

# DIGITAL RADIO USE IN SWITZERLAND

Trend analysis spring 2025

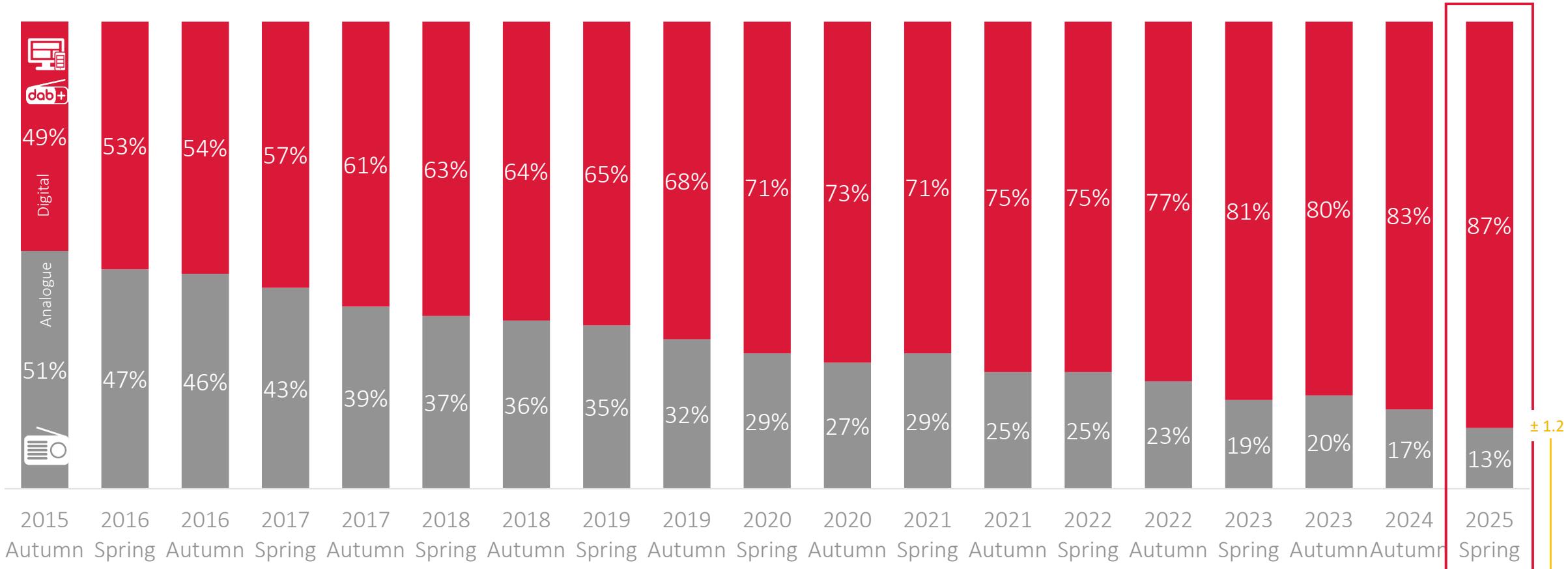
Digital Migration Working Group, Moritz Büchi

# Switzerland listens to the radio digitally



87% of all radio minutes listened to are via digital radio

Radio usage volume (in per cent) by mode of reception



Example: the maximum sampling error of  $\pm 1.5$  percentage points (pp) at a confidence level of 95% means that the proportion of analogue radio usage would fall between 11.5% and 15.5% in 95% of cases if the survey were repeated.

