\%$) of ± 1.6 percentage points (Pp) means that, with a probability of 95%, the true value for analogue radio use lies between 23% and 27%.

Stabilisation in usage shares by type of transmission

41 out of every 100 minutes of radio listened to are via DAB+, 36% via Internet and just under a quarter via FM radio.



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



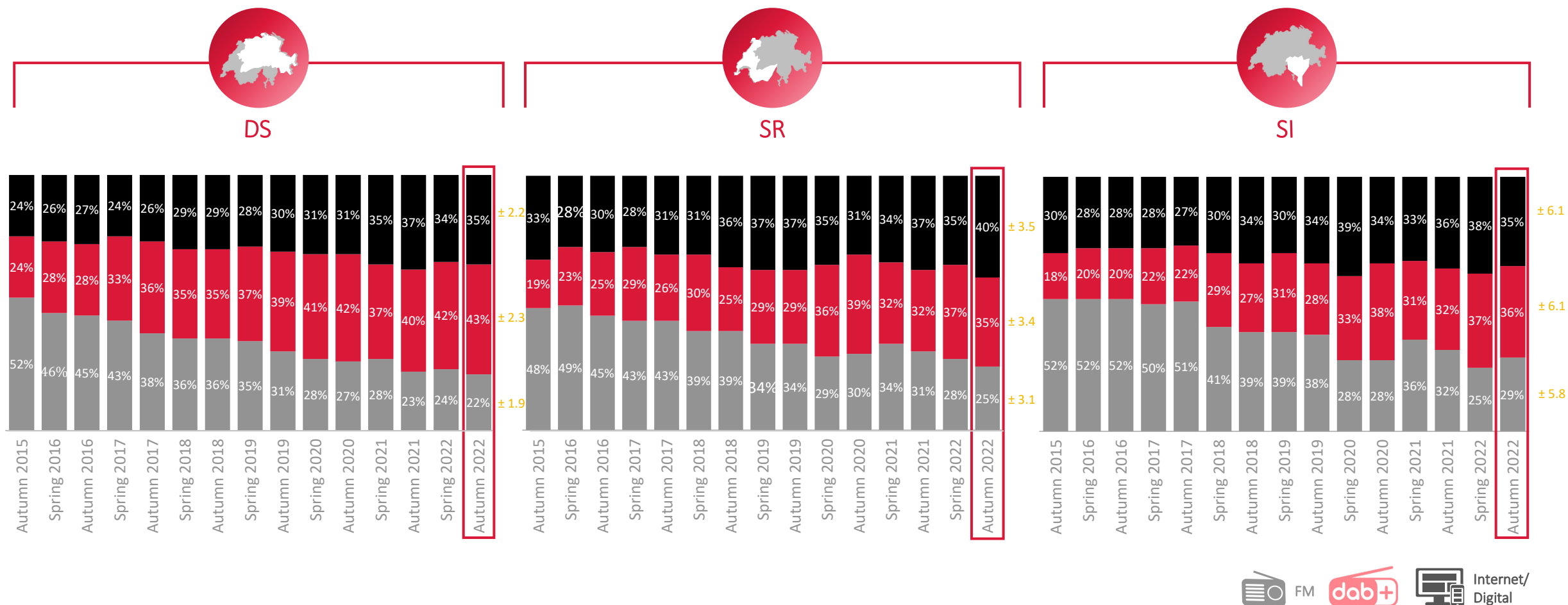
Source: GfK Switzerland, DigiMig survey, n(2015/2)=2'453, n(2016/1)=2'526, n(2016/2)=2'531, n(2017/1)=2'504, n(2017/2)=2'519, n(2018/1)=2'673, n(2018/2)=2'761, n(2019/1)=2'740, n(2019/2)=2'800, n(2020/1)=2'625, n(2020/2)=2'671, n(2021/1)=2'670, n(2021/2)=2'801, n(2022/1)=2'789, n(2022/2)=2'841
10.02.2023



Radio use by language region

In German-speaking Switzerland, DAB+ is the dominant form of radio use; in Italian-speaking Switzerland usage of DAB+ and Internet radio is roughly equal, while in the French-speaking region Internet radio is slightly more dominant.

