

A scenic view of a Swiss mountain landscape. In the foreground, a brown cow is lying on a grassy field. Behind it, there are dense evergreen trees and some deciduous trees with yellowing leaves. In the background, there are majestic mountains with some snow-capped peaks under a blue sky with light clouds.

Switzerland – working together toward
DSO

Or: don't forget the

Ladina Heimgartner, deputy Director General SRG
SSR

SRG SSR

Source: Keystone-SDA¹



What has happened so far?

SRG SSR

Source: Keystone-SDA²

RRR
| Radios Régionales Romandes |

UNIKOM
RADIO



Association of
Swiss Private Radios

Task force
DigiMig



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Office of Communication OFCOM

SRG SSR

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

SRG SSR

vsp
Association of
Swiss Private Radios

RRR
| Radios Régionales Romandes |

UNIKOM
RADIO S

SRG SSR

coordinate FM Switch-
Off by 2024 at the latest



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Office of Communication OFCOM

- legal and regulatory foundations
- technology promotion (government incentives)
- promotion campaigns
- research
- DAB+ coverage in road tunnels

2014

2015

2016

2017

2018

2019

2020

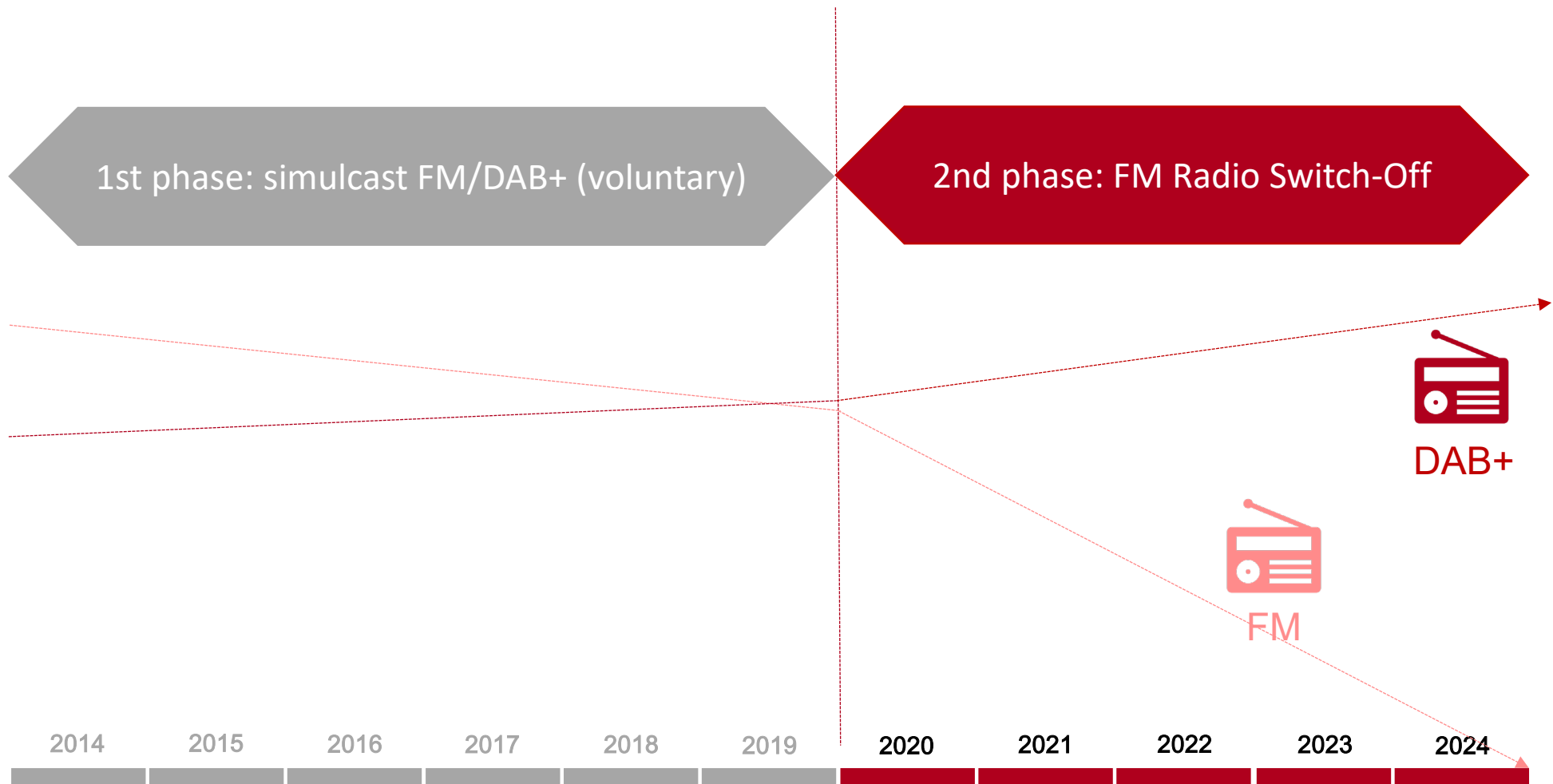
2021

2022

2023

2024

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A scenic mountain landscape with a cow in the foreground and a red box containing the word 'Risks'. The scene features a grassy field in the foreground with a cow lying down. Behind the field is a dense forest of evergreen trees and some deciduous trees with yellowing leaves. In the background, there are majestic mountains with some snow-capped peaks under a blue sky with scattered white clouds.