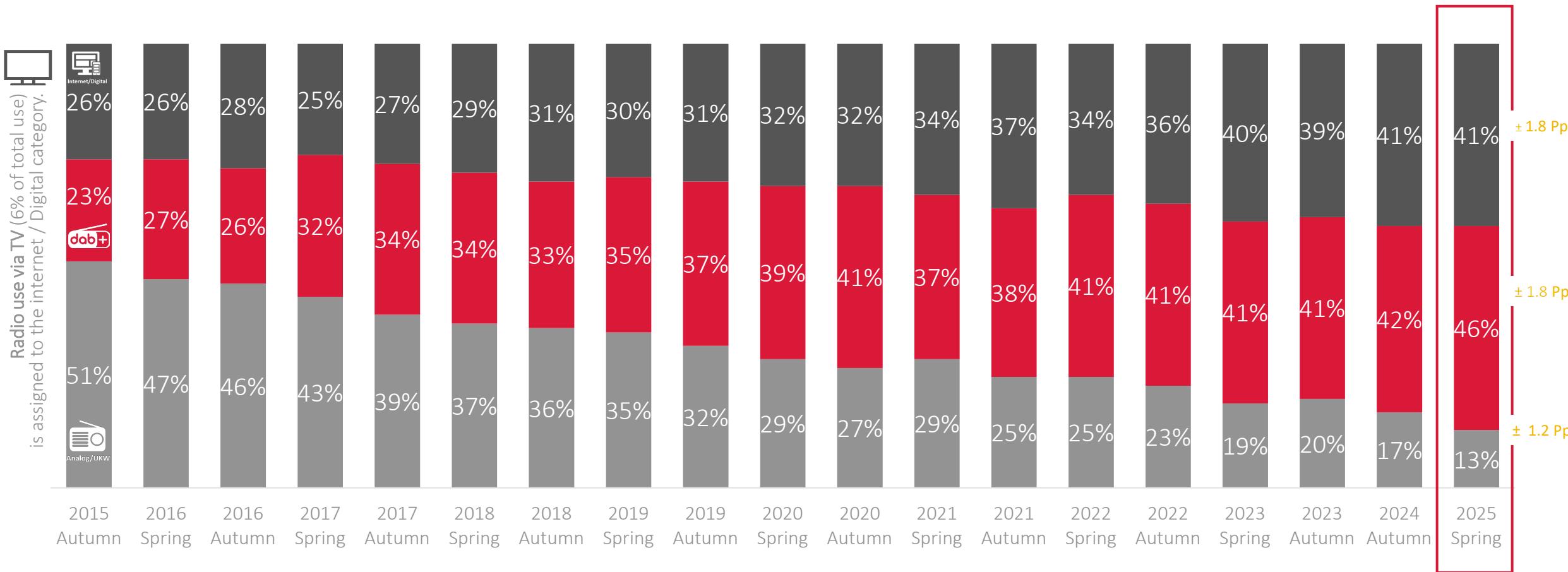
Source: GfK Switzerland, DigiMig survey, n(2015/2)=2'453, n(2016/1)=2'526, n(2016/2)=2'531, n(2017/1)=2'504, n(2017/2)=2'519, n(2018/1)=2'673, n(2018/2)=2'761, n(2019/1)=2'740, n(2019/2)=2'800, n(2020/1)=2'625, n(2020/2)=2'671, n(2021/1)=2'670, n(2021/2)=2'801, n(2022/1)=2'789, n(2022/2)=2'841, n(2023/1)=2'756, n(2023/2)=2'725, n(2024/1)=2'575, n(2025/1)=2'835

# Stabilisation of usage share by mode of reception



46 out of every 100 minutes of radio listened to are via DAB+, 41% via internet and 13% via FM radio.

