

Dependencies and success factors of a Small Scale DAB business case

- § registration obligation, instead of licence
- ▶ Public Service takes over the leadership
- ▼ Price sells
- ▲ Innovative technology



Fact sheet Digris



We started in 2014.

Today we broadcast 50% of DAB radios in Switzerland.

We currently operate 15 DAB islands, 7 as SFN.

The slots are almost sold out.

We employ 12 people.

We use ODR-mmbTools.

2014

2015

2016

2017

2018

2019

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Price sells

The Price is between € 4700 and € 19900.

The cost of local coverage is lower.
It needs fewer sites.

A low cost coverage allows everybody to run a radio station and to grow slowly.

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Innovative technology

A young boy is depicted from the waist up, wearing a blue t-shirt and patterned jeans. He is wearing a brown flight helmet with goggles and has large, flat cardboard wings attached to his back. He is pointing his right arm upwards towards the top of the frame. The background is a solid teal color.

We replace hardware with software and emulate the transmission chain on consumer hardware.

This strategy has proven itself, the system is stable, flexible and efficient.

We invest in software development to increase efficiency and automation.

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Souvenir



Obligation registration for radios	35,71%
Leadership Public Service	28,57%
Low price enables the migration	21,43%
Innovative technology	14,29%
More diversity	0%



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