

DAB & DAB+ in Switzerland

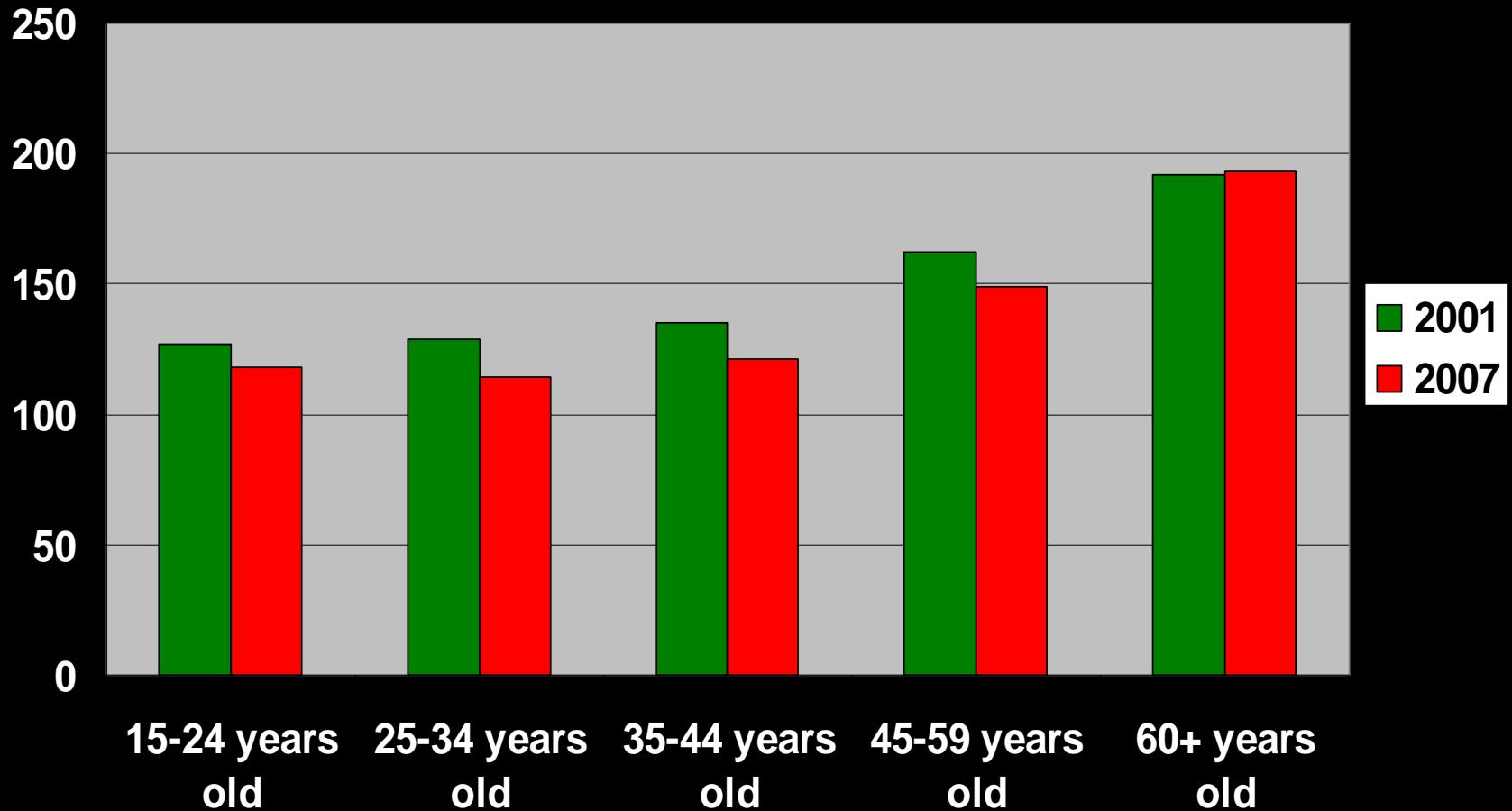
FM Radio Losing Share (1)

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Time spent listening per day
(Filter: 15 minutes consecutive listening)