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



Source: GfK Switzerland, DigiMig survey, n(2022/2)=2'841; (n[DS, 2022/2]=1'826, n[SR, 2022/2]=765, n[SI, 2022/2]=250)

Sampling error (Bayes, α=5%) in percentage points





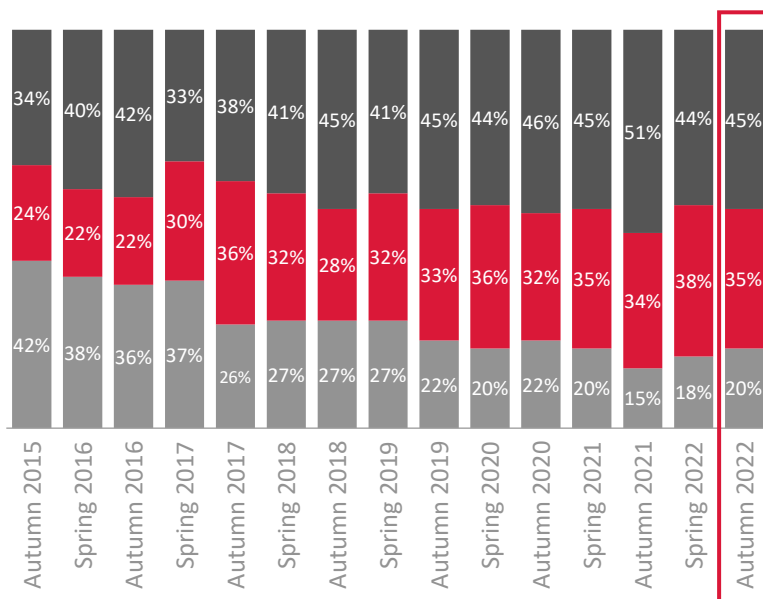
Radio use by age

Among younger age groups digital radio now accounts for around 80%. Among 15-34-year olds, Internet radio is the most popular mode of reception at 45%. DAB+ is most popular among the 55+ age group at 44%.

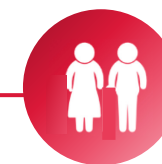
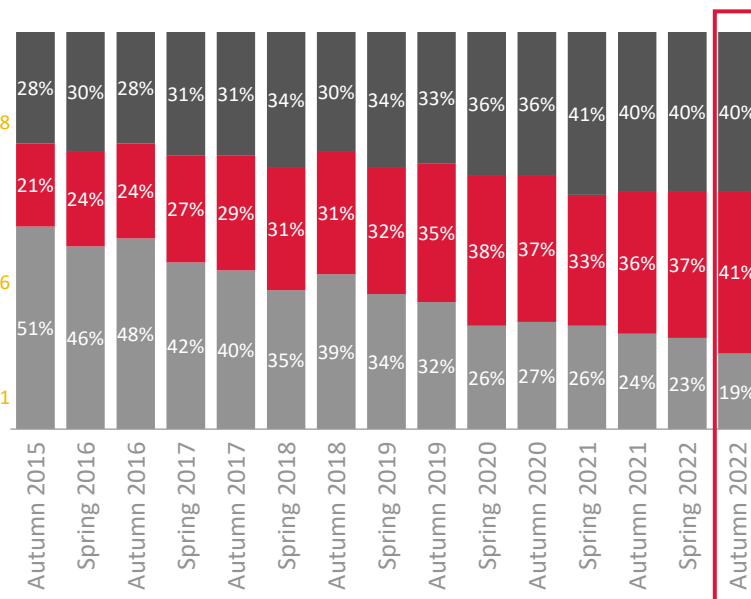
Radio usage (in per cent) by mode of reception and age group



