



Marketing and Consulting  
for Digital Broadcasting  
Technologies

**Media release of 25 February 2014**

## **DAB+ digital radio: sales increase sharply in 2013**

**Sales of DAB+ digital radios continued to rise in 2013, as 365,000 sets were purchased. Demand for DAB+ car radios was particularly strong. This took the number of digital radios in use in Switzerland to over 1.5 million at the end of last year.**

In 2013, DAB+ radios accounted for around 64 percent of all radio sales in Switzerland, up from the 53 percent recorded in 2012. An extremely satisfying trend was observed in DAB+ car radios, with sales increasing as much as a five-fold compared with the previous year. Around 100,000 vehicles in Switzerland can now receive DAB+ radio. Leading car manufacturers report that DAB+ is now fitted as standard in 30 to 50 percent of all new cars nationwide, and the trend is growing.

The installation of DAB+ radios in cars is seen as an important indicator of the success of digital radio, especially in terms of the switch from FM to the advanced digital medium. MCDT is therefore joining forces with the German *ARD Projektbüro Digitalradio* to host the first International Automobile Workshop in Zurich. Leading figures from the political arena and from the automotive manufacturing and retailing sectors will meet in May to discuss common approaches to accelerating the spread of DAB+ listening on Europe's roads. Distinguished speakers from Switzerland and abroad are expected at the event, including Nancy Wayland-Bigler, Vice Director and Head of the Media and Post Division of the Federal Office of Communications (OFCOM), and Andreas Burgener, Director of auto-schweiz, the association of Swiss auto importers.

Chart showing digital radio sales 2006-2013: [www.mcdt.ch/en/media/facts-und-figures](http://www.mcdt.ch/en/media/facts-und-figures)

For further information, please visit [www.mcdt.ch](http://www.mcdt.ch), [www.digitalradio.ch](http://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 Ltd. is a wholly-owned subsidiary of the SRG Group.