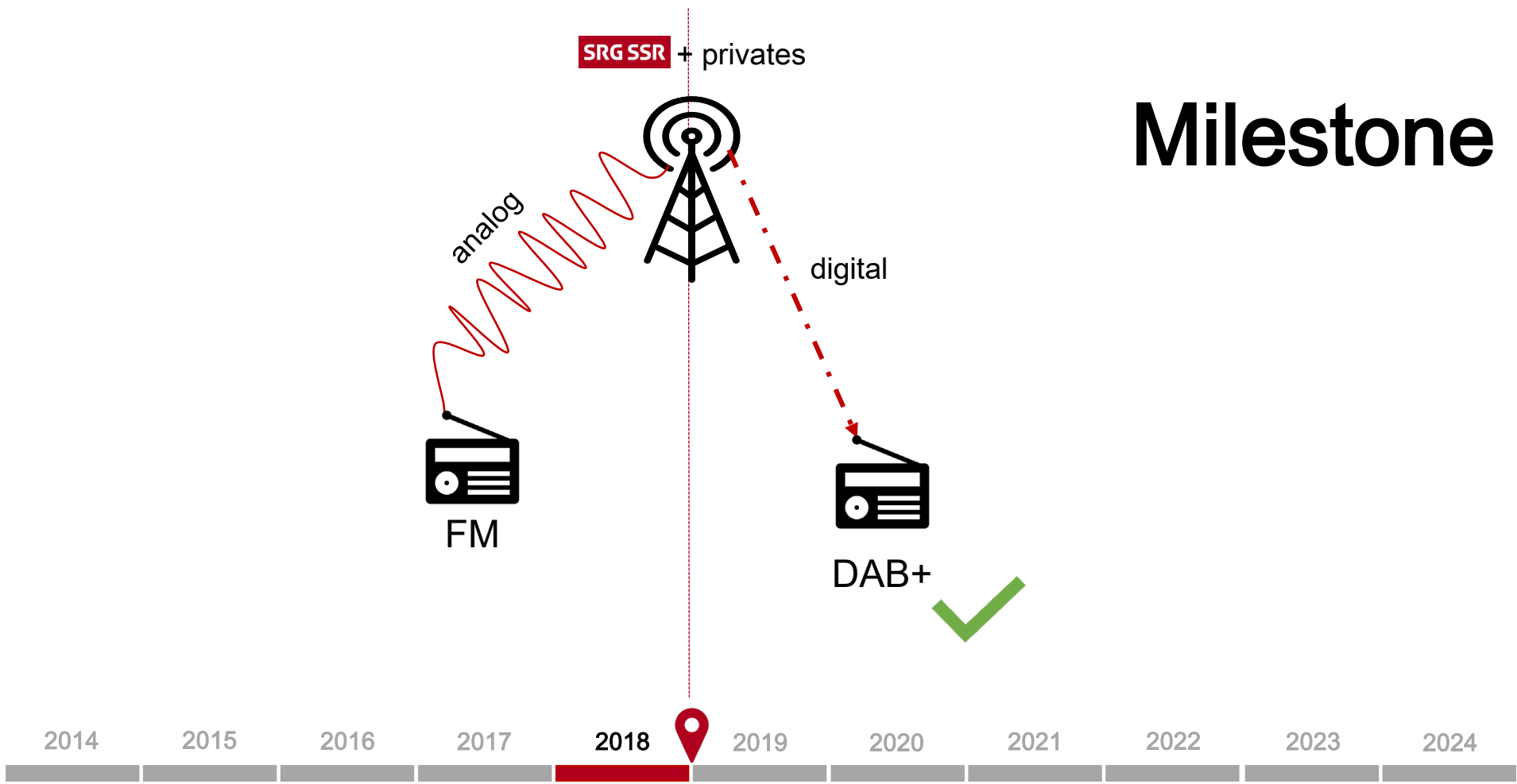
Risks

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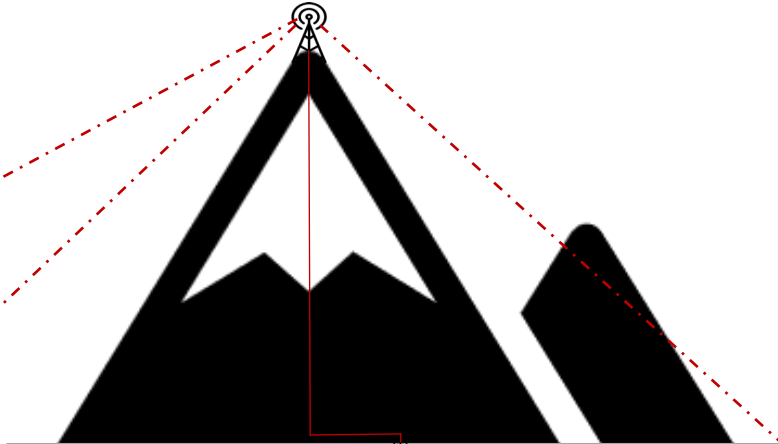
Source: Keystone-SDA⁶

- Disposal of still functioning FM receivers
- Equipment retailers or/and automotive industry are not ready
- Loss of listener reach
- Political interventions
- DAB+ is badly spoken by opponents
- FM-competitors from neighbouring countries