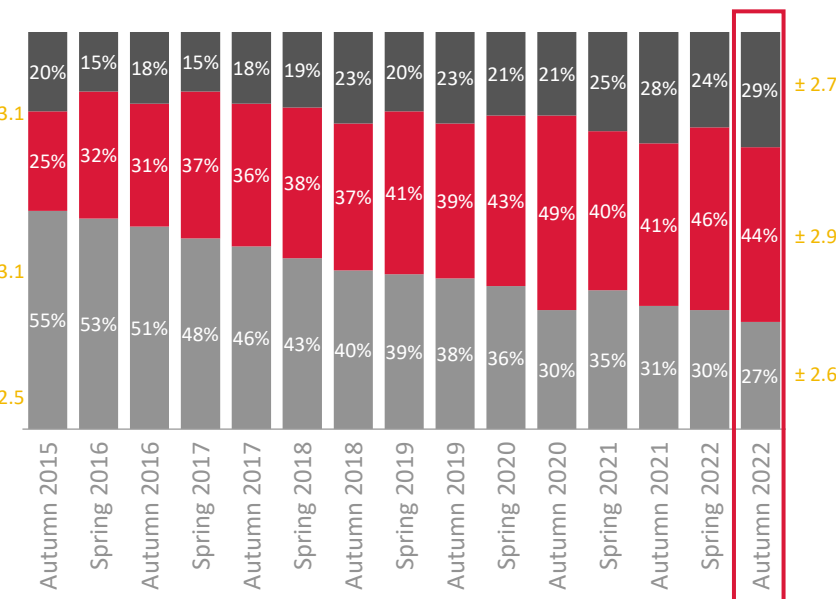
15-34



35-54



55+



Source: GfK Switzerland, DigiMig survey, n(2022/2) = 2'841; (n[15-34, 