About Digris

Swiss Company with 14 people, focussed on broadcast engineering and software development with activity and subsidiaries in France and UK Running 18 DAB smale scales in Switzerland, distributing over 70 programmes, 50% of all Swiss DAB programmes In total 40 small scales, 50% as single frequency networks SFN Using ODR-mmb tools.

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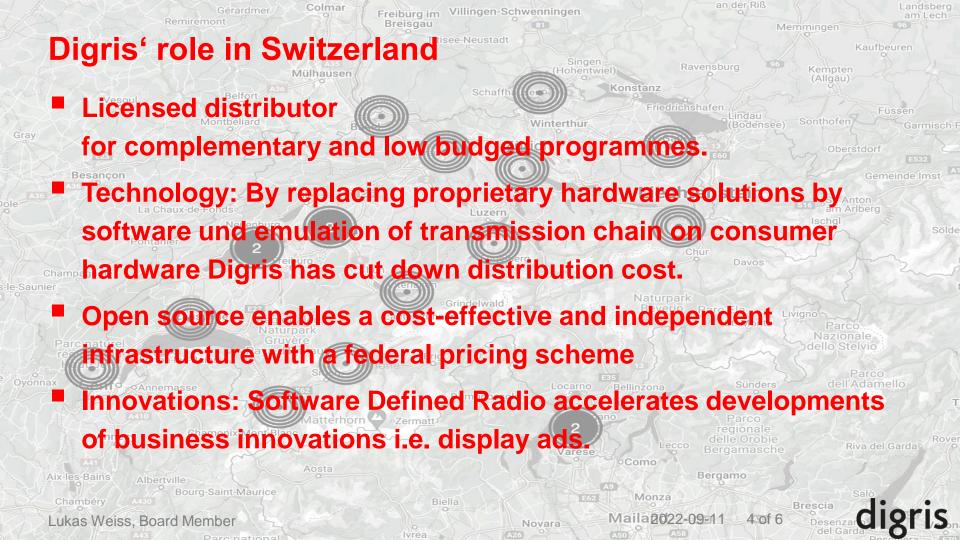
About DAB in Switzerland

- Public Service pushing migration from FM to DAB
- After >10 years of DAB promotion end of FM in 2024 with expiry of current licences
- 9 complementary radio programmes with low budgets to be migrated to DAB ensuring diversity and local public service

digris

The lengthy dead of FM

- In 2014 Public, private and complementary FM radios have agreed on a stepwise phase out of FM by 2024 latest.
- For several years, distribution via DAB was subsidised up to 80%, for FM and for new DAB radios.
- 227 registered Non-FM radios vs. 35+9 FM radios with licences
- Continuing resistance to the FM switch-off, in particular with reference to the competitive situation with foreign radios.
- Although FM usage has dropped to 25% it remains the standard for radio ads marketing; DAB is not marketed before FM switch-off.



Display Advertising

- We have developed an advertising platform.
- The idea: Advertising in every car.
- Display Ads is an Out-of-home platform.

Display Ads is available on our networks and on regional networks of other operators

hrenwollen

Link: https://www.dabnetwork.ch

Smale scale DAB strategies in Europe

- Small scale DAB landscapes must be sensibly shaped
- In Switzerland anyone can operate a radio. DAB distributors must cover cities and the countryside, thus ensure diversity everywhere.
- In France DAB does not increase diversity because the regulator wants DAB to duplicate the FM landscape.

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In UK everybody can run a radio station, but DAB operators prefer cherry picking in urban areas.

Lukas Weiss, Board Member