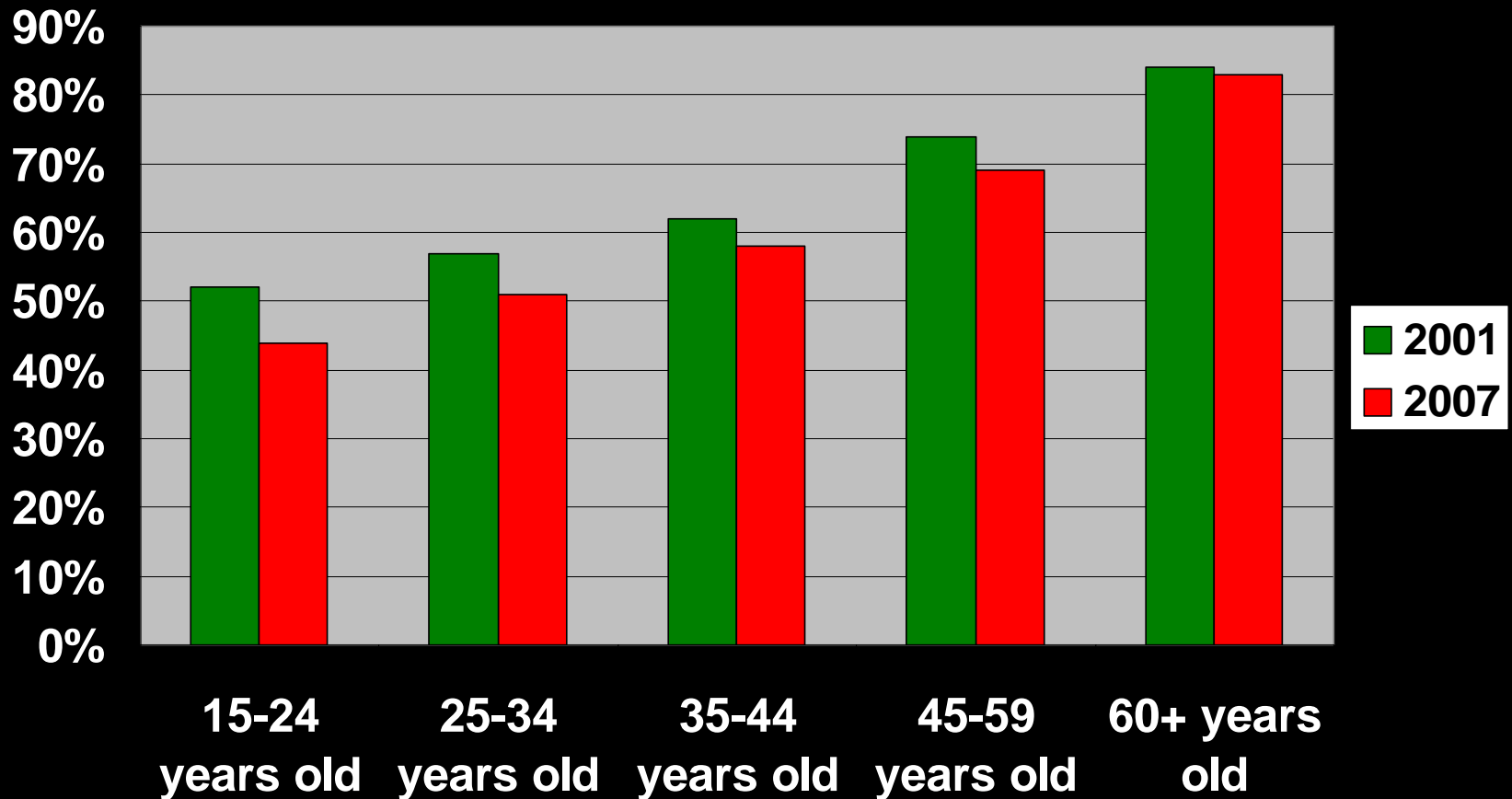
FM Radio Losing Share (2)

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Daily reach of radio in Switzerland (Filter: 15 minutes consecutive listening)







Digital Platforms on the Rise

radio
swiss classic

radio
swiss jazz

radio
swiss pop

e.g. Listening of Radio Swiss Jazz

	2005	2006	2007	
FM (cable)	86.8%	83.2%	74.6%	 -16%
Satellite	6.8%	8.3%	10.2%	 67%
Internet	25.1%	33.8%	38.9%	 65%
DAB	2.8%	11.2%	17.6%	 629%

Public Radio Stations on FM

radio
swiss classic

radio
swiss jazz

radio
swiss pop

The Choice on FM in Berne is very limited...

DRS1

DRS2

DRS3



+ 1 radio station on AM:
(only until December)

DRS Musikwelle

Public Radio Station on DAB

radio
swiss classic

radio
swiss jazz

radio
swiss pop

... in comparison to DAB digital radio

DRS 1

DRS 2

DRS 3

RSR
la 1^{ère}

rete
uno
Radio svizzera

DRS 4News

DRS Musikwelle

DRS virus.ch

radio
swiss classic

radio
swiss jazz

radio
swiss pop

r/R

DAB exclusive!

