



Marketing and Consulting
for Digital Broadcasting
Technologies

Media Release, 25 February 2013

Digital radio growth continues

1.15 million digital radios were in use in Swiss households by the end of 2012. Retailers report that more than a quarter of a million DAB+ radios were sold last year alone.

The range of radios on sale is also expanding all the time. DAB+ digital radios are now available in all price segments and in a wide variety of designs. Anyone on the road in Switzerland can also listen to DAB+ in the car. More and more auto manufacturers now offer a digital radio as an optional extra. In fact, early January 2013 saw the Swiss launch of the first models which are fitted with a DAB+ digital radio as standard. In addition, FM car radios can be retrofitted for digital reception using a DAB+ adapter or DAB+ aerial.

Chart showing digital radio sales 2006-2012: www.mcdt.ch/en/medien/facts-und-figures

For further information, please visit www.mcdt.ch, www.digitalradio.ch

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MCDT represents digital radio

MCDT – Marketing and Consulting for Digital Broadcasting Technologies – bundles all of the forces that shape digital radio in Switzerland and functions as a hub for the sector: manufacturers, importers, retailers, SRG SSR, private radio stations, the auto industry and the mobile sector. In particular, MCDT develops and realises marketing, communications and promotional campaigns to support the continued development of DAB+ digital radio. It also offers consulting services and handles special projects involving new digital transmission vectors in Switzerland and neighbouring countries. MCDT AG is a wholly owned subsidiary of SRG.