



Marketing and Consulting
for Digital Broadcasting
Technologies

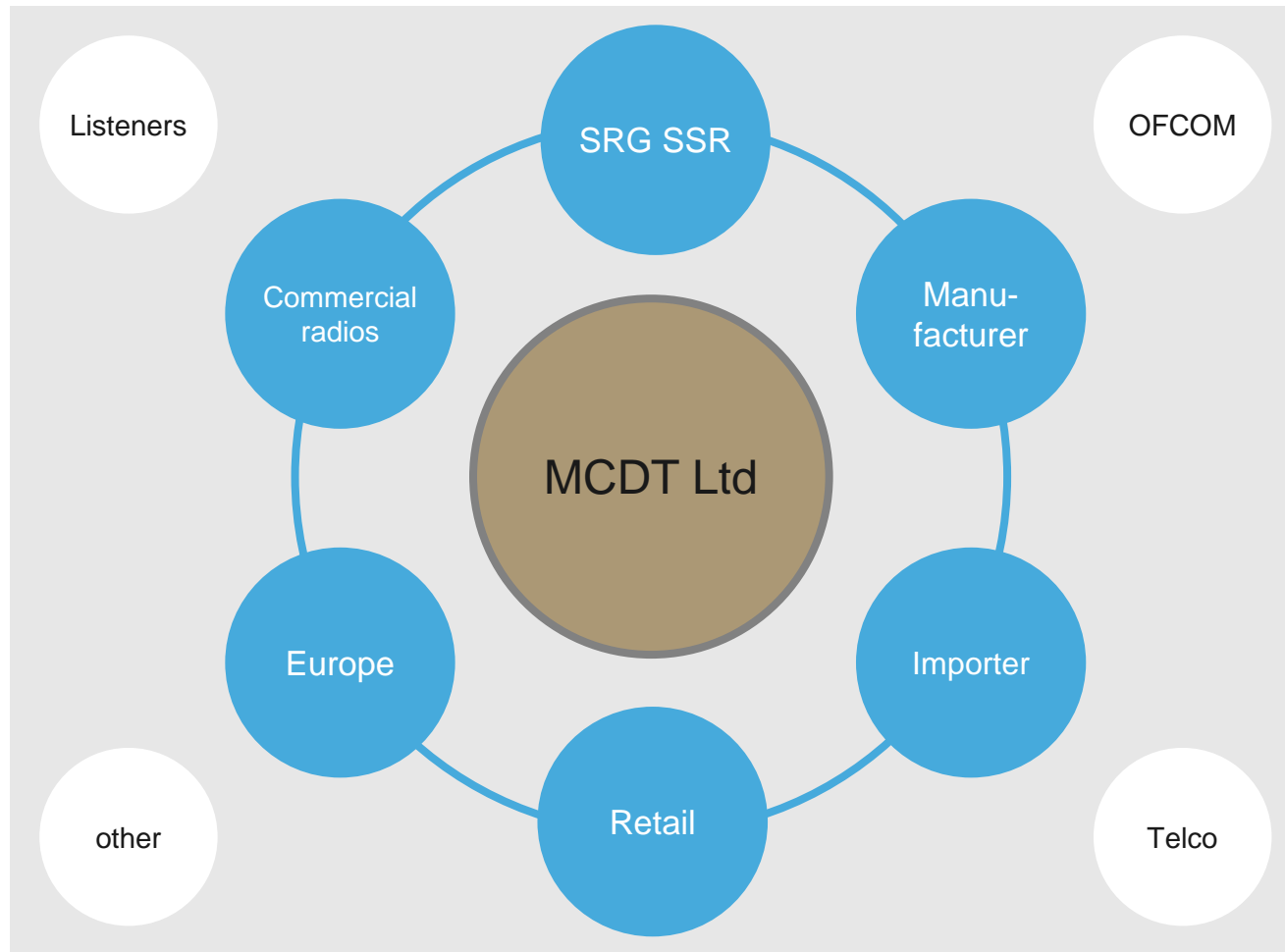
Marketing Digitalradio in Switzerland

Ernst S. Werder, Managing Partner

3th September 2015



A unique network



- Neutral platform
- Joint efforts with planning and fundings
- Subsidiary company of SRG SSR (public broadcaster)

MCDT AG

What we do

- Strategic planning, project management
- Marketing, communication (B2C and B2B)
- Key account management
- Trainings, analysis, presentation



Partner:



PURE

MC
DT

SRG SSR

DAB+ Campaign

Goal:

Increase of DAB+ awareness
Image
Purchase impulse



Action:

TV-commercial
Radio commercial
POS, online
DAB+ brochure
Car-App: <http://www.digitalradio.ch/de/auto/app/>
Communication



