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## **Digital radio is booming. DAB+ is now the most used radio reception method.**

### **DigiMig working group publishes half-yearly report on radio usage**

Neuchâtel, 7 February 2020 - The trend towards digital radio continues: sixty-eight percent of radio broadcasts in Switzerland are being consumed digitally and FM has dropped to only 32 percent. DAB+ has replaced FM as the most popular broadcasting method. Three out of four Swiss citizens already use digital radio and only just under one in six now uses FM exclusively. Radio usage was surveyed in autumn 2019 for the ninth time. Today, the DigiMig working group (DigiMig WG) presented the latest results at the Atelier Radiophonique.

In autumn 2019, out of every 100 radio minutes per day, listeners consumed an average of 68 minutes using digital technology. Digital radio usage has increased by 19 percentage points over the last four years: from 49% in the autumn of 2015 to 68% in autumn 2019. At the same time, FM usage fell by 19 percentage points, from 51 percent to 32%. For the first time DAB+, at 37%, is the most used broadcasting method and has gained 14 percentage points since autumn 2015. The other two methods of digital reception, IP radio and digital TV, have grown by a lesser extent - 5 percent since autumn 2015. Together they constitute 31% of the volume of radio usage.

### **By language region: In German-speaking Switzerland, DAB+ remains the clear number 1, in French-speaking Switzerland IP radio is in front, and in Italian-speaking Switzerland FM is still in the lead.**

Whilst in German-speaking Switzerland DAB+, with a 39% share, has cemented its position as the most important reception method, the technology has not yet broken through the 30% mark in either French-speaking or Italian-speaking Switzerland. In French-speaking Switzerland, IP radio continues to dominate with a 37% share. In Italian-speaking Switzerland, FM continues to lead with 38%, though IP radio has recently been catching up strongly and now stands at 34%.

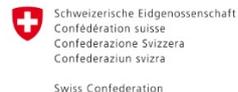
### **By usage category: DAB+ is the new number 1 in radio usage at home and at work and is now closing the gap on FM in cars**

At home and at work, DAB+ has clearly become the most used reception method. In cars, at 51% FM is still in the lead, though because more and more cars fitted with a DAB+ radio are travelling on Swiss roads, DAB+ usage is also increasing here and now accounts for 40% of radio use.

### **Only 15% of the Swiss population still listen exclusively to FM**

Whereas 4 years ago some 24% of the population stated that they consumed radio exclusively via analogue reception, this share has since fallen by 9 percentage points and now stands at only 15%. At the same time the proportion of people who use digital reception exclusively has doubled since autumn 2015 and currently stands at 33%.

Since autumn 2015, GfK Switzerland has been monitoring the status of digital radio usage in Switzerland on behalf of the Digital Migration working group, by means of an online survey and telephone interviews: in autumn 2019, 2800 people aged 15 and over were surveyed.



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### ***The “Digital Migration” (DigiMig) working group***

In spring 2013 the radio industry, together with the Federal Office of Communications (OFCOM), set up the “Digital Migration” working group (DigiMig WG). Within the group are representatives of the Swiss Association of Private Radio (Verband Schweizer Privatradios - VSP), the Union Romande des Radios Régionales (RRR), the union of non-commercial local radios (Unikom), the SRG SSR, OFCOM, the car industry and other industry circles.

In Switzerland it is intended to gradually replace analogue FM reception by digital radio from 2020 onwards with completion by 2024 at the latest. At the end of 2014 the DigiMig WG submitted to the Federal Council a scenario for the migration from analogue to digital. Today, the SRG and most private radio stations broadcast their radio programme services via DAB+ in parallel with FM; some even broadcast exclusively in digital.

### ***Further information***

*(available at [www.bakom.admin.ch/bakom/de/home/elektronische-medien/technologie/digitale-verbretung/](http://www.bakom.admin.ch/bakom/de/home/elektronische-medien/technologie/digitale-verbretung/))*

- Presentation of the radio usage figures (11<sup>th</sup> Atelier Radiophonique (Araro Neuenburg, 7 February 2020)
- Key indicators for DAB+ in Switzerland

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