Milestone



Milestone



2014

2015

2016

2017

2018

2019

2020

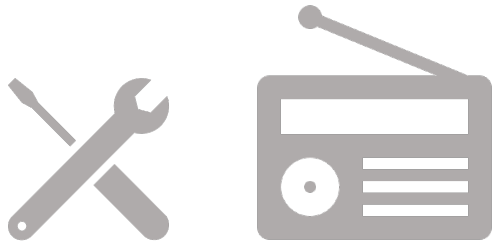
2021

2022

2023

2024

Regular workshops

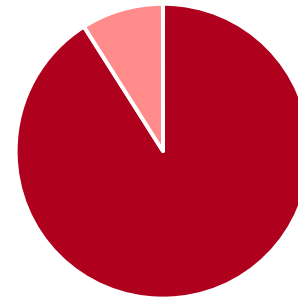


equipment retailers (past)



automotive industry

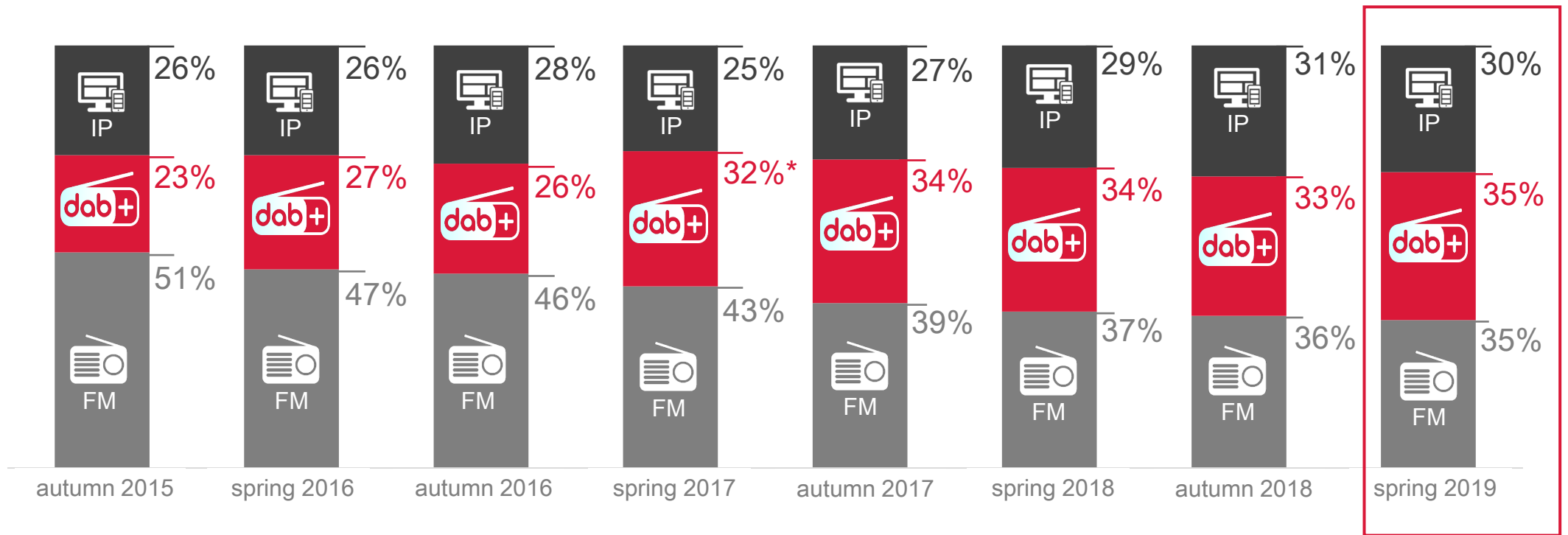
By End 2018, 91% of new vehicles are equipped with a DAB+ radio by default