Radio usage volume (in per cent) by mode of reception



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

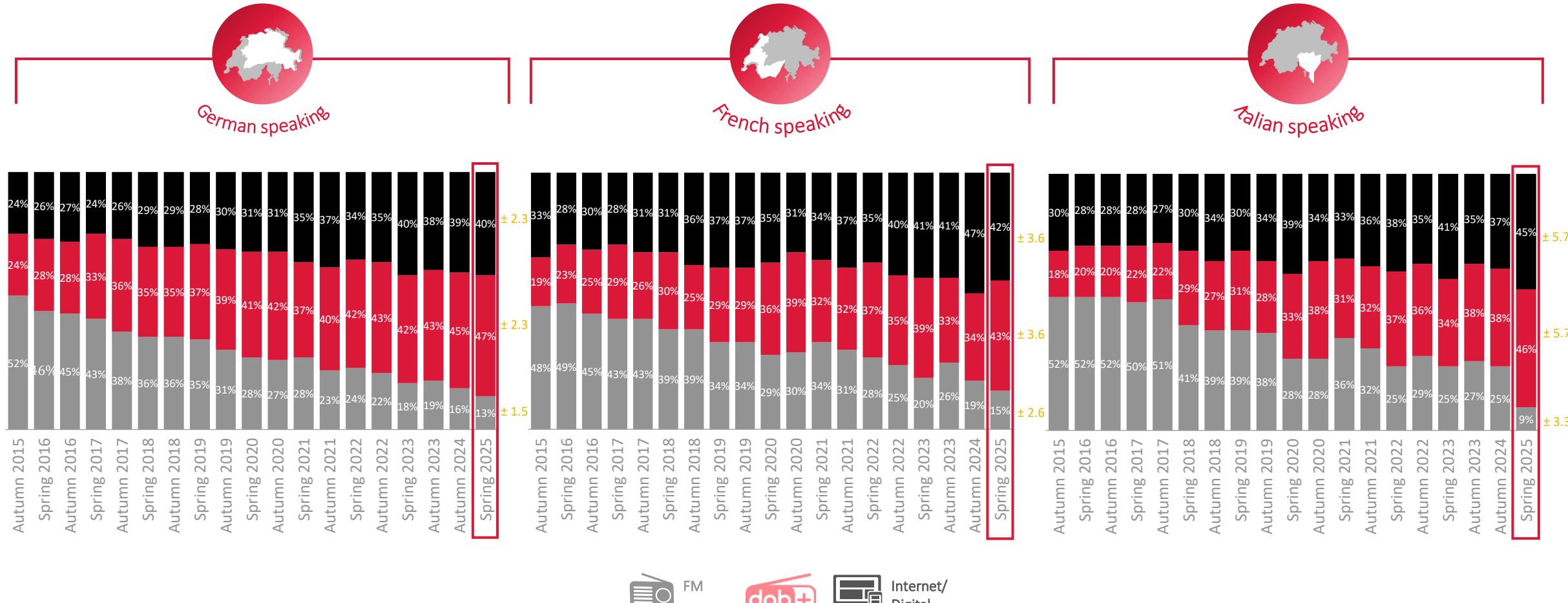
Source: GfK Switzerland, DigiMig survey, n(2015/2)=2'453, n(2016/1)=2'526, n(2016/2)=2'531, n(2017/1)=2'504, n(2017/2)=2'519, n(2018/1)=2'673, n(2018/2)=2'761, n(2019/1)=2'740, n(2019/2)=2'800, n(2020/1)=2'625, n(2020/2)=2'671, n(2021/1)=2'670, n(2021/2)=2'801, n(2022/1)=2'789, n(2022/2)=2'841, n(2023/1)=2'756, n(2023/2)=2'725, n(2024/1)=2'575, n(2025/1)=2'835



# Radio use by language region

In the Italian-speaking part of Switzerland in particular, FM usage is declining significantly in favour of digital reception modes; in French-speaking Switzerland, DAB+ is gaining significantly in volume.

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



Source: GfK Switzerland, DigiMig survey, n(2025/1)=2'835; (n[DS, 2025/1]=1'815, n[SR, 2025/1]=728, n[SI, 2025/1]=292)