2022/2]=685, n[35-54, 2022/2]=1'020, n[55+, 2022/2]=1'136)

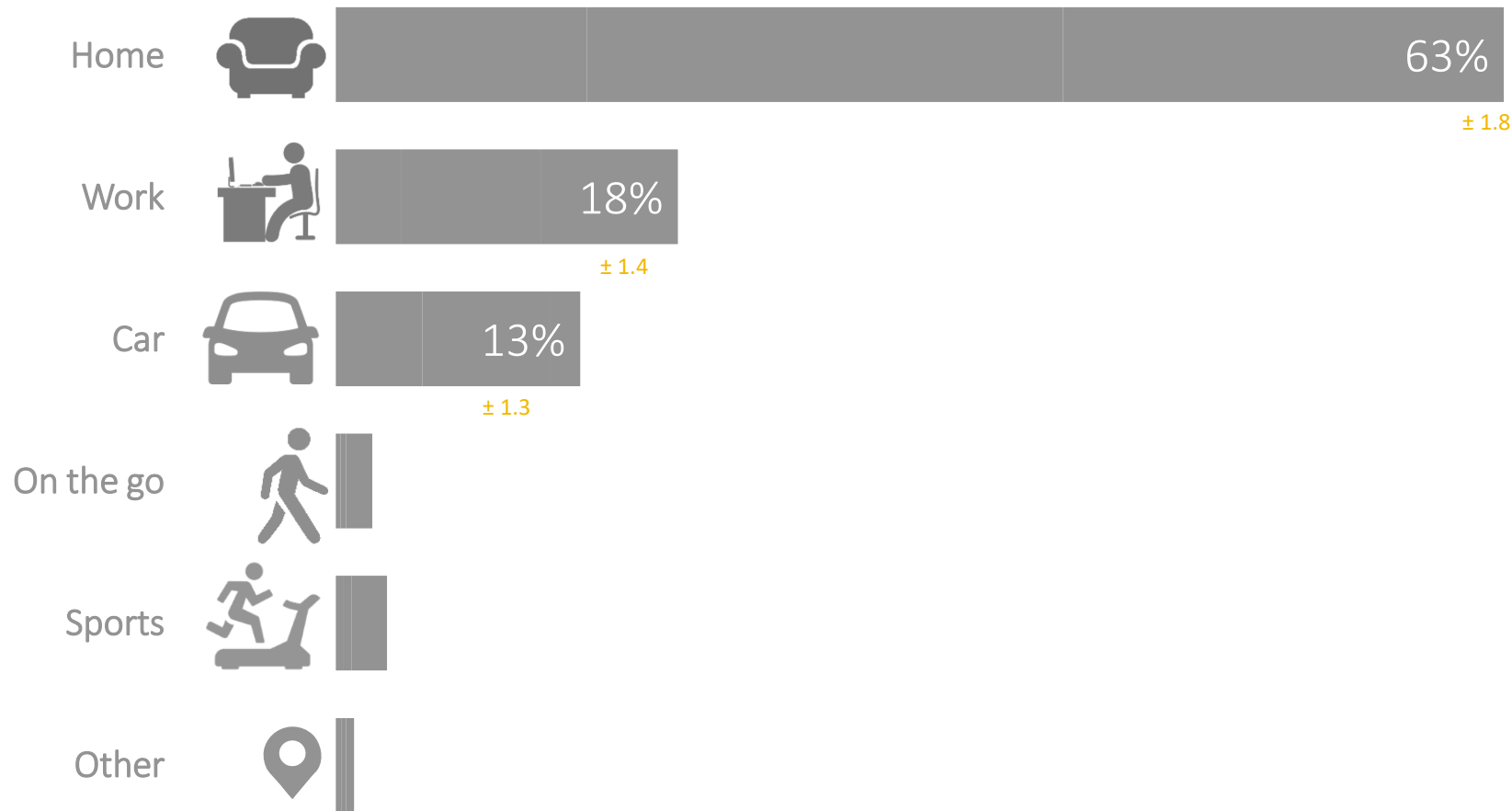
Sampling error (Bayes, α=5%) in percentage points



