



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Office of Communications OFCOM
Media Division

René Wehrlin



Switzerland on the way to the FM switch off

WorldDAB Summit 2021 - René Wehrlin | Ofcom Switzerland

09 November 2021



FM is a phase-out model – its time for retirement

Switzerland on the way to the FM switch off | WorldDAB Summit – 09 November 2021

René Wehrli, OFCOM Switzerland



Why?



Media diversity



Innovation



Expensive



How?



Together



12 Mux regional / language regional



16 Mux lokal island



124 programs on DAB+ (FM: 52)



all FM stations on DAB+



... also all non commercials



Coverage equal/better than FM



200 tunnels with DAB+ reception



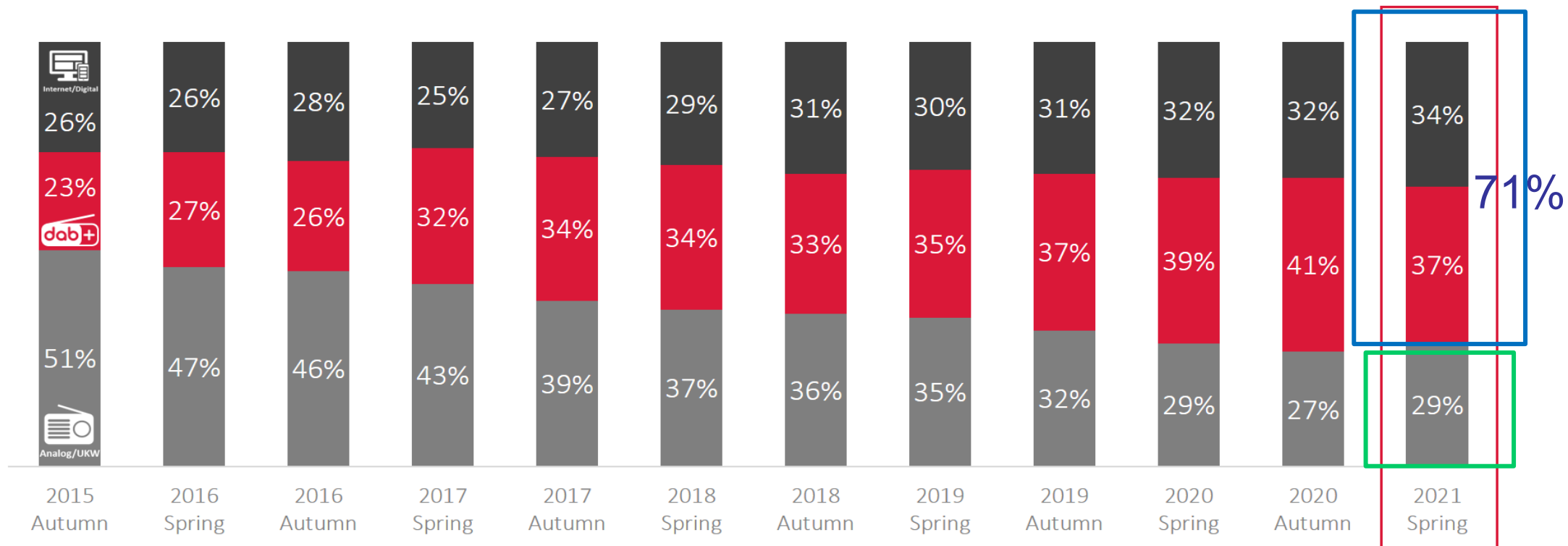


When?



