

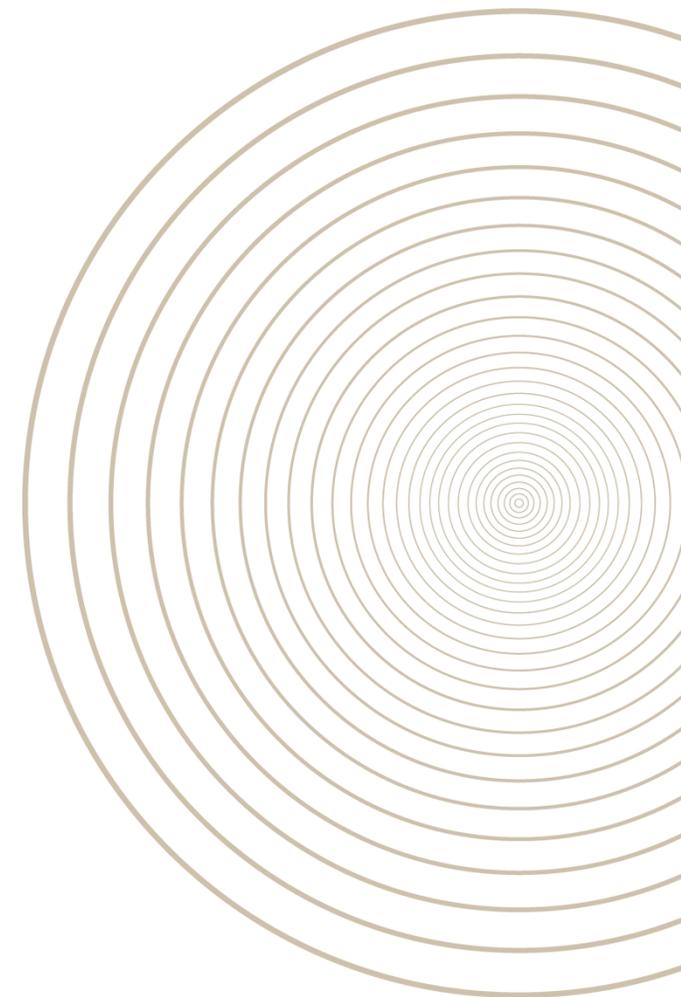


Marketing and Consulting
for Digital Broadcasting
Technologies

Radiodays Europe

Dublin, 25. March 2014

Béatrice Merlach, CEO MCDT AG

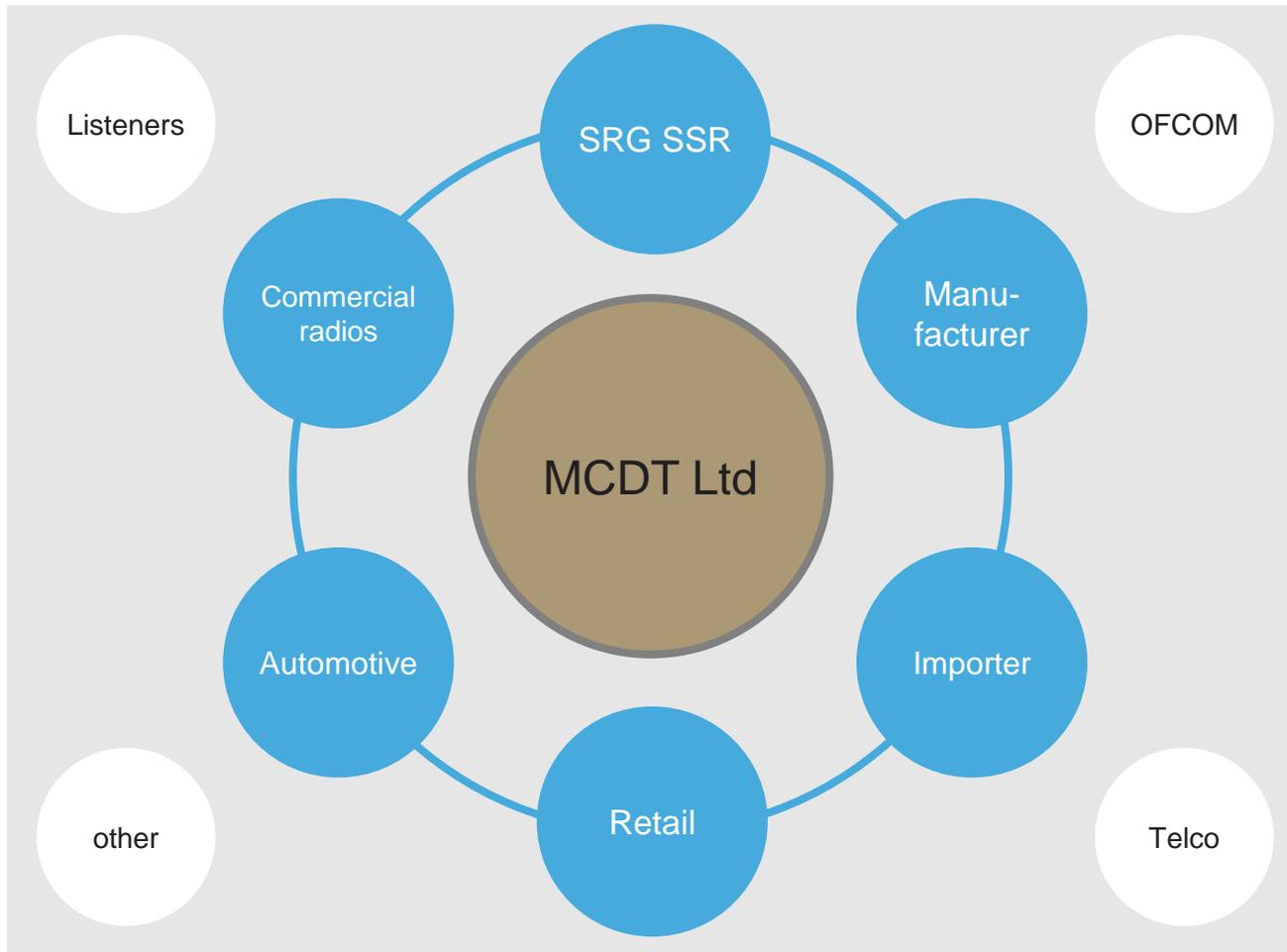




