

# WorldDAB Automotive 2019 Switzerland

René Wehrlin – OFCOM Switzerland

# Coverage Update

Switzerland

# Coverage Update

- 4 SRG SSR platforms: ~ 99 %
- 3 private platforms: ~ 85 – 95 %
- 13 DAB+-islands in agglomerations: ~ 85 – 95 %
  
- Road coverage: ~ 99 %
- Coverage of tunnels: all tunnels are equipped until the end of 2019
  
- Future coverage plans: licenses for 3 more DAB+-platforms

# Marketing Campaigns to drivers

Switzerland

- New campaign with new agency in autumn 2019, until 2024
- 5 to 7 Mio. € for 5½ years
  
- Scholz & Friends (creators of the new DAB+-Logo)
- Image and DSO information campaign
- Start when DSO dates and the process are fixed
  
- Radio industry will fix the switch off date

# Important Information on my market

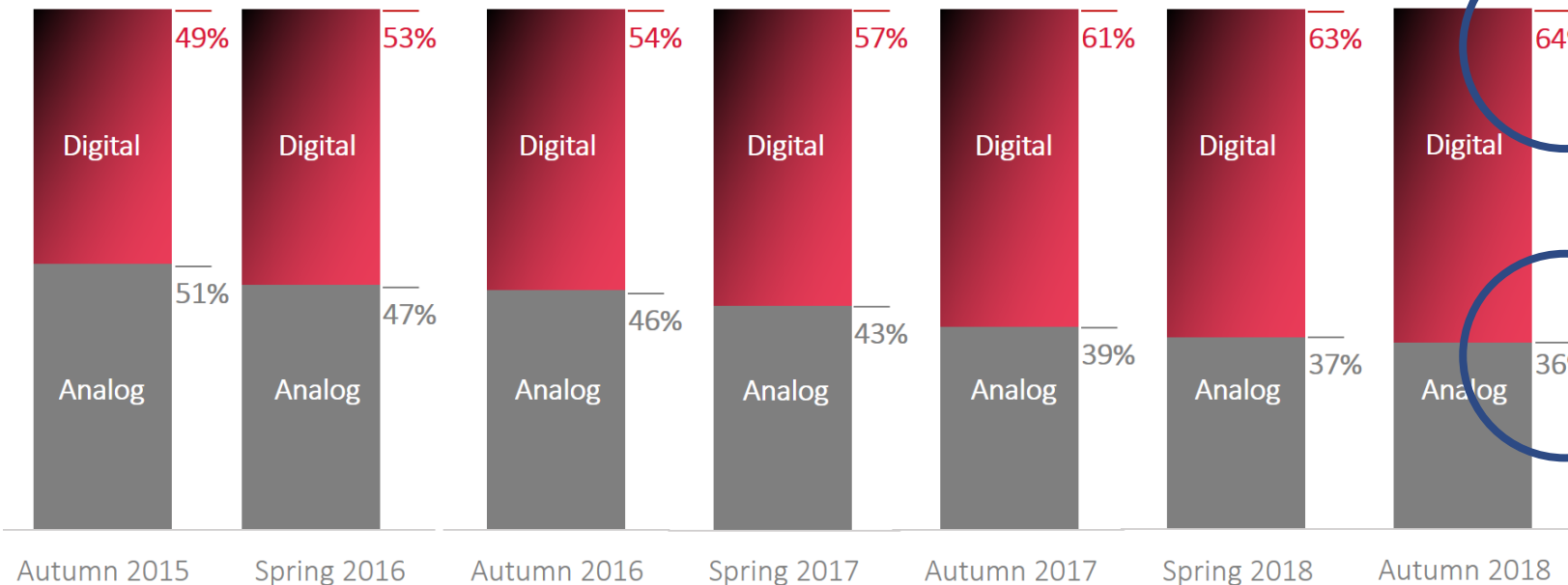
Switzerland

# Switzerland increasingly listens to digital radio



Digital radio is on the rise. 64% of radio usage is already digital...