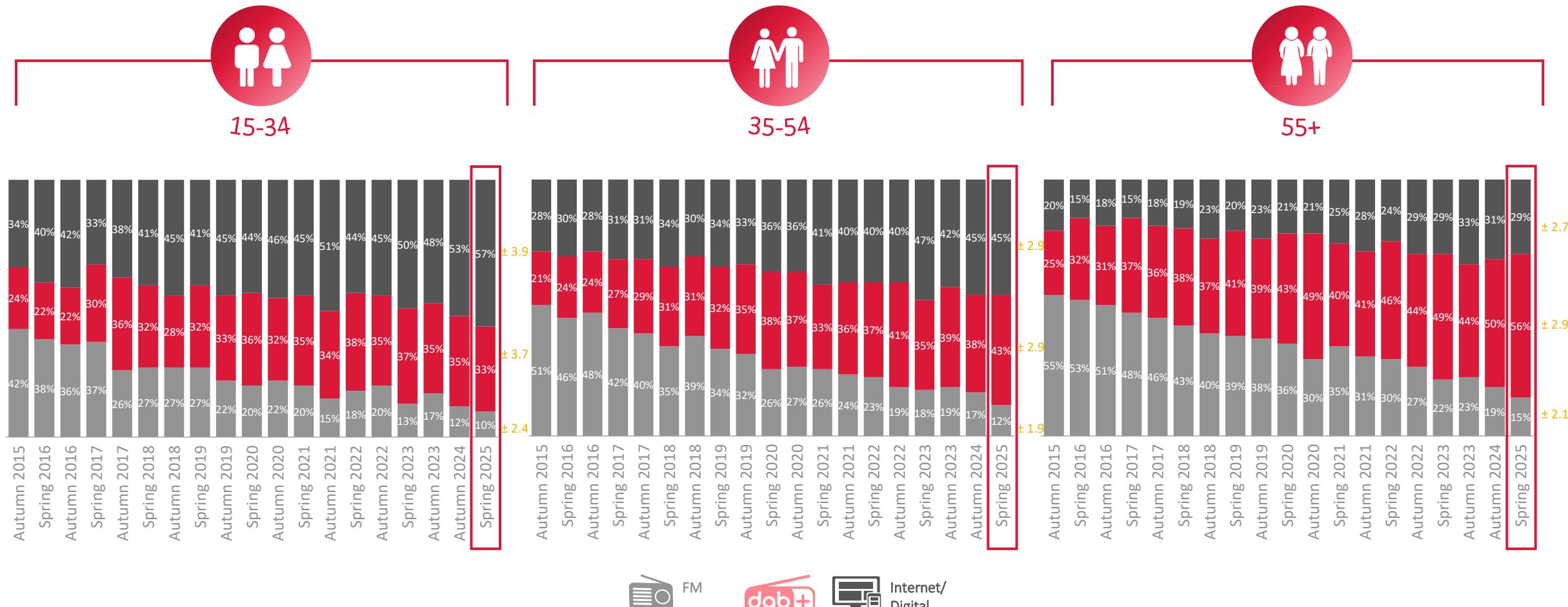
Sampling error (confidence level = 95%) in percentage points

# Radio use by age



Radio via IP is the most popular medium among young people. Among the over-55s, DAB+ is the most popular, with 56% of users.

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



Source: GfK Switzerland, DigiMig survey, n(2025/1)=2'835; (n[15-34, 2025/1]=623, n[35-54, 2025/1]=1'119, n[55+, 2025/1]=1'093)