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Who we are



A unique network

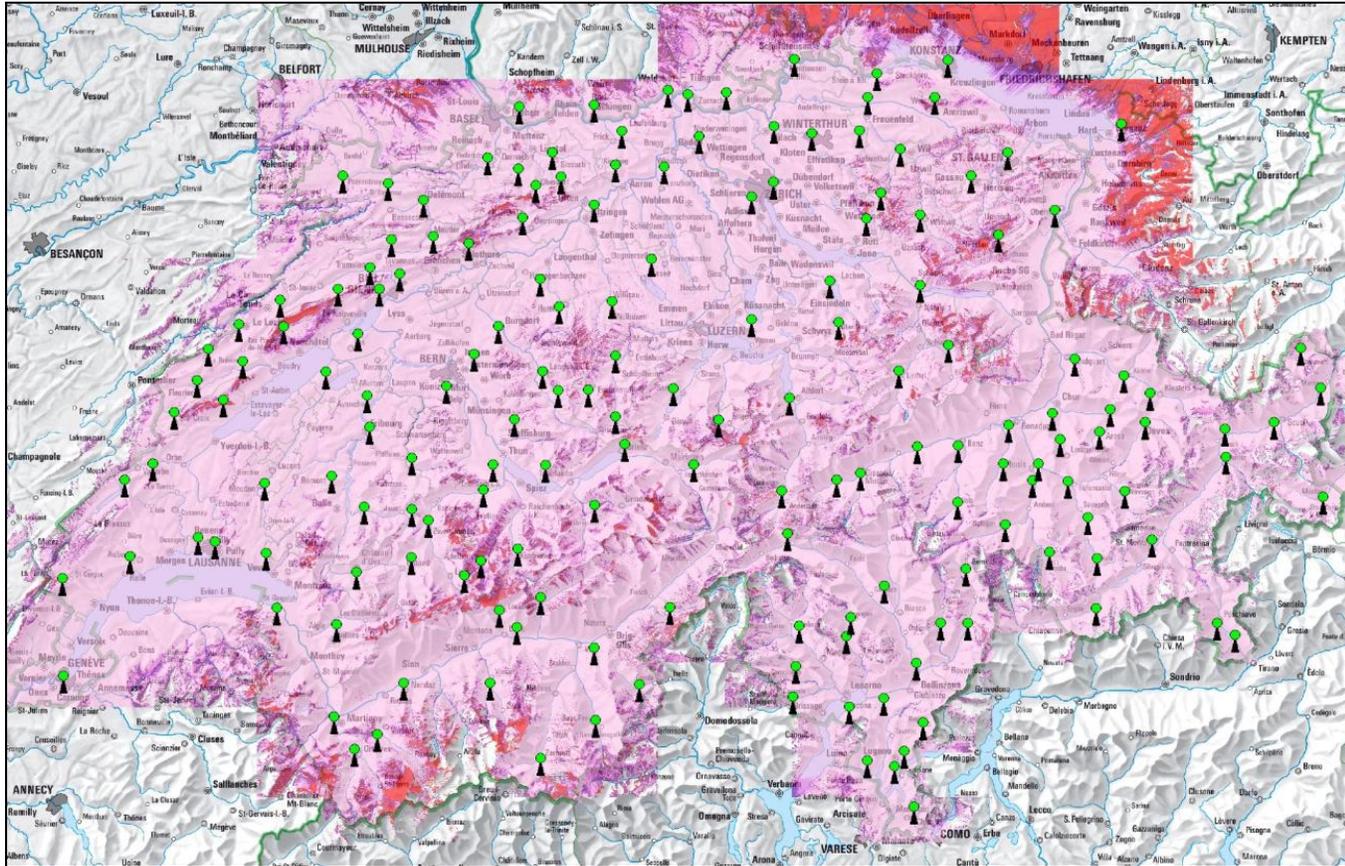
- Involvement of entire sector
- Financial committment
- Common marketing activities