Radio use by location

Radio usage is greatest at home, accounting for 63 of every 100 minutes of listening time. Usage at work accounts for 18 of every 100 minutes, while in-car listening makes up 13 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

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

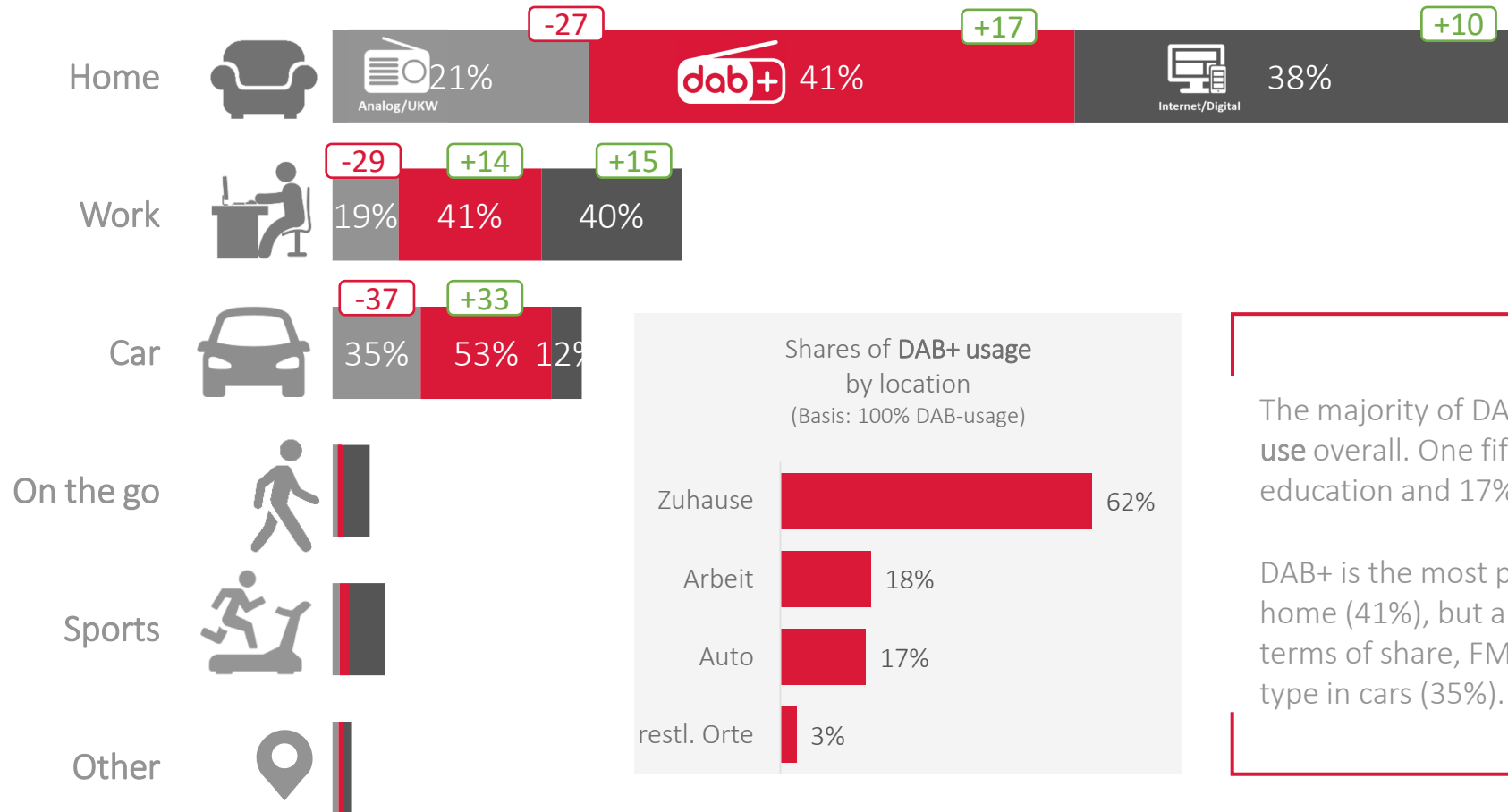


Radio use by location and mode of reception

DAB+ is the most popular mode of radio reception at home, at work and in the car.

The share of digital radio use in cars continues to grow: 65 out of every 100 minutes of radio listened to are digital.

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

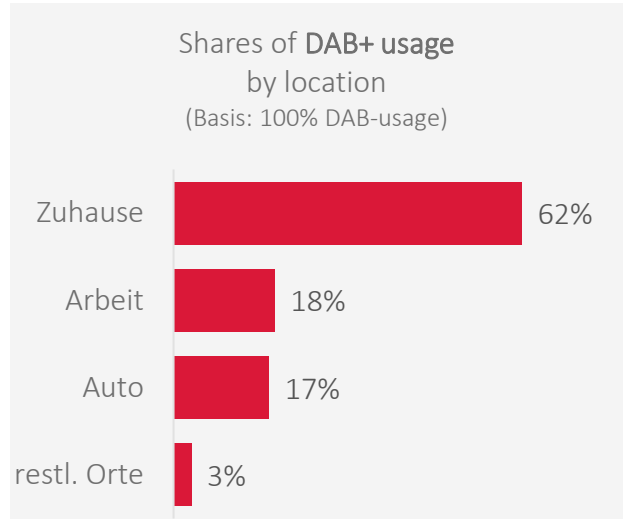


change compared to 2015/2 in percentage points

FACTS

The majority of DAB+ use takes place at home: 62% of **DAB+ use** overall. One fifth of radio use is at the place of work or education and 17% in the car.

DAB+ is the most popular mode of radio reception not only at home (41%), but also at work (41%) and in the car (53%). In terms of share, FM is still the most widespread transmission type in cars (35%).