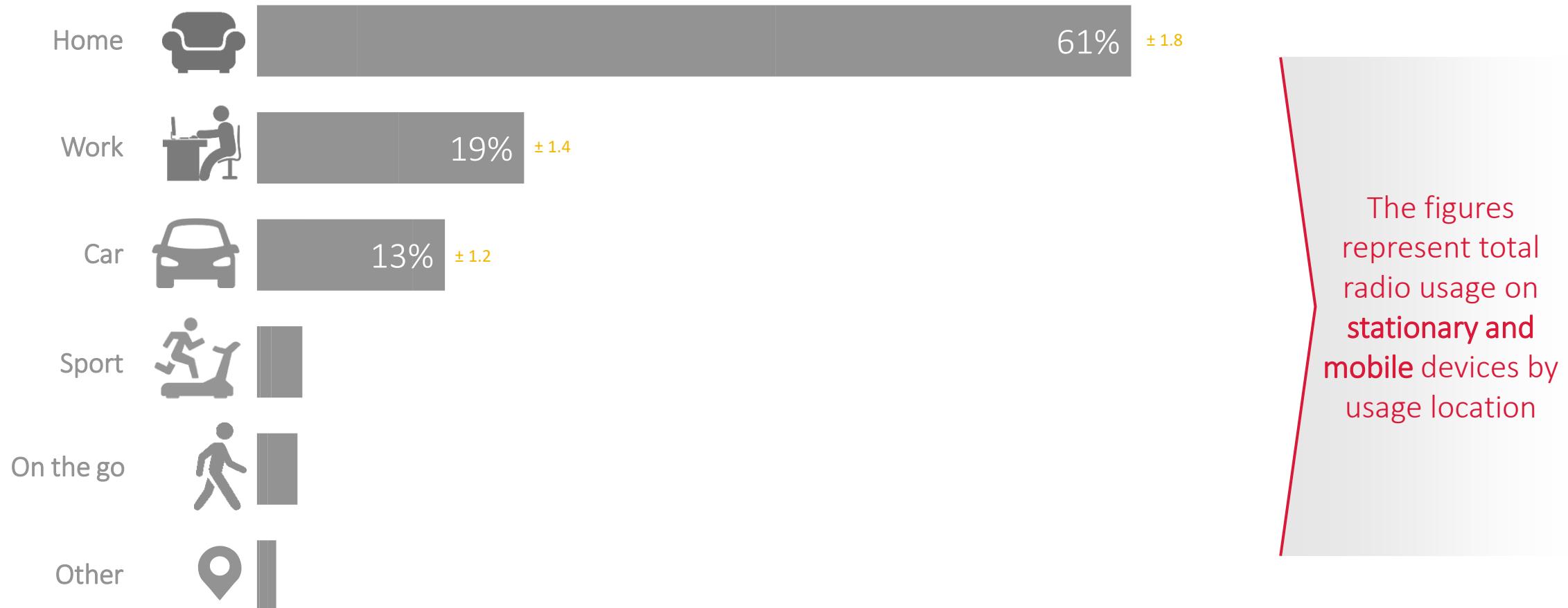
Sampling error (confidence level = 95%) in percentage points



# Radio use by location

Radio use is greatest at home, accounting for 61 of every 100 minutes of listening time. Use at work accounts for 19 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