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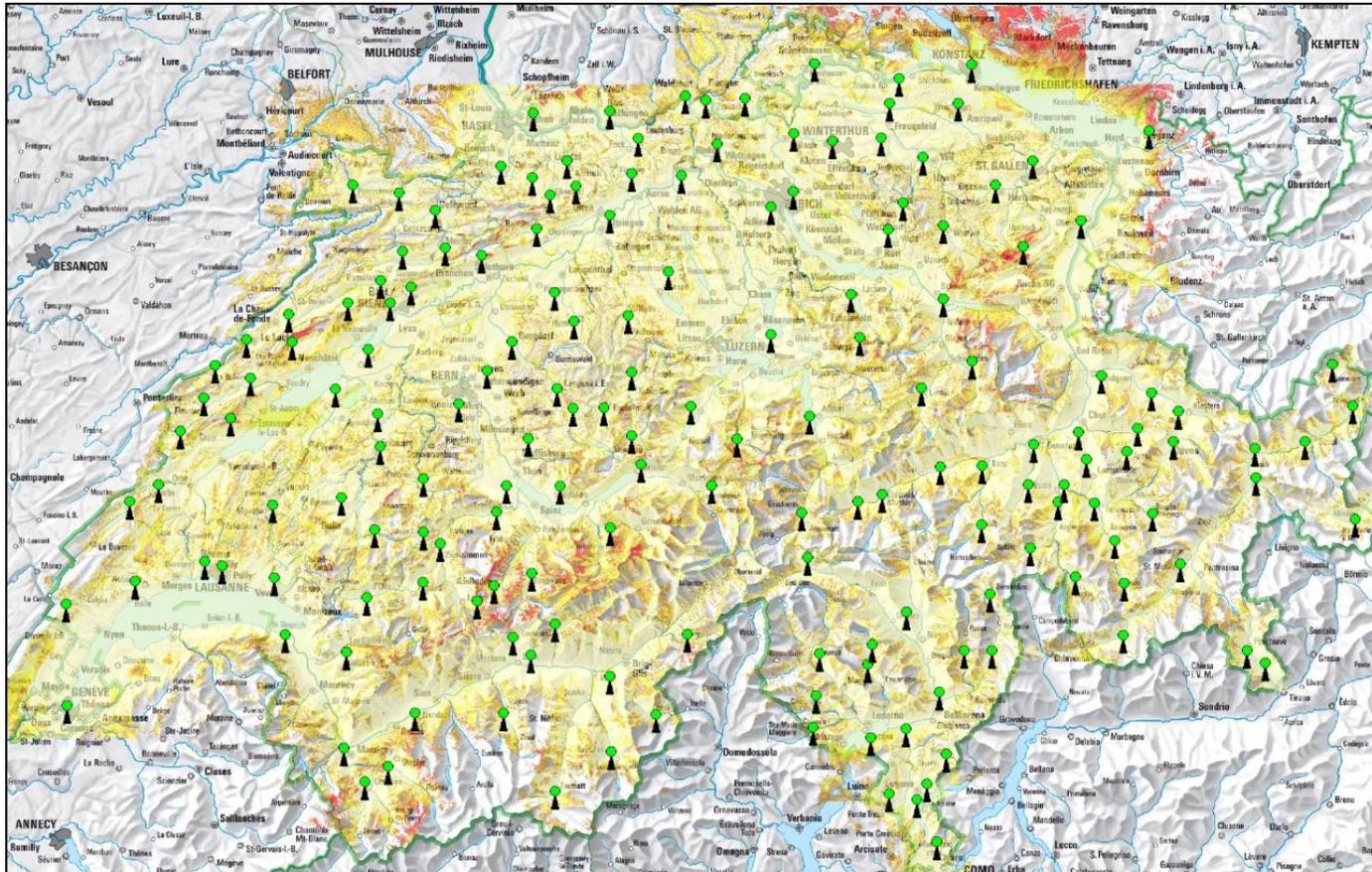
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Where are we today?



