

PRESS RELEASE

DAB+ Digital Radio on-air at Geneva International Motor Show 5-15 March 2015

London, 26 February 2015

Digital radio is on-air again at Geneva Motor Show 2015. Once again the automobile industry is at the heart of DAB+ digital radio in Switzerland. This year the automobile industry will be able to tune in to a variety of DAB+ services from the public broadcast SRG-SSR and from the commercial broadcasters.

Switzerland presents the perfect use case for digital radio in car with 100% coverage of autobahns (1764km) and a clear plan for coverage of tunnels (which make up a proportion of road in Switzerland). There are 70,000km of roads in Switzerland which have 98% coverage of a digital radio signal. In a press release today from MCDT, the digital radio marketing body for Switzerland, it was reported that "Some 382,000 DAB+ radios were sold in Switzerland last year. As at the end of 2014, there were 1.9 million digital radios in use in Swiss households and vehicles. DAB+ digital radio is set to pass the two-million mark very soon."

Switzerland is committed to digital radio and is one of the countries currently discussing the switch off of FM, following the announcement of the first FM switch off which will take place in Norway in 2017 (or latest 2019).

Countries around Europe are now considering the future of radio and ensuring radio is part of today's digital world. The impact of this on the automotive sector is that all of the major automotive brands now offer digital radio solutions, and many are moving towards digital radio as standard in the mature digital radio markets (UK, Switzerland, Norway). Geneva Motor Show, 5-15 March 2015, offers consumers the opportunity to see and hear in-vehicle the DAB+ digital radio stations on air in Geneva.

List of digital radio services on-air at Geneva International Motor Show

French Speaking Area

Public Station SRG

- La Première *
- Espace 2
- Couleur 3
- Option musique *
- Radio SRF 1
- Radio SRF Musikwelle
- Radio SRF 4 News
- Radio Rumantsch
- Rete Uno
- Rete Tre
- Radio Swiss Classic

- Radio Swiss Jazz
- Radio Swiss Pop

* Parallelbetrieb bis 2015 über DAB und DAB+. Danach nur noch über DAB+.

Commercial Stations

- GRRIF
- LFM
- One FM
- Radio Chablais
- RadioFr. Fribourg
- RadioFr. Music
- RFJ
- Rhône FM
- RJB
- Rouge FM
- RTN
- Vertical Radio
- Yes FM

DAB+ Insel Genf

- 7 Radio
- Backstage Radio
- Fréquence Banane
- Global FM
- IP Music
- LaFabrik
- Maxxima
- Open Broadcast
- Radio 74
- Radio Ouistiti
- Spoon Radio
- Traxx FM
- WRS World Radio Switzerland

ENDS

About WorldDMB

WorldDMB is the global industry forum for digital radio, facilitating the adoption and implementation of broadcast digital radio based on DAB, DAB+ and DMB, the digital radio standards of choice for broadcasters across Europe, Asia Pacific and other regions. WorldDMB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content.

www.worlddab.org