Source: GfK Switzerland, DigiMig survey, n(2025/1)=2'835

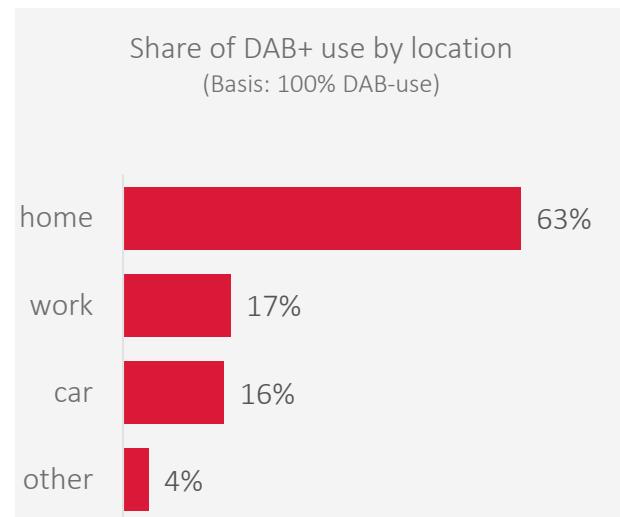
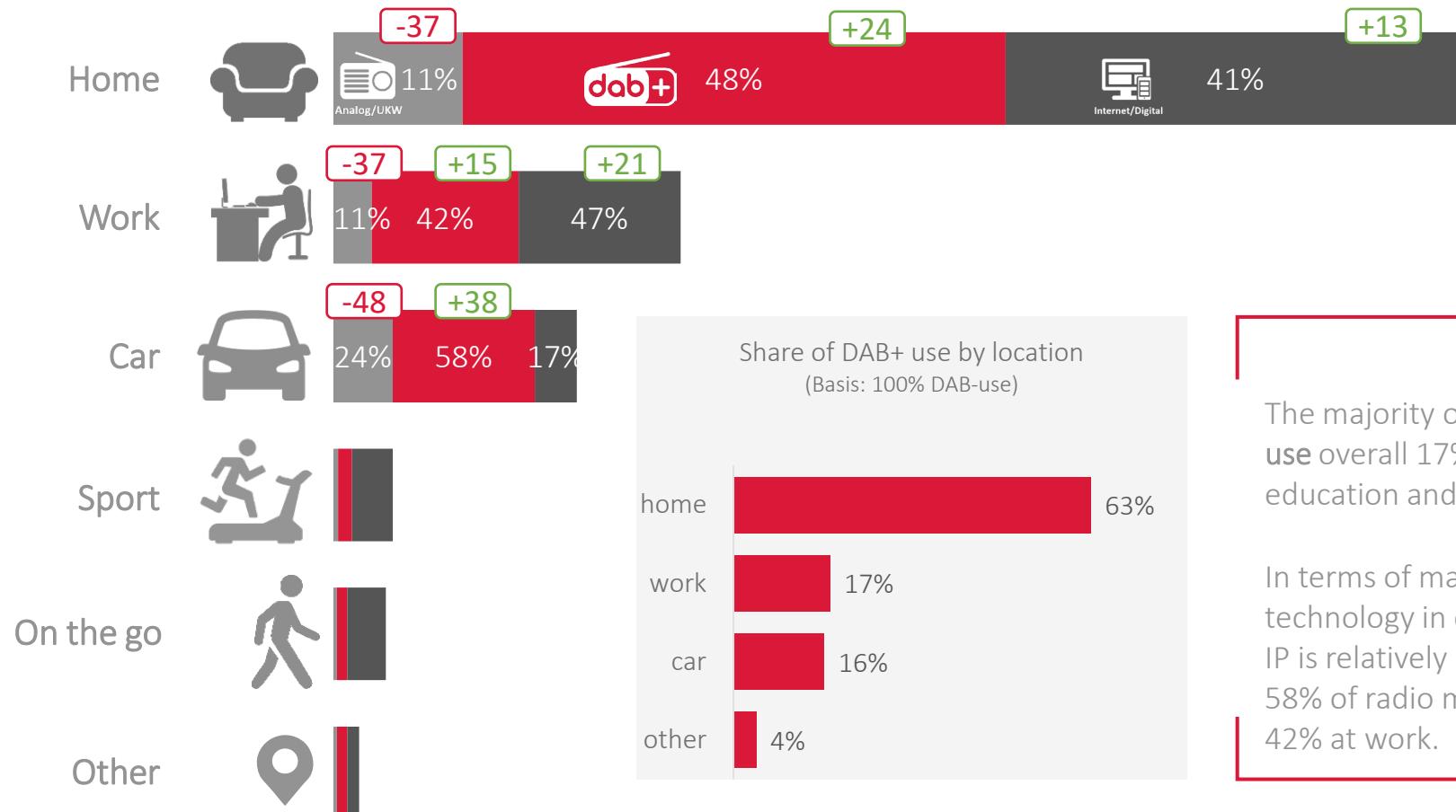
Sampling error (confidence level = 95%) in percentage points



# Radio use by location and mode of reception

At home, DAB+ is slightly ahead of IP, while at work it is the other way round (FM accounts for only 11% in both cases). In the car DAB+ is the clear leader where a total of 76 out of 100 minutes of radio listening are digital.

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



## FACTS

The majority of DAB+ use takes place at home: **63% of DAB+ use** overall 17% of DAB+ radio use is at the place of work or education and 16% in the car.