Digital usage: 71 percent

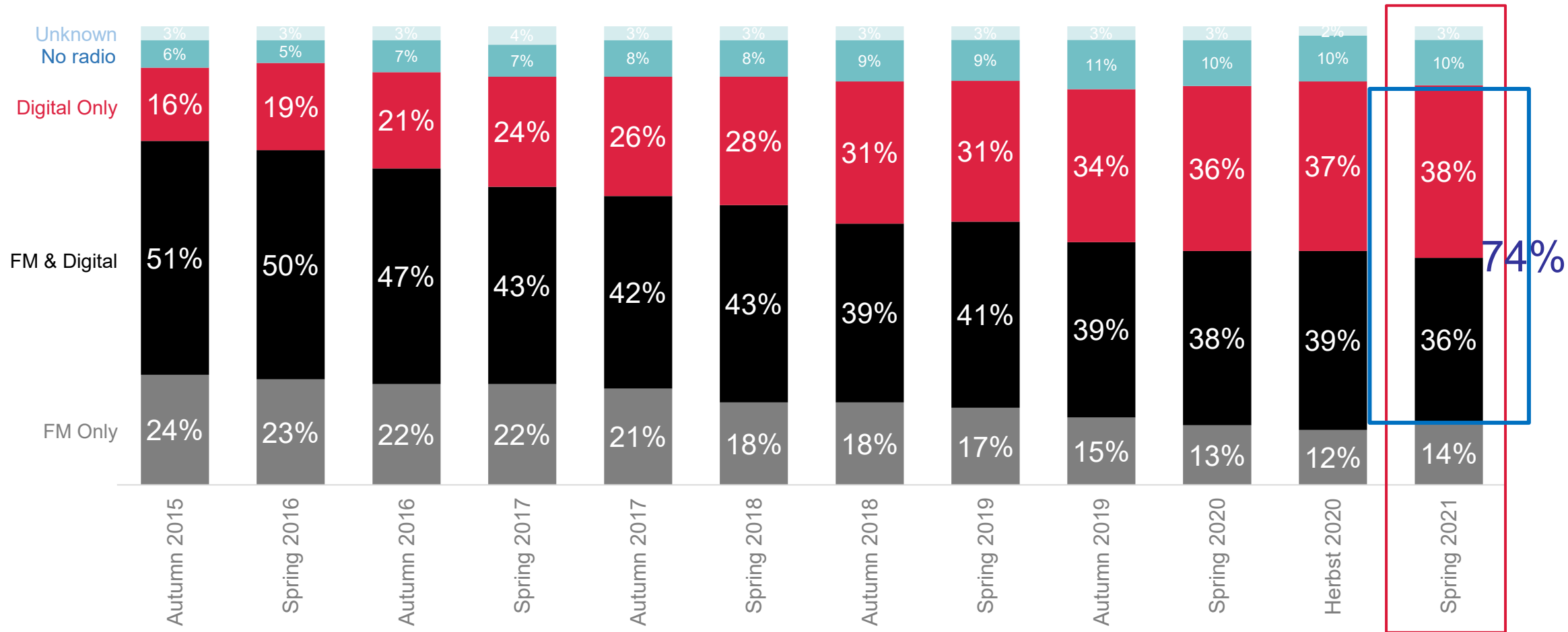
Radio usage volume (in percent) by type of transmission