Radio usage volume (in percent) by type of reception

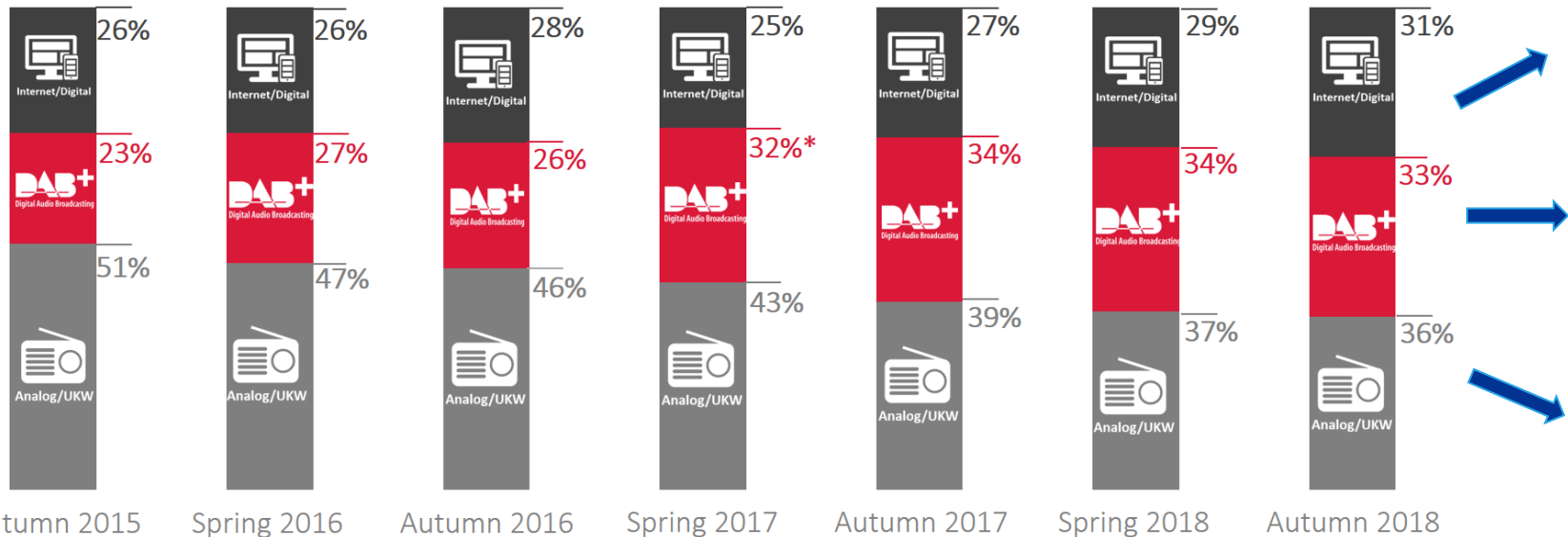




# Switzerland increasingly listens to digital radio

...and DAB+ remains the most important digital vector. It accounts for 33% of radio usage.

Radio usage volume (in percent) by type of reception



Radio use via TV (6% of total use) is assigned to the Internet/Digital category.