Source: MCDT, weer

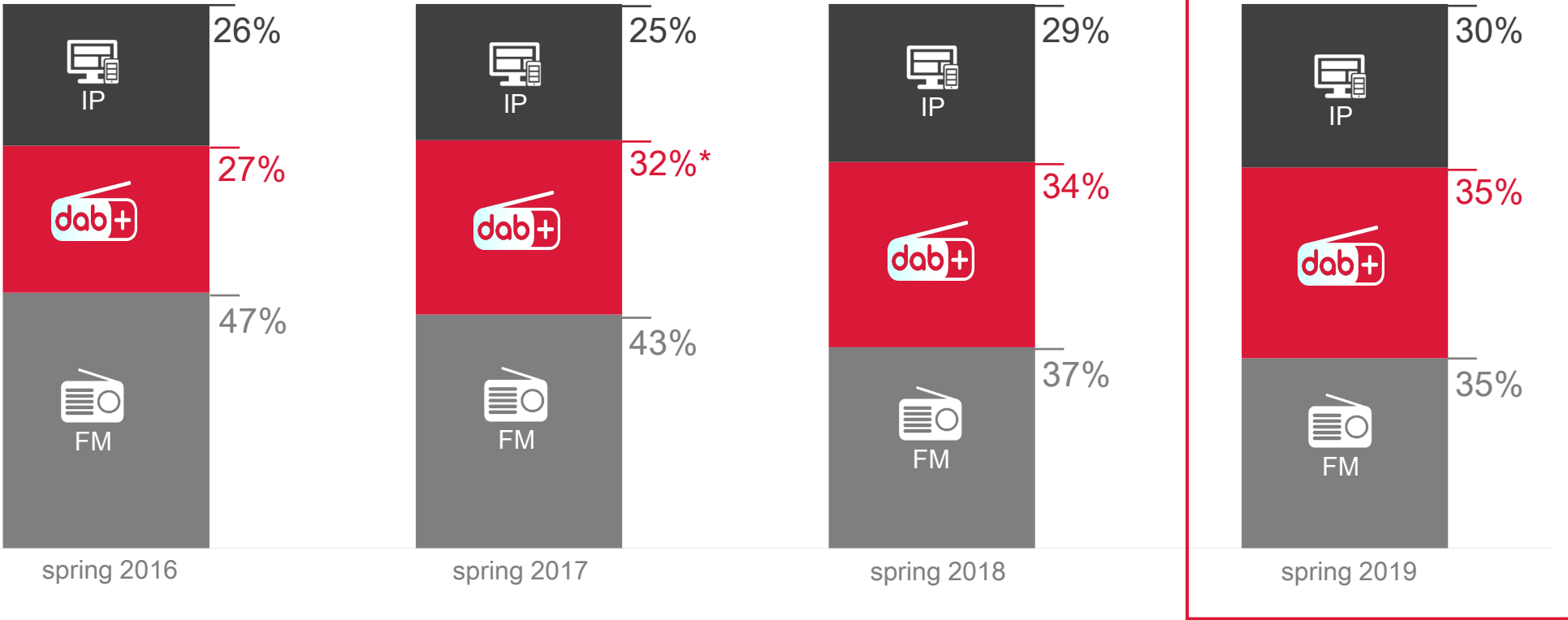


Listening minutes (in percent) by reception mode



**Significant change compared to the previous figure*

Listening minutes (in percent) by reception mode



**Significant change compared to the previous figure*

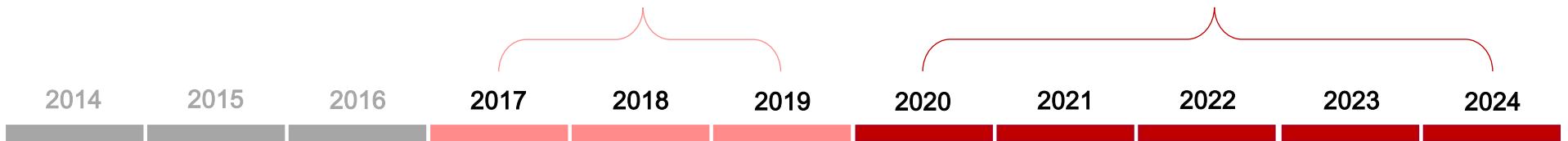


Source: GfK Switzerland, DigiMig-Befragung, n(2015/2)=2'453, n(2016/1)=2'526, n(2016/2)=2'531, n(2017/1)=2'504, n(2017/2)=2'519, n(2018/1)=2'673, n(2018/2)=2'761, n(2019/1)=2'740



promotion campaign
«radio's moving»

new campaign



Key messages



- future radio is hybrid (DAB+ and IP)
- variety of programmes
- good sound quality and stable reception
- cost efficiency and environmental



Learnings «DAB to DAB+ switch»

