

Radio listening in Switzerland: digital radio overtakes FM

Zurich, 25 August 2016

Digital radio continues to advance: 53 percent of all radio listening in Switzerland is now digital, taking it ahead of analogue for the first time. The third survey on digital radio listening was conducted in the spring of this year, and its findings presented at today's SwissRadioDay in Zurich.

In the spring of 2016, digital radio – DAB+ or the internet – accounted for an average of 53 of every 100 minutes of radio listened to per day in Switzerland. Digital radio listening has therefore increased by eight percentage points in a year, rising from 45 percent in the spring of 2015 to 53 percent in the same period of 2016.

DAB+ and internet together replacing FM

Listening via the two digital means of reception (DAB+ and internet) increased by four percentage points each, while analogue FM continued to lose ground. At work and at home, listeners now clearly favour digital radio ahead of FM. In-car digital radio listening also continues to rise steadily, although it currently accounts for only 30 percent of the total.

Growth across all generations

All age groups listen to digital radio, and digital has already overtaken analogue in the radio audience aged 55 and under. This audience segment is increasingly moving away from FM towards internet radio, whereas older listeners tend to switch to DAB+. Among under 35-year-olds, two-thirds of listening is already digital, with internet radio taking the larger share.

Switzerland is going digital

Compared with the last survey in the autumn of 2015, the share of digital radio listening in German-speaking Switzerland has increased significantly. However, the French and Italian-speaking parts of the country are also increasingly catching on to the advantages of digital radio, with DAB+ gaining an ever-stronger foothold in these regions.

Moving closer to digital migration

Since the spring of 2015, market research company GfK Switzerland has been working on behalf of the DigiMig working group to conduct a semi-annual survey on the status of digital radio listening in Switzerland.

The Digital Migration (DigiMig) working group

In the spring of 2013, the radio industry joined forces with the Federal Office of Communications OFCOM to form the Digital Migration (DigiMig) working group. In addition to OFCOM, it comprises representatives of the VSP association of Swiss private radio stations, the RRR association which represents regional radio stations in French-speaking Switzerland, the Unikom union of non-commercial local radio stations, Swiss public broadcaster SRG SSR, the automotive industry, and other sectors.

Analogue FM transmission in Switzerland will gradually be replaced by digital radio as of 2020. At the end of 2014, DigiMig presented a scenario for the analogue–digital switchover to the Swiss Federal Council. SRG and most privately owned radio stations already broadcast via DAB+ in parallel with their FM signals. Some stations have even gone exclusively digital.

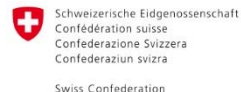
Further information

www.bakom.admin.ch/bakom/en/homepage/electronic-media/technology/digital-transmission/radio-industry-sets-a-course-to-phase-out-fm.html

- Summary of final report: 15 measures for digital migration
- Final report of the Digital Migration (DigiMig) working group

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