\*Significant change compared to previous wave

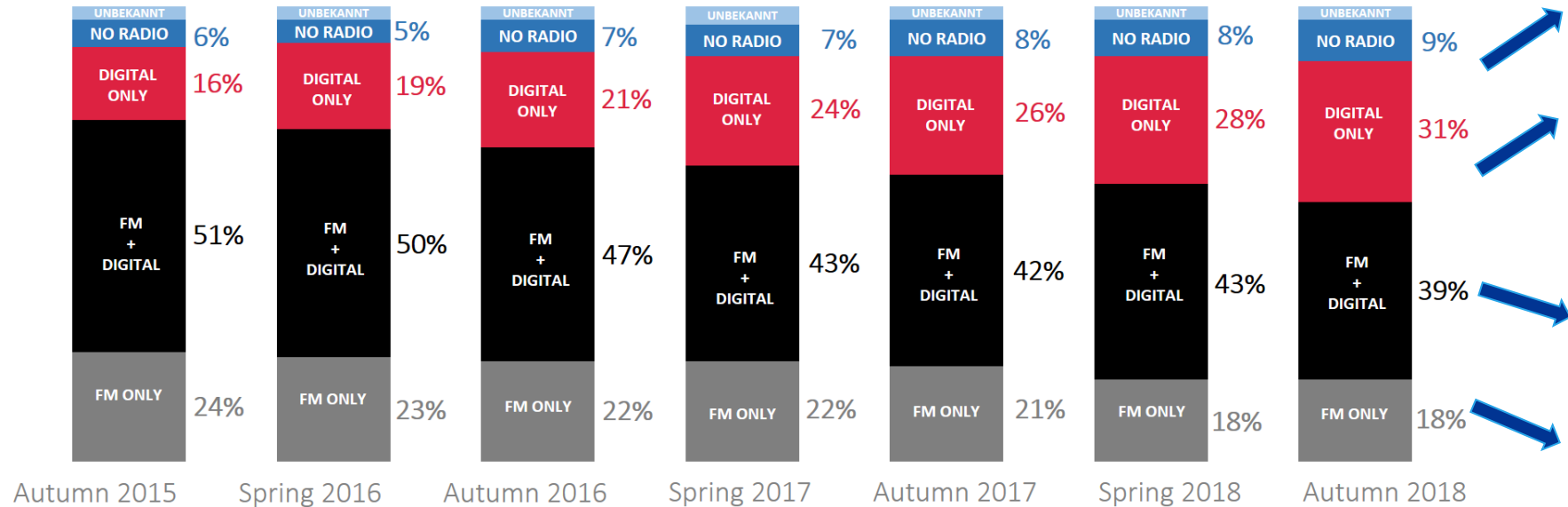




# Development of personal reach over time

Twice as many digital-only listeners as 3 years ago (31% versus 16%), while FM-only listenership shrank by a third (from 24% to 18%)

