



Marketing and Consulting
for Digital Broadcasting
Technologies

Media release of 16 June 2015

DAB+ digital radio passes the 2-million mark

In June, sales of DAB+ digital radios in Switzerland passed the 2-million mark. To say thank-you, MCDT is teaming up with radio stations and specialist dealers to launch a nationwide competition. The main prize is a private showcase with soul singer Seven – high up in the air on a DAB+ radio tower. A total of 300 DAB+ radios in the "2 million" anniversary design are also up for grabs.

Users in Switzerland who listen to radio on a DAB+ device benefit from a unique variety of programmes, outstanding sound quality and interference-free reception. The radio is easy to use, and they have access to attractive additional text and image-based services. At the same time, DAB+ offers them an economical, eco-friendly and democratic technology.

Swiss musician Seven also appreciates the advantages of DAB+. The winner of the competition on digitalradio.ch will have the chance to see the soul singer up close in a fantastic setting on the St. Chrischona radio tower near Basel. Speaking about his DAB+ appearance, Seven commented: "This is sure to be the highest showcase I've ever played. You'll need a good head for heights!"

The Swiss radio industry has joined forces with the aim of broadcasting programmes in digital form only from 2020, primarily via DAB+. The last radio stations should be switched from VHF to DAB+ by 2024 at the latest. It is currently possible to receive up to 60 stations in Switzerland, depending on the language region. The most popular ones already broadcast via DAB+ in parallel to VHF. DAB+ enables regional radio stations to reach a wider audience.

Digital radio is becoming increasingly popular throughout Europe. Country by country, the new radio technology has been and continues to be introduced, with the range of programmes being expanded accordingly. In April, Norway became the first European country to announce that it will be phasing out VHF broadcasts by the end of 2017 and broadcasting via DAB+ only. Other countries are set to follow over the next few years.

Chart of growth in digital radio 2006-2015: www.mcdt.ch/en/media/facts-und-figures

"2 million" competition: www.digitalradio.ch/de/wettbewerb

Download press images: www.mcdt.ch/en/media/images

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MCDT represents digital radio

MCDT – Marketing and Consulting for Digital Broadcasting Technologies – focuses all the efforts relating to digital radio in Switzerland and networks the industry: manufacturers, importers, traders, SRG SSR, private radio stations, the car industry and mobile technology. In particular, MCDT draws up and implements marketing, communication and promotion measures for the future development of DAB+ digital radio. These include providing consultancy and running special projects for new means of digital transmission in Switzerland and neighbouring countries. MCDT AG is a wholly-owned subsidiary of the SRG Group.