Source: GRP Switzerland, DigiMig survey

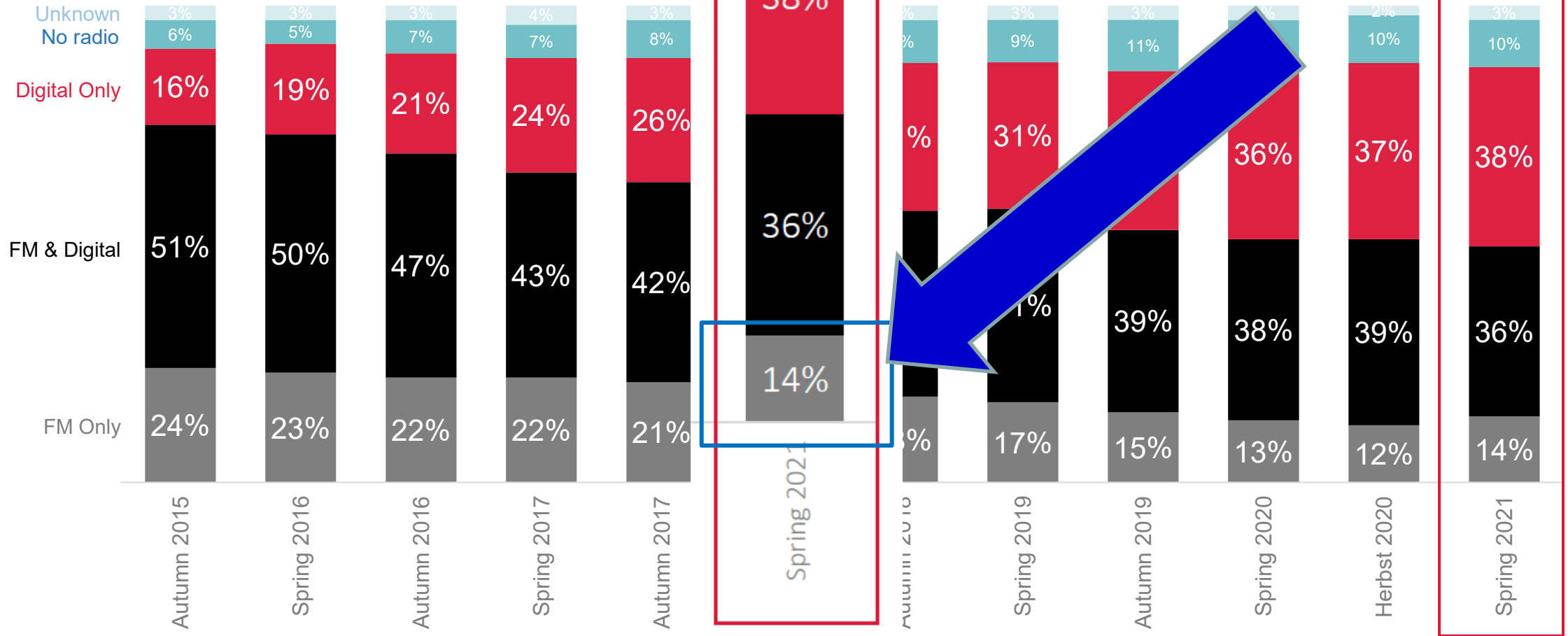


Development of personal reach over time



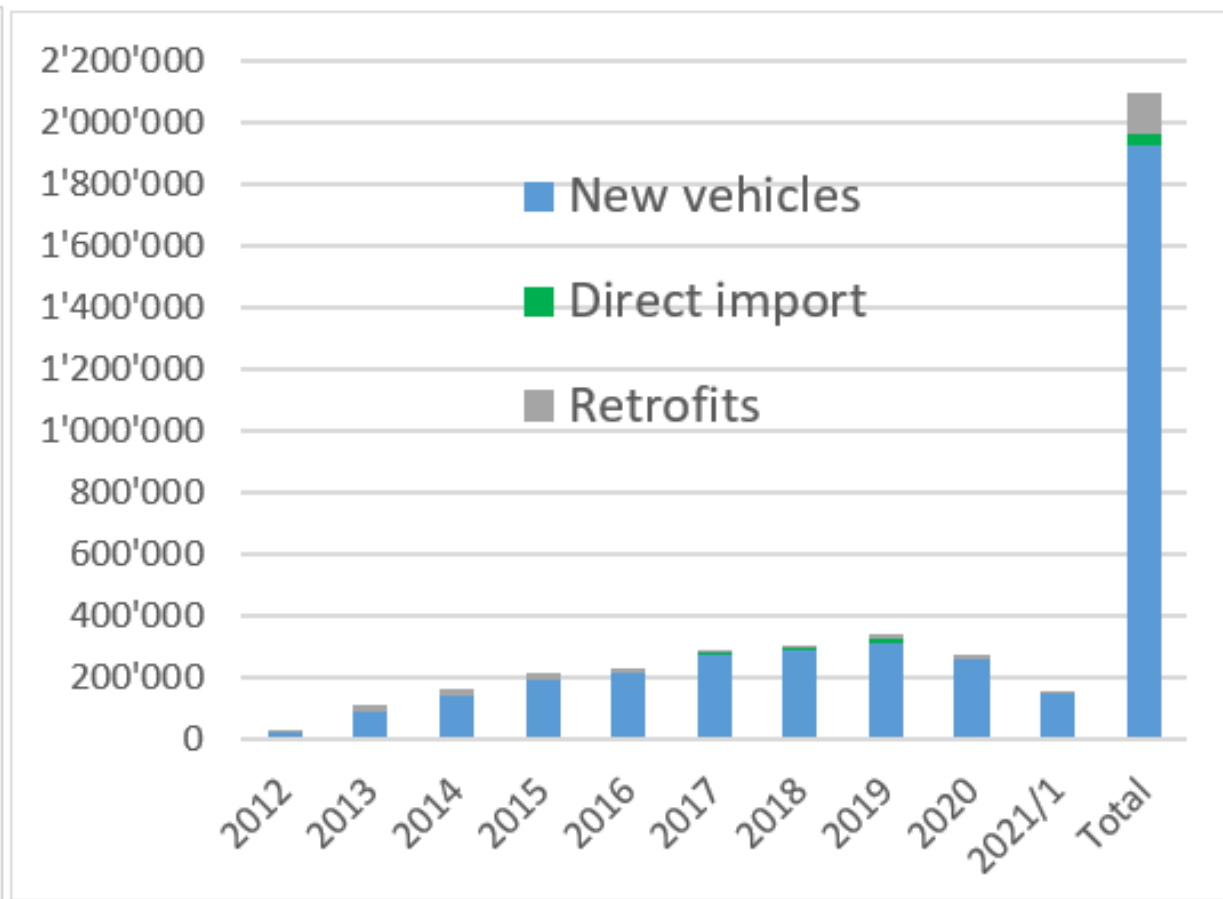
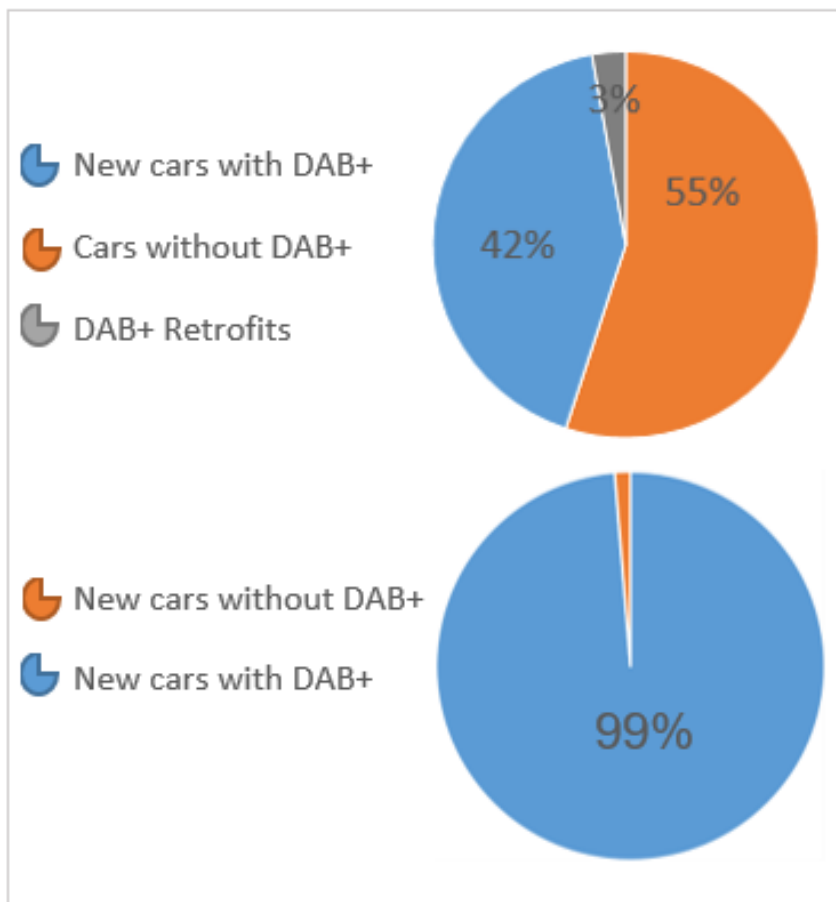


Development of person over time





Cars with DAB+



Sources: MCDT, weer © OFCOM



Press release: majority to agree on the details of implementation. As it has not been possible to find a solution, broadcasters have had to revert to their original plan of ending FM transmissions on 31 December 2024. Furthermore, the latest market survey figures show that listeners need more time to prepare for the switch. Pushing back the deadline gives consumers more time to upgrade their radios, particularly car radios. Since 2020, the share of new vehicles fitted with DAB+ radios has been almost 100 per cent. It is mainly older cars that are unable to receive digital broadcasts via DAB+ or other means and need an upgrade.

The radio industry has decided to switch off FM on 31.12.2024 as originally planned. This is also when the current FM stations will be switched off. The return to the original switch-off date gives consumers more time to upgrade their radios.