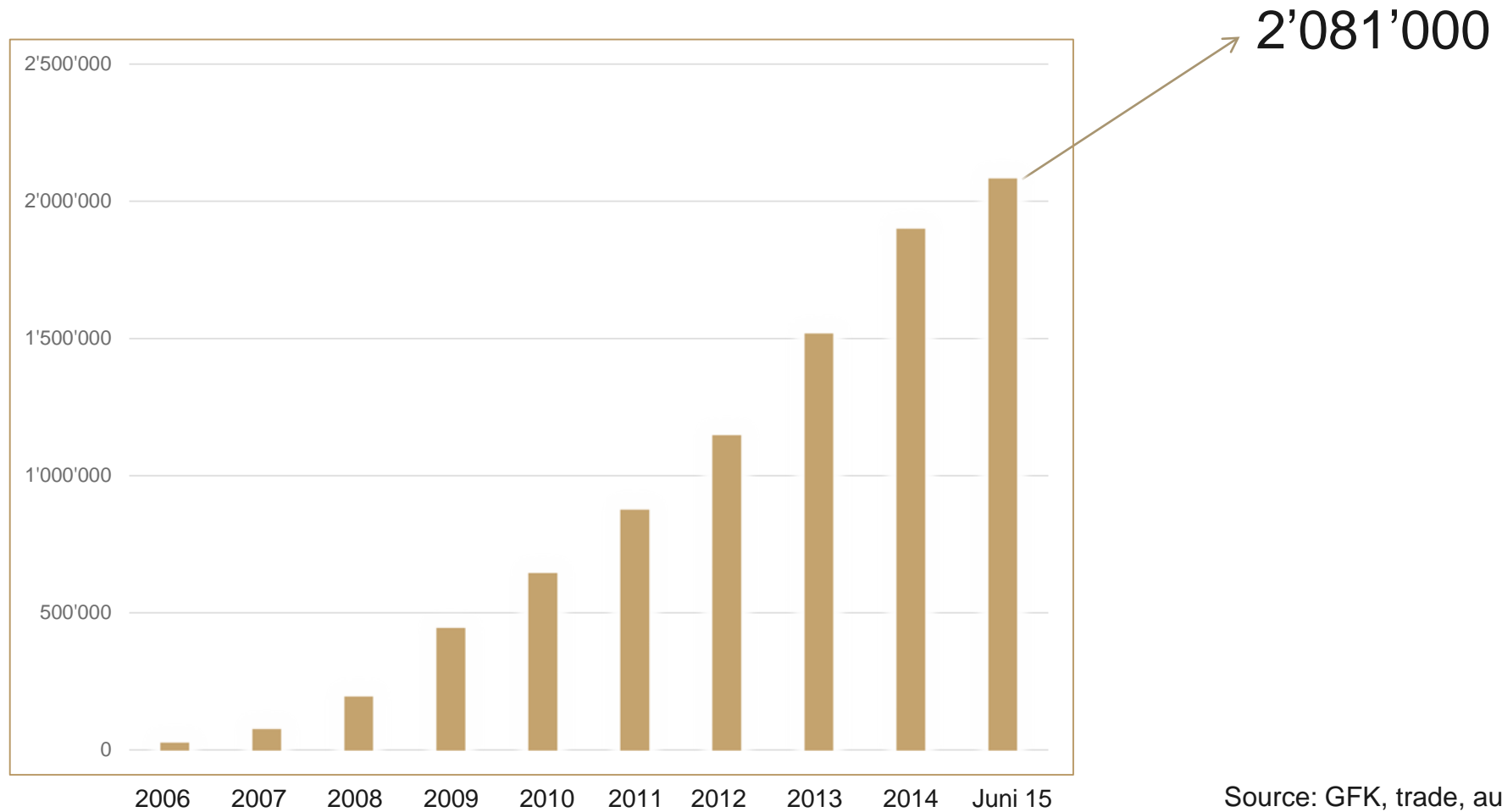
1th half-year 2015

2 million Digital Radios competition



- Competition from 15. – 28. June together with
 - all station of the public broadcaster
 - the biggest commercial radios station in the German and French part of Switzerland
- Social Media
- Print
- Well-known singer as a testimoniell
- Privat concert at 140 m on the top of an DAB+ tower

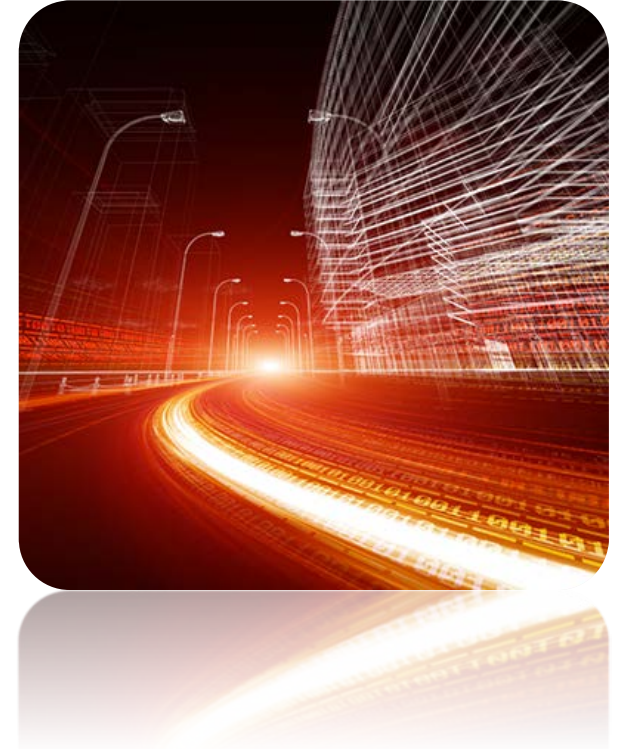
Digitalradio Sales 2006 – June 2015, incl. Cars



Source: GFK, trade, automotive

Automotive

- Strong focus on automotive in 2015
- Car workshop
- Trainings with manufacturers and garages
- Special website on automotive solutions
- 2015: 60 %% of new cars equipped with DAB+ (standard)



What's next?

2016

- Complete Switch off of the DAB network

2017 / 2018

- Expected: first decision regarding FM Switchover





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