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Source: Keystone-SDA⁵



1999-2012



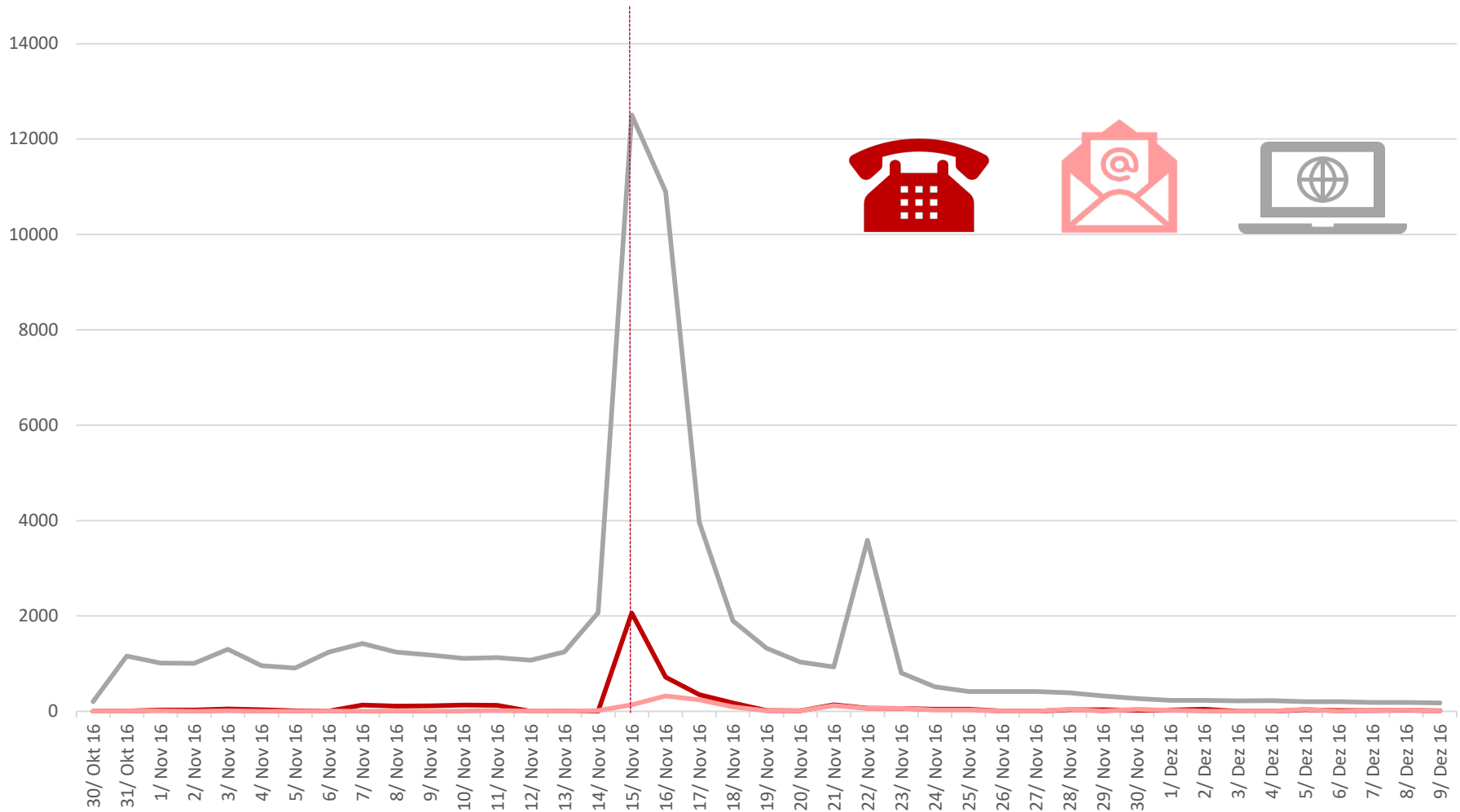
2012-15.11.2016



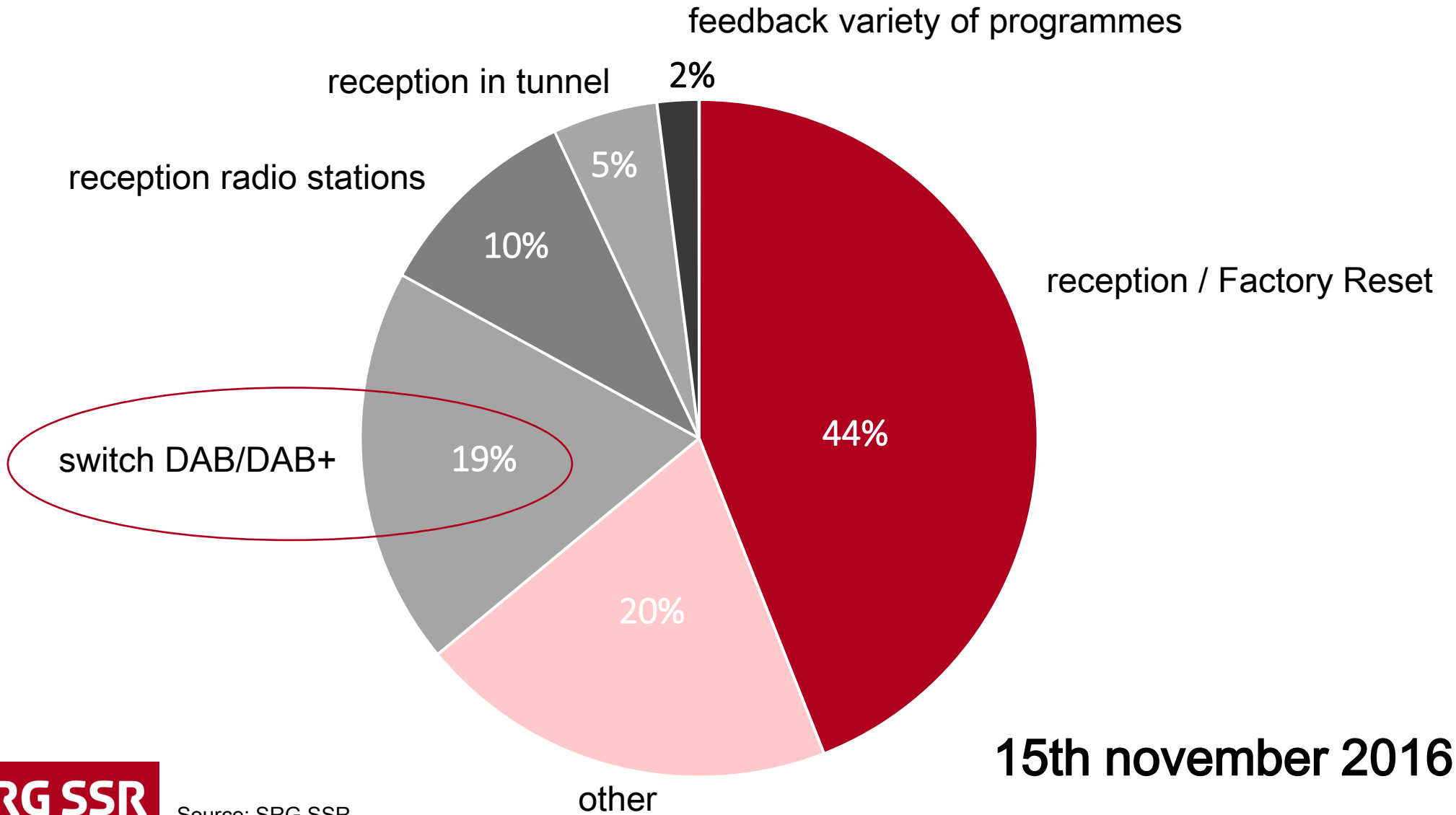
15.11.2016, 2.15 pm - ...