In 2014, the Swiss radio industry agreed to end FM broadcasting by 2024 at the latest. However, in 2022, most three-carrier radio programs were transferred to a digital platform. At the end of last year, the industry decided that it would make sense to bring forward the phased switch-off of FM stations to August 2022 (Swiss Broadcasting Corporation SRG SSR) and January 2023 (commercial stations). The move was agreed by 100 per cent of the four radio broadcasters and the SRG SSR.

However, in recent weeks the FM switch-off has been the subject of public debate. In the

31.12.2024



**Is this date
certain?**





Time's up



What's next?



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



Mehr Freude am Klang.

Jetzt wechseln auf DAB+.
Für rauschfreien Empfang.

dabplus.ch



Mehr Sender. Mehr Klang. Mehr Radio.





Think about your radio, and not only about the tyre change

Denken Sie an Ihr Radio.
Und nicht nur an den
Reifenwechsel.

UKW
Abschaltung
ab 1. Oktober 2023

Mehr Informationen
und Hilfe: dabplus.ch





CERTIFICATE OF ACHIEVEMENT



IS PRESENTED TO

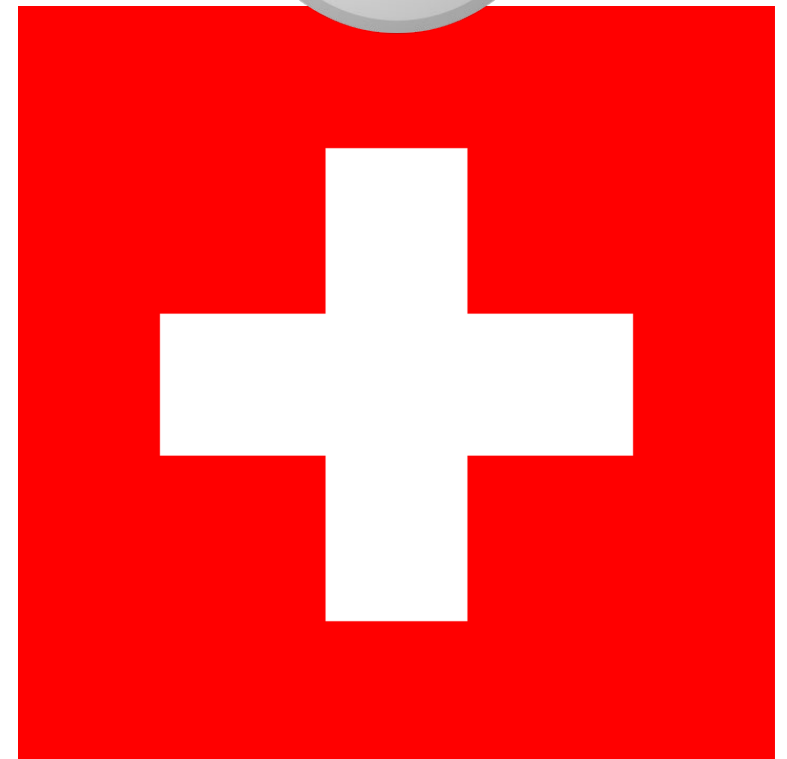
The Best DAB+ Garage in the World

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. Consectetur adipiscing elit,





... and finally?



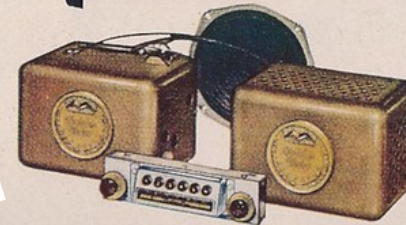


Thank You!

rene.wehrlin@bakom.admin.ch



The best part of your ride



Take **NEWS—MUSIC** and **LAUGHTER** wherever you drive!

Riding is more relaxing when you have a Motorola radio in your car. No matter how far the miles may take you, it's easy to stay in touch with things . . . and *enjoy* your ride. Motorola's natural, brilliant tone is the finest you've ever heard. Powerful, too, you'll get stations sharp and clear when you're speeding along highways across the continent.

UNIT
ment panel. Powerful
speaker. Model 401, \$49.95*

FAMOUS "GOLDEN VOICE" PUSHBUTTON SET
Deluxe model, powerful separate speaker, rich studio tone
and extra-long-range reception. Model 801, \$89.95*