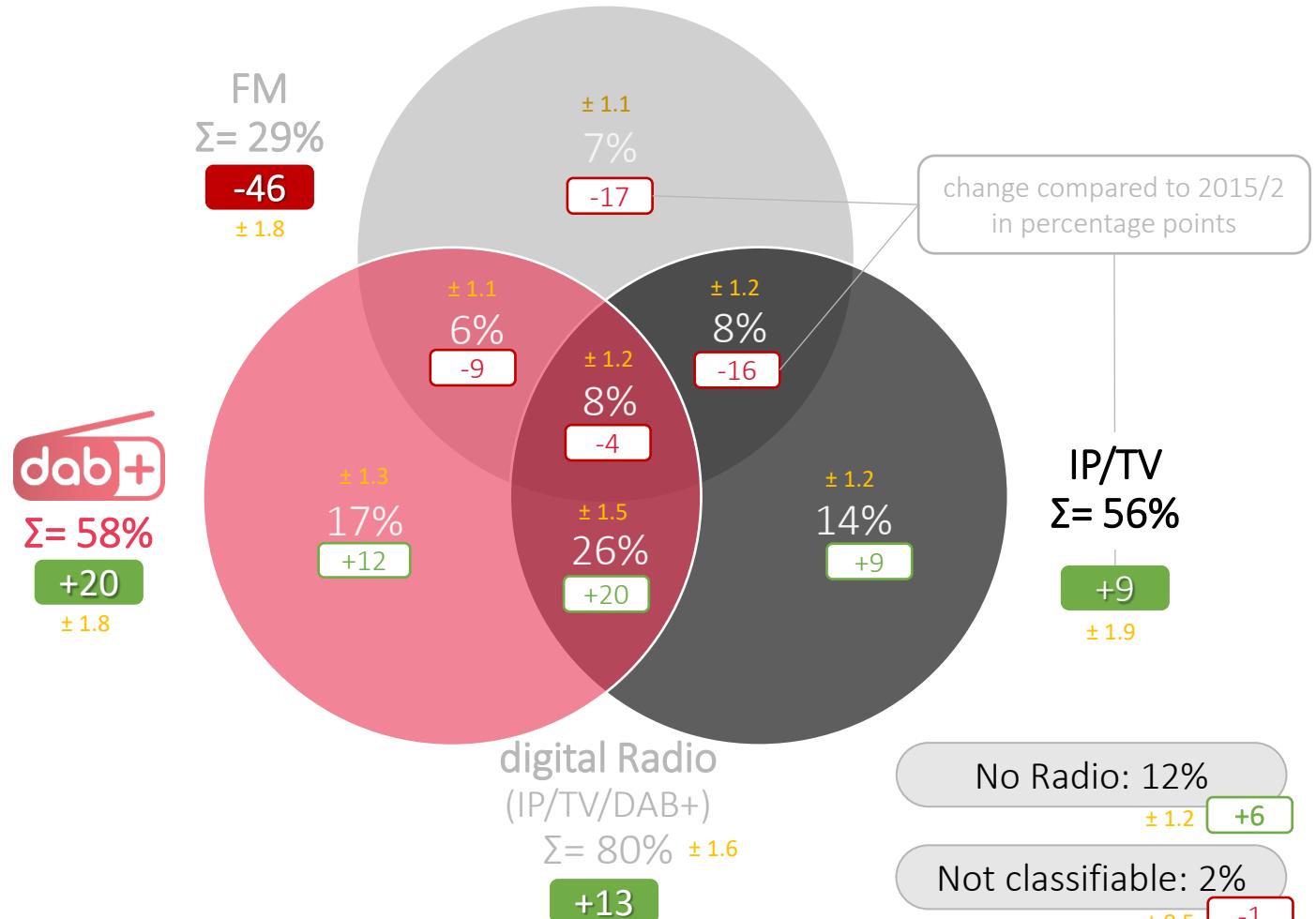
In terms of market share, FM is still the most widely used technology in cars (24%), but its popularity is declining, while IP is relatively rare (17%). DAB+ is the reception vector for 58% of radio minutes listened to in cars, 48% at home and 42% at work.



# Penetration by mode of reception

80% of the population use digital radio. Of this share, 28% also use FM radio. The proportion of digital-only radio users is 57%; 7% say that they use FM exclusively.

Share of transmission vectors (in per cent)



Source: GfK Switzerland, DigiMig survey, n(2015/2)=2'453, n(2025/1)=2'835

## FACTS

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

80% of the population use digital radio (DAB+ or IP/TV). More than half (57%) use digital radio exclusively.