2014

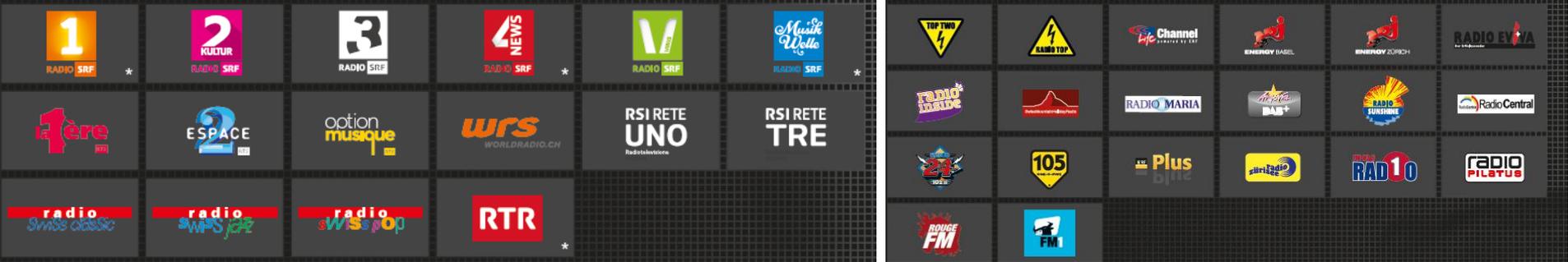
- Outdoor coverage 99 % of the landscape
- Main tunnels



2013

➤ Indoor coverage 95 %
of the population

Services on air



G-CH



F-CH



I-CH



- **Multiplexes**

- 4 public MUX
- Two commercial MUX (regional & local) in G-CH
- Start of the first commercial regional MUX in F-CH. On air in spring 2014
- Plans for local multiplexes



