



## More DAB+ radio in the car

### INTRODUCTION

Digital radio reception in new and used cars is crucial for the successful switch-off of FM services in Switzerland.

Good network coverage and aftermarket receiver performance is key to provide a good user experience and passenger safety. Certifying the quality of receivers is essential to avoid poor receiver functionality and performance, ensure continuity of service and avoid signal black spots.

In light of the ongoing communication campaign ahead of FM switch-off, consumer interest and DAB+ awareness is growing. Training workshops are being held with the automotive retail sector, providing information and assistance specifically on DAB+ auto aftermarket products.

### DAB+ STATUS

- **Population 8.7 million**
- **124 DAB+ services on air**
- **Up to 70 DAB+ services on air in every city**
- **Over 5 million DAB receivers sold**
- **Portable indoor DAB+ coverage - almost 100%**
- **Mobile outdoor DAB+ coverage - almost 100%**
- **96% of new cars are sold with DAB+**



### THE ACTIVITY

Swiss public broadcaster SRG first introduced certification and testing of DAB receivers in 2009. The goal was to ensure a strong end-to-end, network-to-receiver performance and improve the overall user experience while meeting defined criteria for the FM switch-off.

Soon after SRG started promoting DAB+, listeners complained about missing or poor reception. SRG and the private network operators realised that a switch from FM to DAB+ would only be successful if DAB+ provided the same nationwide reception quality as FM. Swiss network operators therefore decided to increase the minimum coverage values set by EBU and WorldDAB.

Additional installer training for aftermarket devices was introduced, targeting managing directors, service managers, workshop managers, customer service advisors, automotive diagnosticians, automotive installers and other automotive professionals.

The training workshops provided information on the benefits of DAB+, DAB+ standards, DAB+ networks and services on air in Switzerland, DAB+ related services and data, DAB+ metadata, different types of aftermarket device integration and connection, antenna basics, antenna installation, equipment mounting, how to avoid man-made noise, marketing and promotion of aftermarket solutions and customer advisory service.

For the Swiss Road Authority, safety is a priority. Between 2017 and 2019, the Road Authority equipped all national road tunnels longer than 300 meters with DAB+ and today, DAB+ coverage is guaranteed in tunnels across the country. DAB+ coverage is wider than FM and signal strength is strong, and the content offer to listeners is more varied. All radio programs receivable outside the tunnels are also available in the tunnel, unlike with FM where only a few programmes were available inside tunnels.

### CONCLUSIONS AND NEXT STEPS

The aim of these activities is to significantly increase the number of DAB+ receivers in cars before the FM switch-off in 2023.

The importance of installer training and certification for aftermarket devices has been emphasised in preparation for DSO. Certified installers are trained to provide customers with the best advice related to the installation method, product selection and interconnection with an existing radio device.

It is crucial to guarantee the safe and correct installation of DAB+ devices, the best possible antenna performance, as well as to avoid man-made noise and promote installation methods and instructions through different online channels.

National cooperation between SRG, commercial radio, network operators, the media authorities and regulators within the DigiMig working groups continues in the run-up to the DSO. International cooperation and exchange takes place with WorldDAB, EBU, car resellers, aftermarket devices installers, marketing and communication agencies with the aim of gathering best practice from other markets, and provide the best user experiences for listeners in the car.