Radio usage volume (in percent) by type of reception

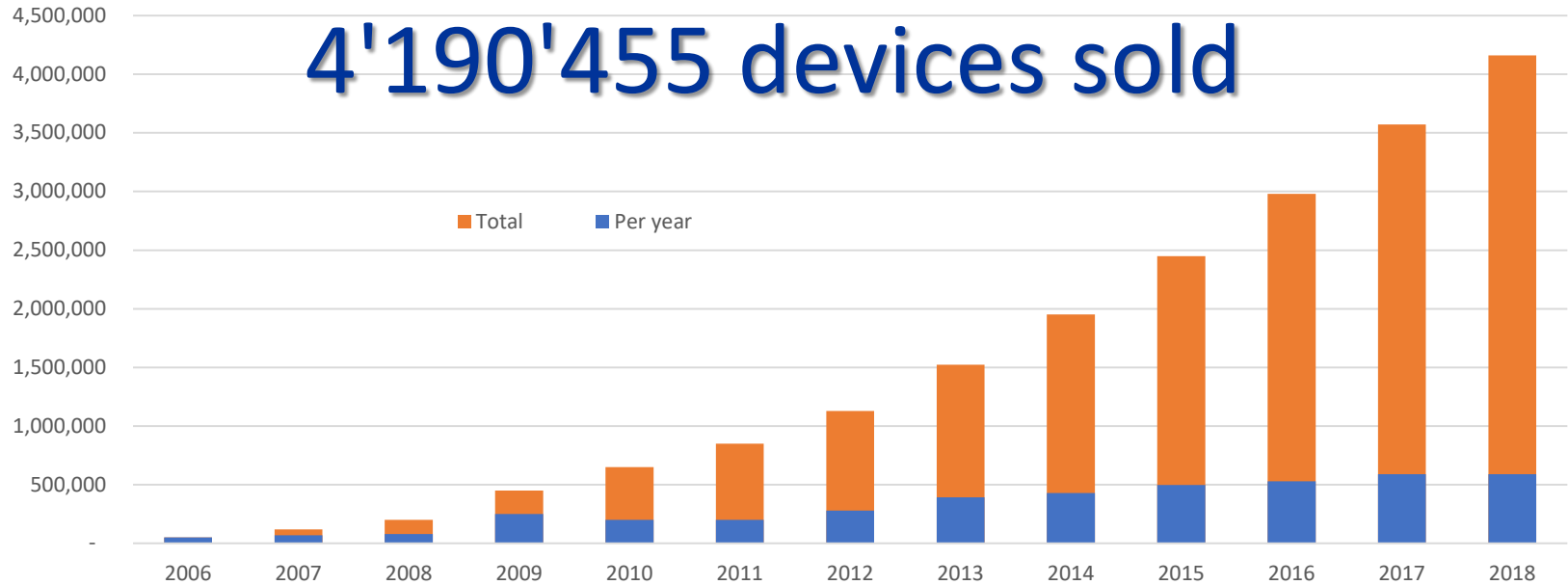


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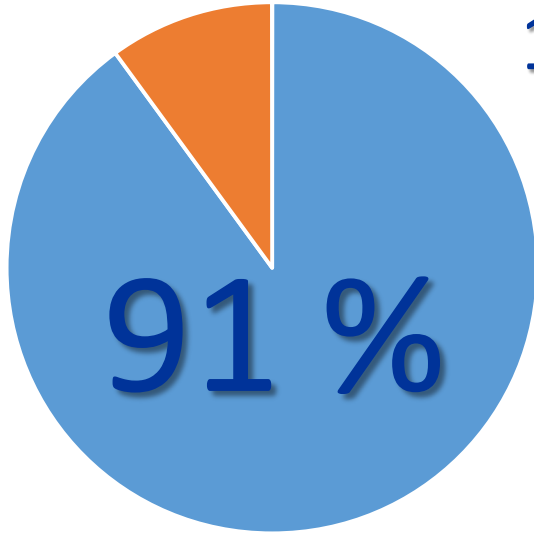
# The After Market

Switzerland

# DAB+ devices sold in Switzerland between 2006 and 2018

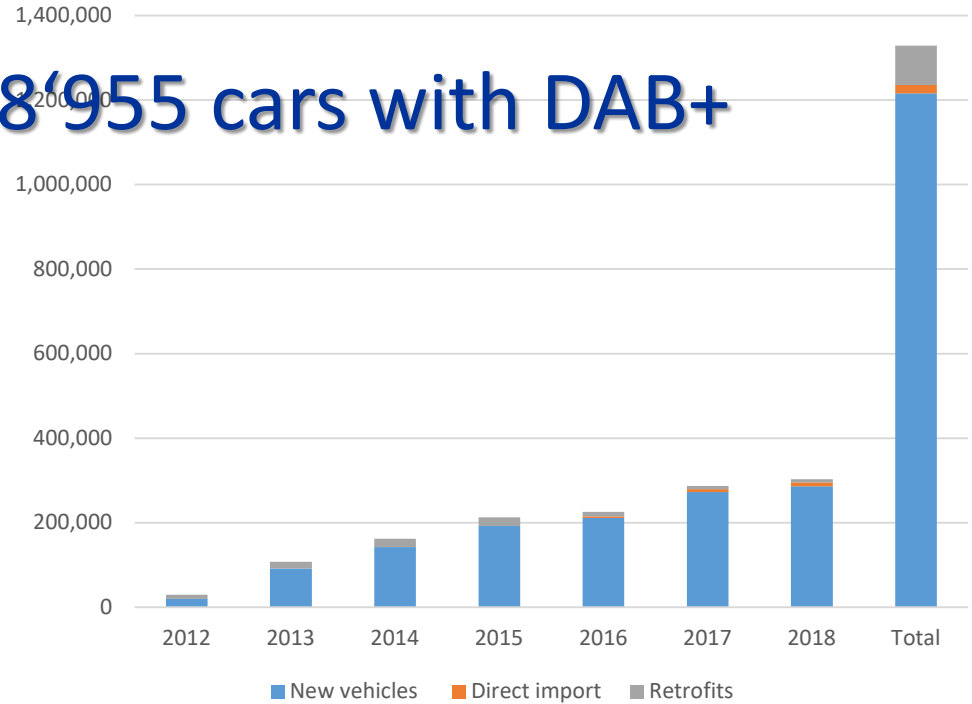


# Car situation



■ New vehicles with DAB+

## 1'328'955 cars with DAB+





# KEY MESSAGES

## Radioland Switzerland goes digital



64%

Digital



+15

in 3 years



33%

From "Total" is  
DAB+



<40%

FM in all language  
regions



≥60%

Digital in all age  
segments



18%

are still FM-only  
listeners



40%

the use in the car  
is DAB+

# Thank you!