Receivers

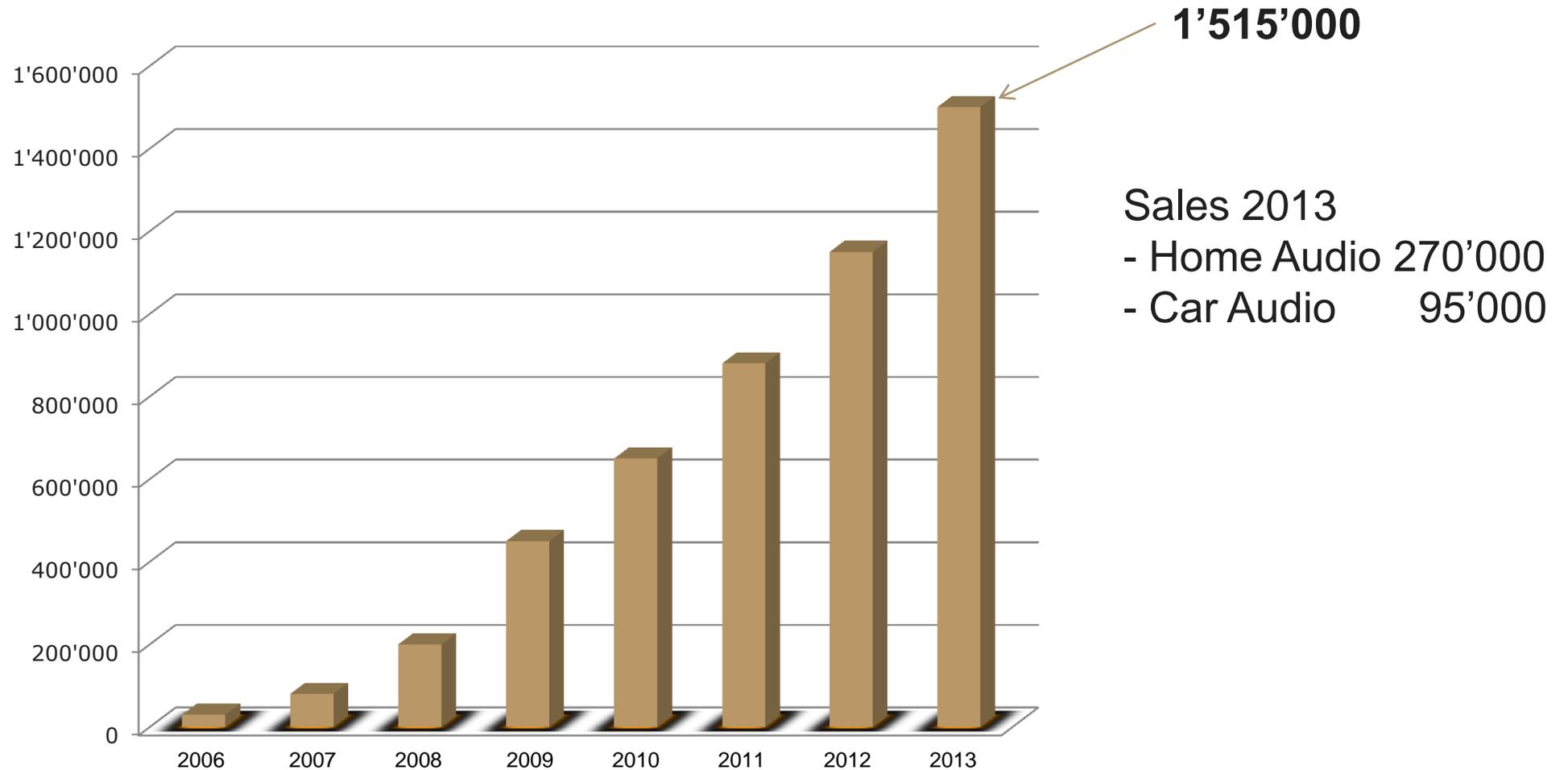
- > 450 different DAB+ models
- > 80 different brands
- from <40 CHF to high end
- Hybridradios as of 2010



Results by DEC 2013

- **1'520'000** digital radios
- **95'000** cars with DAB+
- **1/3** of all households
- **> 50** radiostations (public & commercial)