29% of the population still use analogue radio – at least partially or in one location – and 22% in combination with digital reception modes; 7% of people say they listen to radio exclusively via FM.

14% use Internet radio exclusively, 17% only use DAB+ to listen to the radio.

14% of the Swiss population do not listen to the radio at all or cannot be categorised.

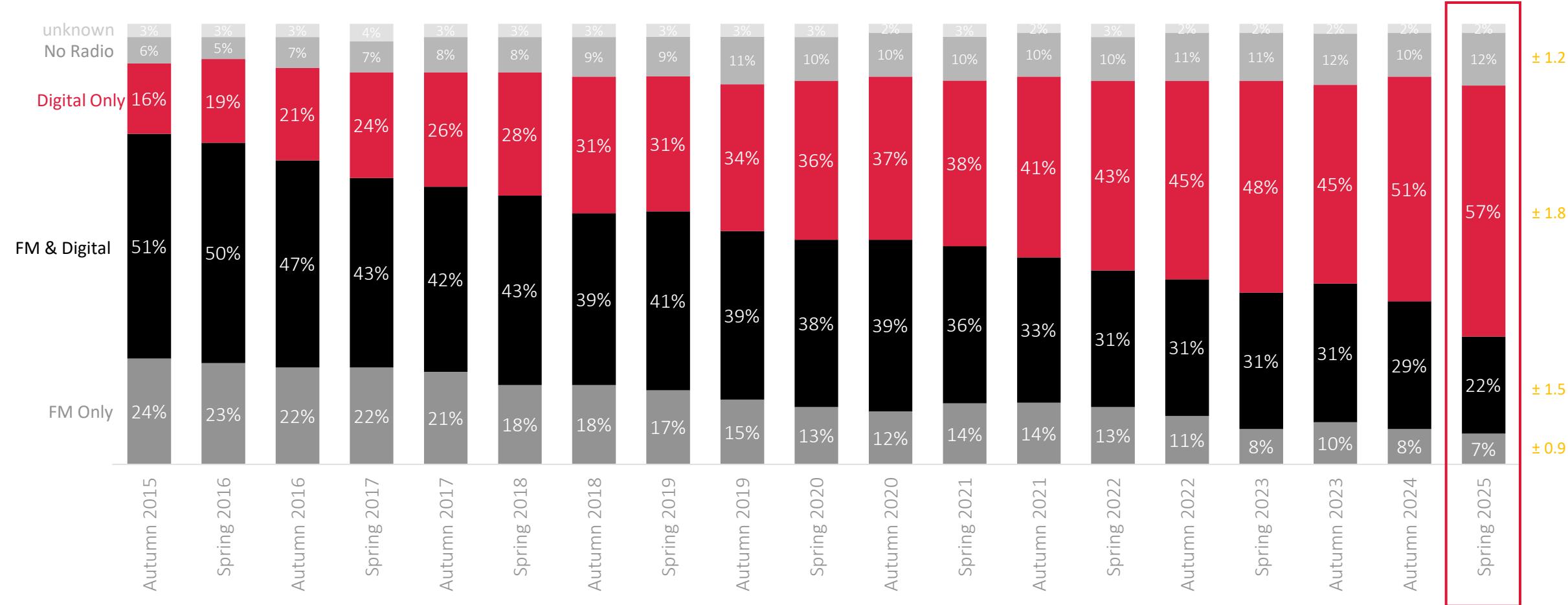
Sampling error (confidence level = 95%) in percentage points



# Development of user share over time

7% of the population still listen exclusively to FM Radio. 79% listen to digital radio. Mixed use (FM and digital) has declined significantly (currently 22%).

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, n(2023/2)=2'725, n(2024/1)=2'575, n(2025/1)=2'835

# Key Messages

## Radio in Switzerland goes digital



**87%**

of radio usage is  
digital

**+38**

PP in 10 years

**≥85%**

digital use in all  
language regions

**≥85%**

digital use in every  
age group

**76%**

of in-car use  
is digital

**46%**

of the population  
use digital radio  
exclusively

**7%**

of the population  
still listen only to  
FM Radio