DAB audio loop

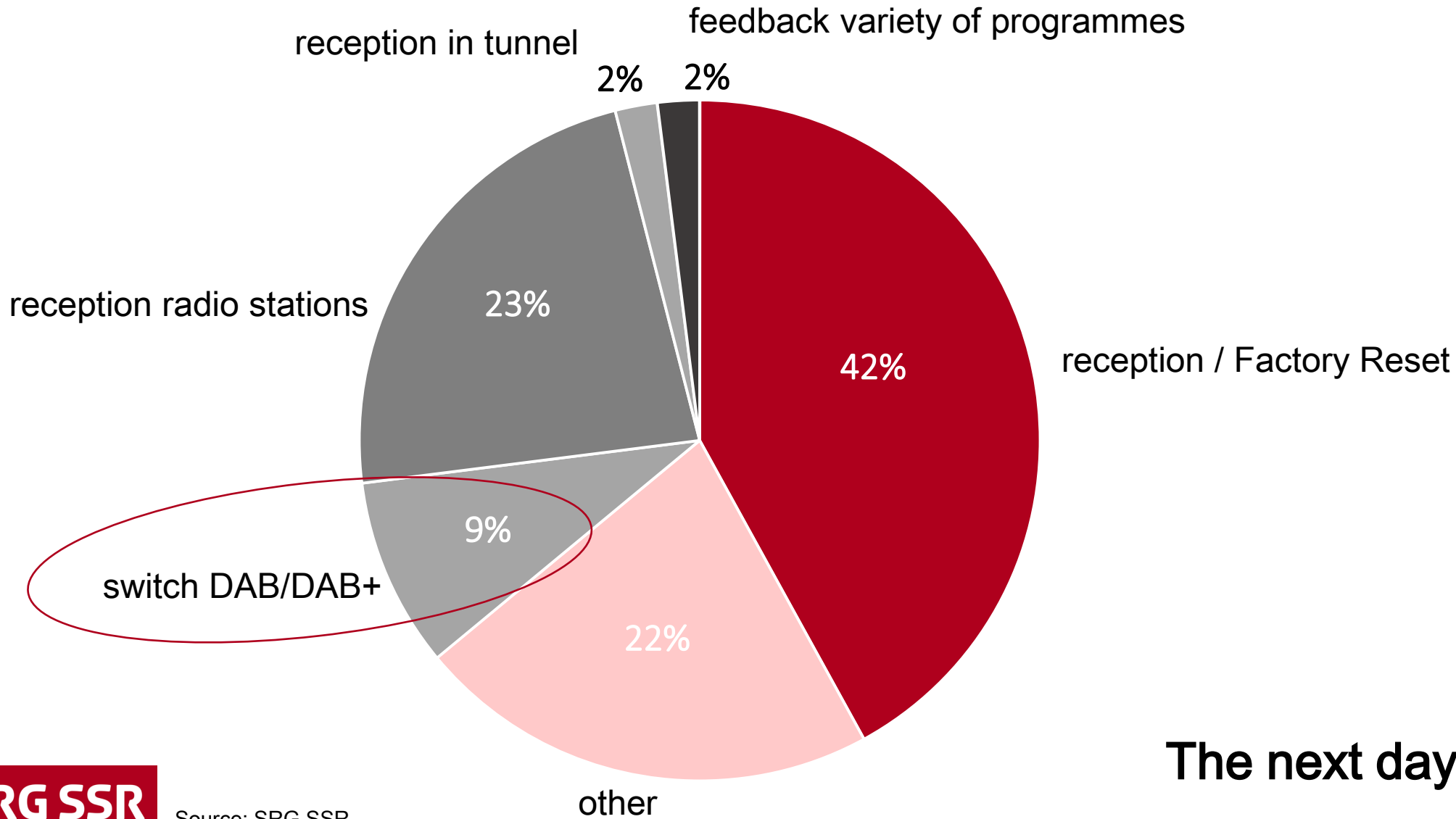
The radio programmes accompanied the change on air and guided the listeners through the change.