Receivers 2006 - 2013



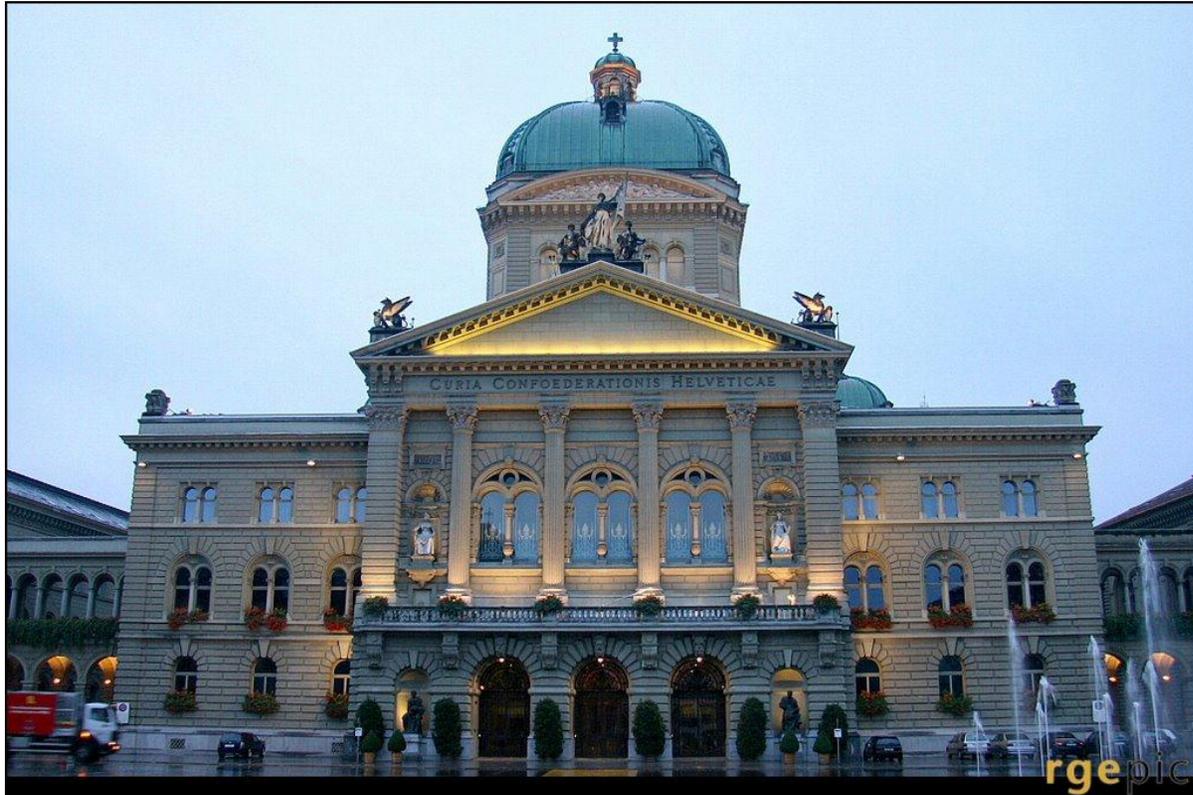
Sources: GFK, trade, car importers



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How did we get there?



1999

- Government
- SRG SSR
- Introduction DAB



2006 / 2007

- New DAB-only stations
- Marketing
- Communication
- **Intense collaboration B2B**

2008



- Switch DRS Musikwelle from AM to DAB / DAB+
- Large marketing campaigns
- First receiver < 100 CHF
- Start of DAB+



2009

- Start of first commercial regional multiplex (DAB+)
- 1 DAB+ private multiplex with 10 private radio stations

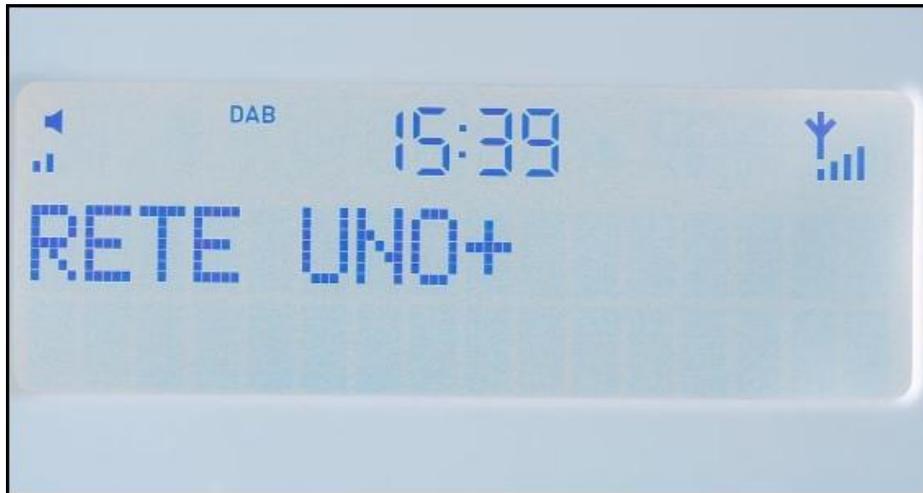


LES JAPONAIS DÉBARQUENT À SOTTENS POUR DÉCOUVRIR LE PREMIER VILLAGE 100% NUMÉRIQUE.



2010

- Switch off AM transmitter Sottens
- First Hybridradios
- First receivers < 50 CHF



2012 Switch DAB / DAB+

- 150'000 listeners
- 60 – 80'000 receivers
- 10'000 – 12'000 cars
- Successful switch over



2013

- Start of the working group FM switchover

2014

- Final report ready

2015 / 2016

- Governmental decision expected



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Conclusion



Success is based on the interplay of

- Consistent strategy
- Technology / coverage
- Content (DAB only stations)
- Marketing (B2B **AND** B2C)
- Time to market
- **Involvement of the entire sector**

Digital radio DAB+-Schoolkit by MCDT Ltd.





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THANK YOU

beatrice.merlach@mcdt.ch