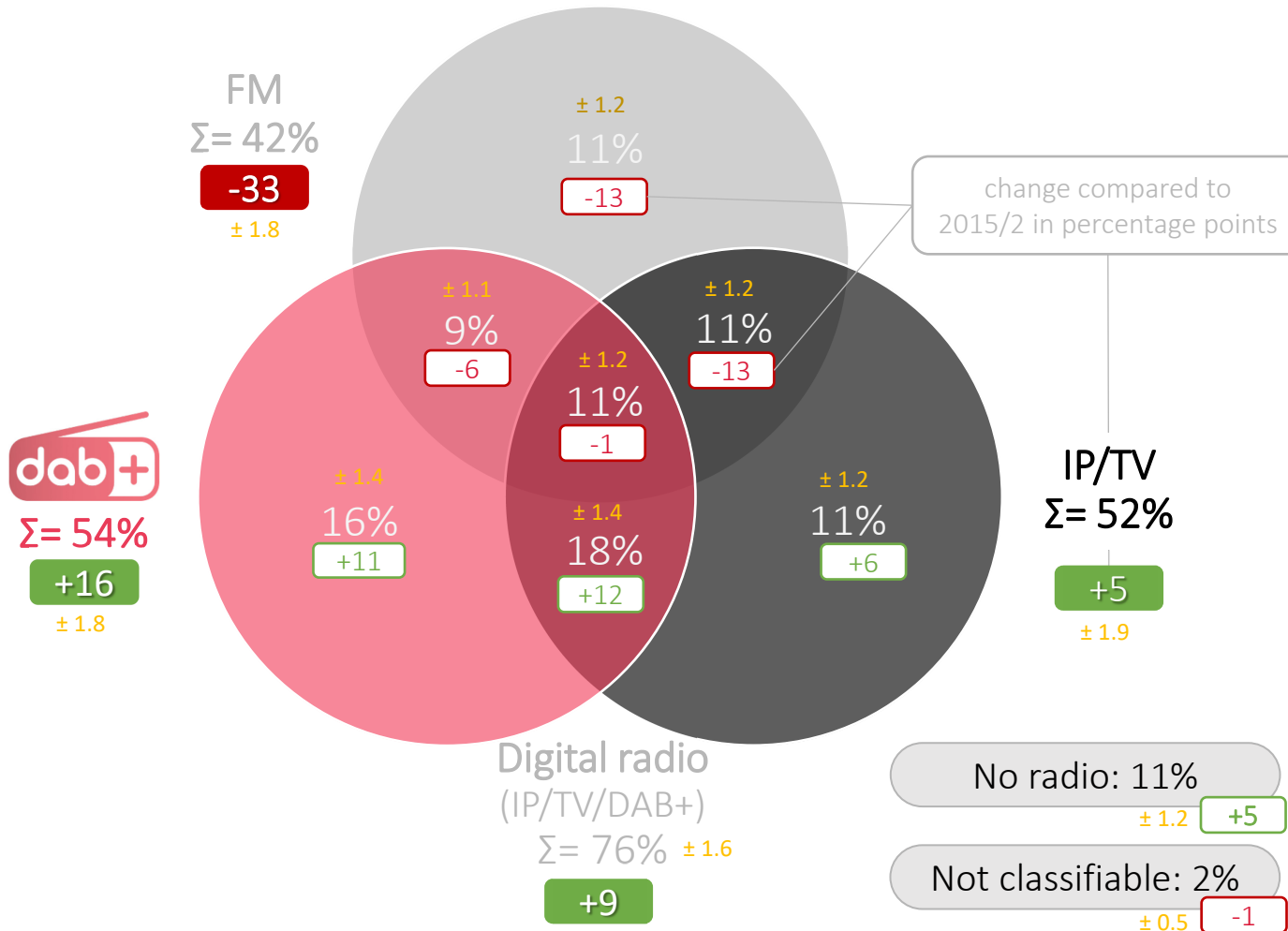
Source: GfK Switzerland, DigiMig survey, n(2022/2)=2'841



Penetration by mode of reception

Three-quarters of the population (76%) use digital radio. 40% continue to use FM radio too. The proportion of digital-only radio users has grown to 45%. 11% use FM exclusively.

Share of transmission vectors (in per cent)



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

76% of the population uses digital radio (DAB+ or IP/TV). 45% uses digital radio exclusively.