Source: SRG SSR



15th november 2016



The next day



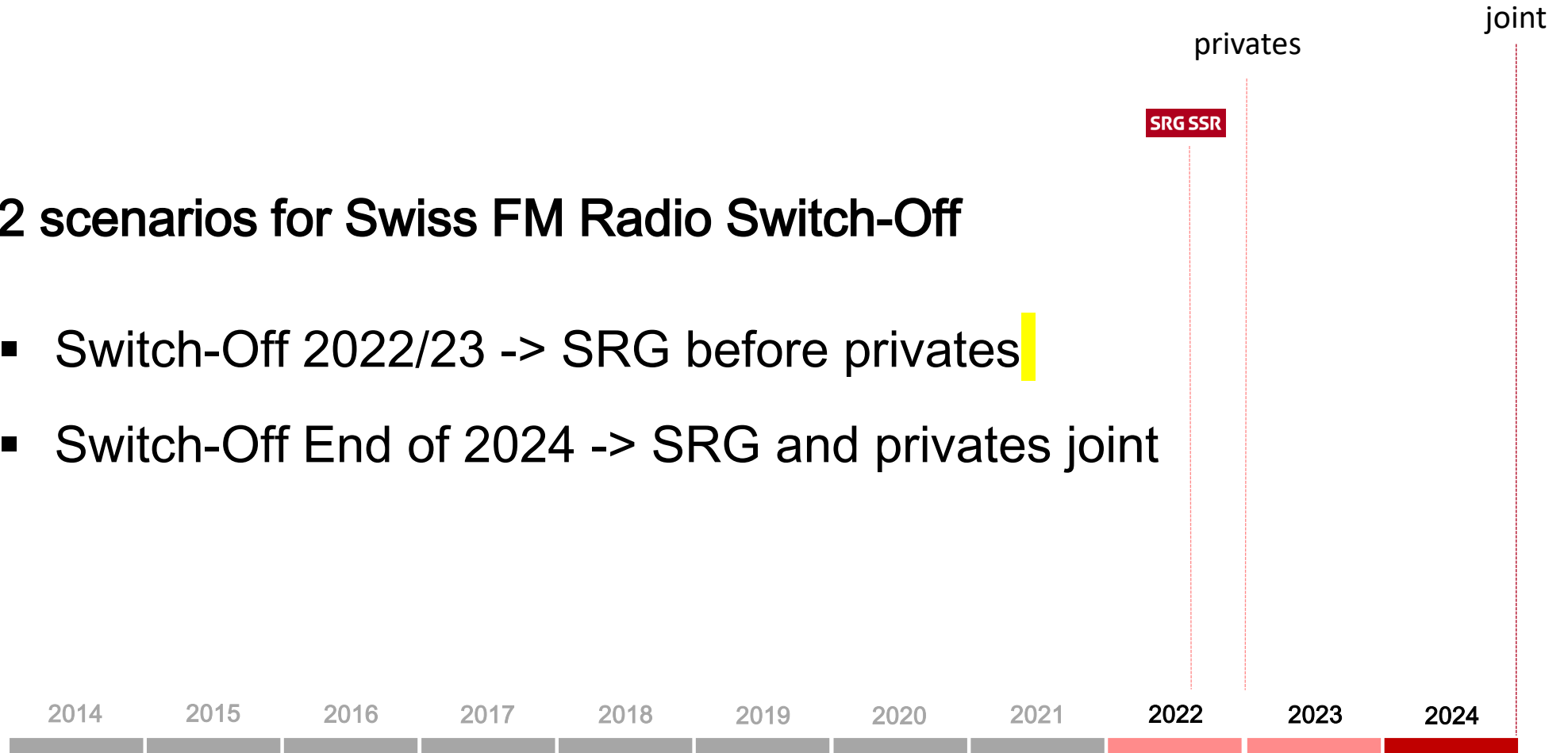
Next steps

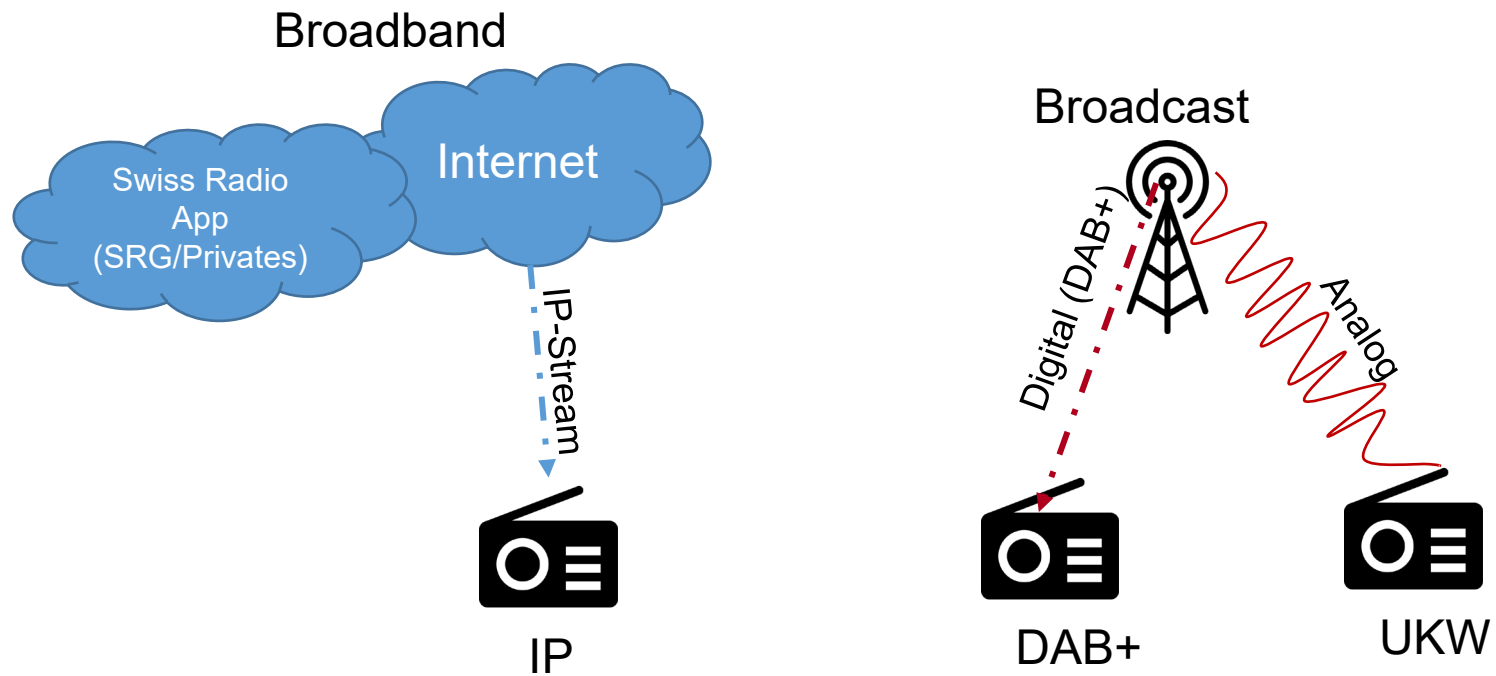
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Source: Keystone-SDA⁰

2 scenarios for Swiss FM Radio Switch-Off

- Switch-Off 2022/23 -> SRG before privates
- Switch-Off End of 2024 -> SRG and privates joint







Conclusion

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Source: Keystone-SDA³

- commitment
- time
- communication and support



Thank you

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Source: Keystone-SDA⁵