

## New factsheet details DAB+ services on air in Switzerland

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- **WorldDAB factsheet details all audio and visual DAB+ content on air in Switzerland**
- **Comprehensive view of the Swiss DAB+ market created to improve in-car reception of DAB services**
- **First factsheet of its kind adds clarity for both broadcasters and vehicle manufacturers**

A new factsheet on DAB+ digital radio in Switzerland has been produced for automotive manufacturers as the country prepares for FM switch-off in 2024.

The factsheet from WorldDAB - the global industry forum for digital radio - was produced as part of the work of its Automotive Working Group, in partnership with DIGIMIG, the Swiss body for DAB digital radio, and RadioDNS which promotes hybrid radio.

Publication comes ahead of next week's WorldDAB Automotive 2022, the essential annual event which brings together leading experts from across the digital radio and vehicle manufacturing industries. The conference takes place in-person and online in London on Wednesday 22 June.

The new Swiss DAB+ broadcast networks factsheet provides an essential guide for the automotive industry on what to expect to receive via digital radio in-car.

It aims to raise awareness about what services are on-air on DAB+ today from commercial and public broadcasters. Information provided includes audio, text and visual information from each station, and what broadcasters expect a receiver to show on the screen in the car, or on an in-car DAB aftermarket device. It details the current status of digital radio broadcasts in Switzerland, indicates future developments, and provides information on the next planned steps. The factsheet differentiates real content (what is provided) from content agnostic mechanisms and technical channels (how it is provided). Using the detailed information provided, manufacturers of DAB+ radio receivers can test their devices across Switzerland.

This factsheet is especially important for the Swiss market as it prepares for switch-off of FM - currently Switzerland has DAB+ in all new cars and is working towards converting the parc of older cars with DAB+ aftermarket devices.

The WorldDAB Aftermarket Devices Group which commissioned this factsheet is focused on supporting the in-car aftermarket change. The Group's chair, Roberto Moro, Strategic Broadcast Services Manager at SRG SSR said "We as broadcasters need to be as clear as possible what we are broadcasting on DAB+, so that car manufacturers in turn are sure that the screen in the car is populated with the correct radio content for the driver. To this end Switzerland is the first market to release a factsheet of this type - this clarity is something which will move both markets forward and strengthen our collaboration."

The Swiss factsheet is available on the [WorldDAB website](#).

The 2021 Car Buyers Survey confirmed that "day-to-day consumption of broadcast radio among motorists remains significantly higher than for any other form of audio content. 65% of respondents say they listen to broadcast radio in the car frequently." The work of the WorldDAB Automotive Group is to continue to ensure consumers have the option to listen to DAB+ radio in the car now and in the future.

**-ENDS-**

#### **Note to editors**

- The factsheet is available at: <https://www.worlddab.org/countries/switzerland>
- The factsheet is published ahead of WorldDAB Automotive 2022 which takes place in-person and online on Wednesday 22 June at Kings Place in London. The event explores how broadcasters and automotive manufacturers are working together to design the best broadcast radio experience for drivers. WorldDAB Automotive 2022 is free to attend - more details and registration at: <https://www.worlddab.org/events/detail/613>

#### **About WorldDAB**

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1300+ experts from over 100 member organisations in over 33 countries across the globe include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

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