



Marketing and Consulting  
for Digital Broadcasting  
Technologies

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## **DAB+ digital car radio: positive signals for the future**

**On 14 May 2013, around 80 representatives of the Swiss automotive industry, the Federal Office of Communications OFCOM, the Federal Roads Office FEDRO, SRG SSR, SwissMediaCast, Romandie Médias, the German Fraunhofer research organisation and ARD, met in Zurich at the invitation of MCDT to discuss DAB+ car radio. Delegates gave their unanimous backing to DAB+ car radio. The underlying message of the Automobile Workshop was that it is time for a concerted effort to promote DAB+ car radio still further, so that DAB+ can become fully established throughout the car radio market over the next two to three years.**

There are already 1.2 million digital radios in use in Switzerland. Only around 10,000 drivers currently listen to the radio digitally, however. That is despite around 70 percent of the population listening to the radio in the car. This area therefore still offers enormous growth potential, as the Automobile Workshop illustrated.

There are more and more reasons to move to DAB+ car radio. The next few weeks and months will see more private-sector radio stations and SRF's regional news magazine programmes join the range of services available in German-speaking Switzerland and in Liechtenstein, for example. In French-speaking Switzerland, 16 private-sector radio stations are due to go on air on DAB+ before the end of this year. 2014 has also been decided as the year in which DAB+ reception in tunnels will be expanded. New devices are becoming available all the time to retrofit FM or older DAB car radios to receive DAB+. New technologies are also becoming available at affordable prices, such as the combined navigation system and DAB+ radio just launched by one well-known manufacturer.

The potential offered by DAB+ car radio was illustrated by a number of speakers from Germany, where additional services are already in use – providing the driver has the right kind of receiver. TPEG, the travel information system of the future, can deliver much more comprehensive and precise travel information via DAB+ than the current FM-based TMC system. "Journaline", which offers flexible videotext and teletext for DAB+ and hybrid services, provides the driver with a wealth of information which they can also have read out to them. "Journaline" might prove to be an attractive channel of communication, especially for the tourist industry. Finally, the German experts also disproved the theory that DAB+ and web radio are cannibalising themselves when it comes to in-car listening. While web



radio is useful as an additional service, its comparatively high costs and availability issues mean that, even in the future, it will be unable to replace classic over-the-air reception.

The major Swiss Automobile Workshop provides a forum for a broad examination of DAB+ car radio from all perspectives. Post-Workshop feedback shows that this was much appreciated by delegates. Another unique feature of the event was the opportunity for direct exchange between the various parties, which encouraged understanding of the concerns and views of all of those involved.

For more information and press images: [www.mcdt.ch/en/media](http://www.mcdt.ch/en/media), [www.digitalradio.ch](http://www.digitalradio.ch)

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**MCDT stands for digital radio**

MCDT – Marketing and Consulting for Digital Broadcasting Technologies – bundles all of the forces that shape digital radio (DAB/DAB+) in Switzerland and networks the sector: manufacturers, importers, retailers, SRG SSR, private radio stations, the auto industry and mobile technologies. 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 Ltd is a wholly owned subsidiary of SRG SSR.