42% of the population still uses analog radio – at least partially or in one location – and 31% in combination with digital reception paths; 11% of people say they listen to radio exclusively via FM.

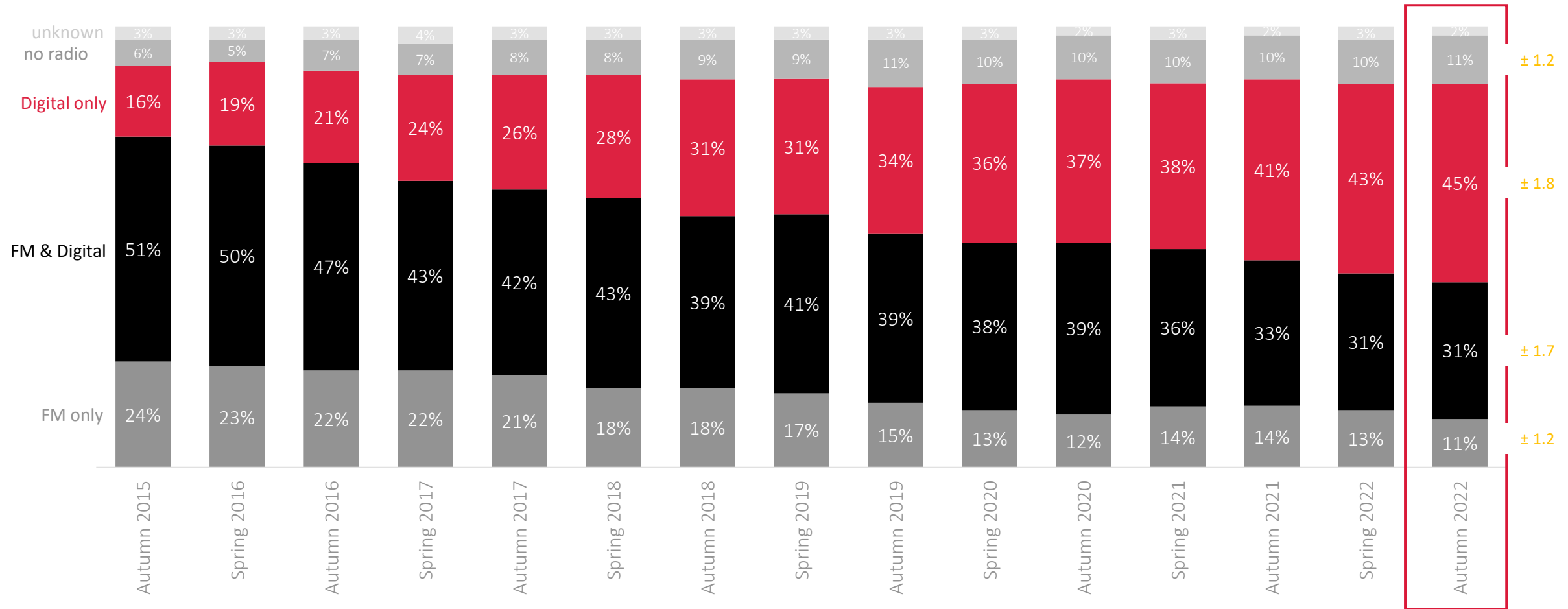
One in ten people say they use Internet radio exclusively, 16% listen to DAB+ exclusively.



Development of user share over time

11% of the population still listen exclusively to FM radio. More than 76% listen to digital radio, while 45% no longer listen to FM radio, only digital radio.

Share by mode of transmission (in per cent)



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, n(2022/2)=2'841
10.02.2023



KEY MESSAGES

Radio in Switzerland goes digital



77%

of radio usage
is digital



+28

percentage
points in
7 years



≥71%

digital use in all
language regions



≥73%

digital use in every
age group



65%

of in-car use
is digital



41%

of the population
use digital radio
exclusively



11%

of the population
still listen only
to FM Radio