DAB exclusive!

DAB exclusive!

DAB exclusive!

DAB exclusive!

DAB exclusive!

DAB exclusive!

Coverage

DAB Coverage in Figures

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Coverage

- 85% DAB coverage now
- Full coverage by end of 2008

Transmitters

- 104 DAB transmitters on air now
- 45 new in the last 12 months
- 64 waiting to be switched on until end 2008

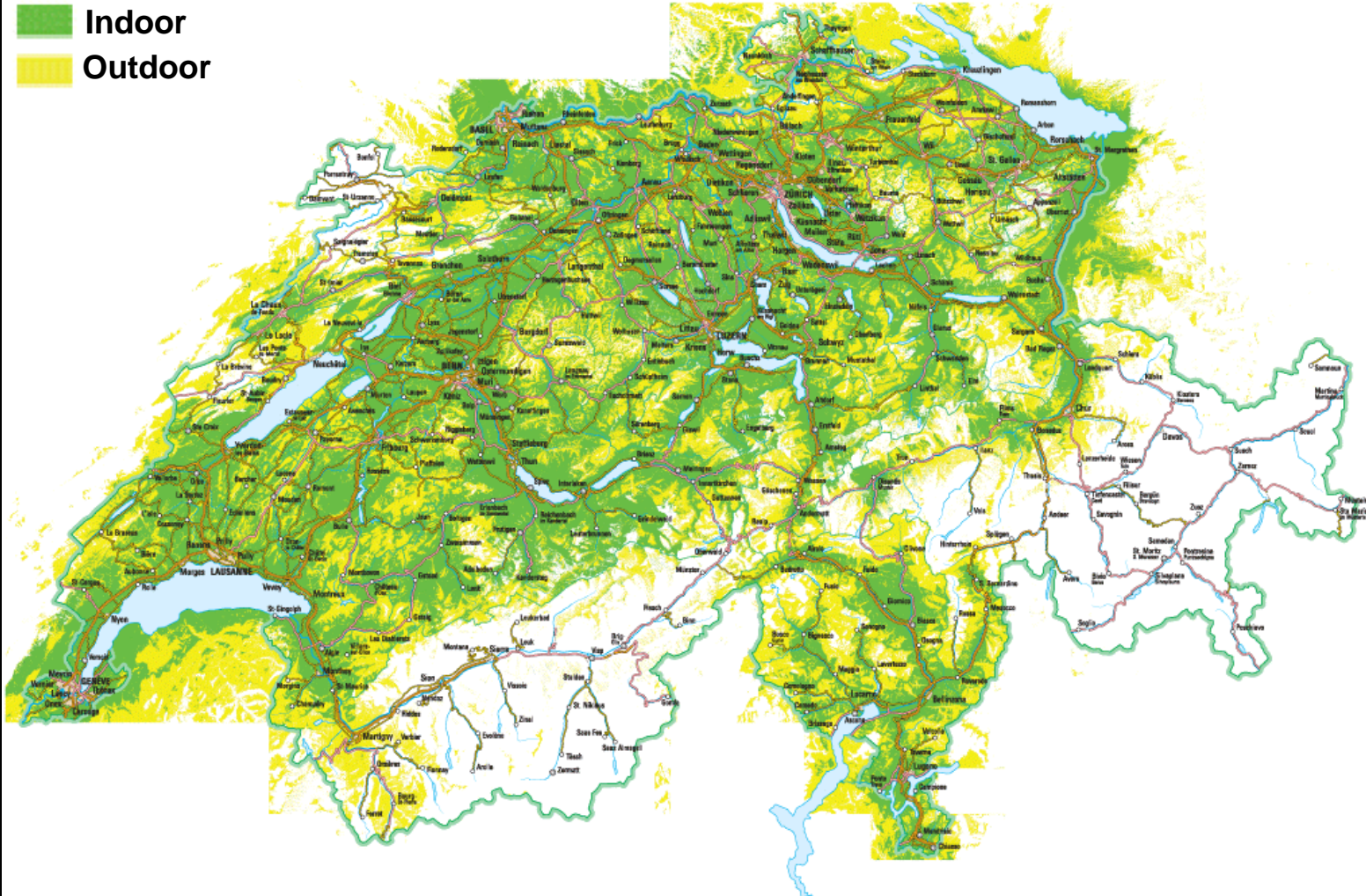
DAB Coverage April 2008

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Indoor
Outdoor

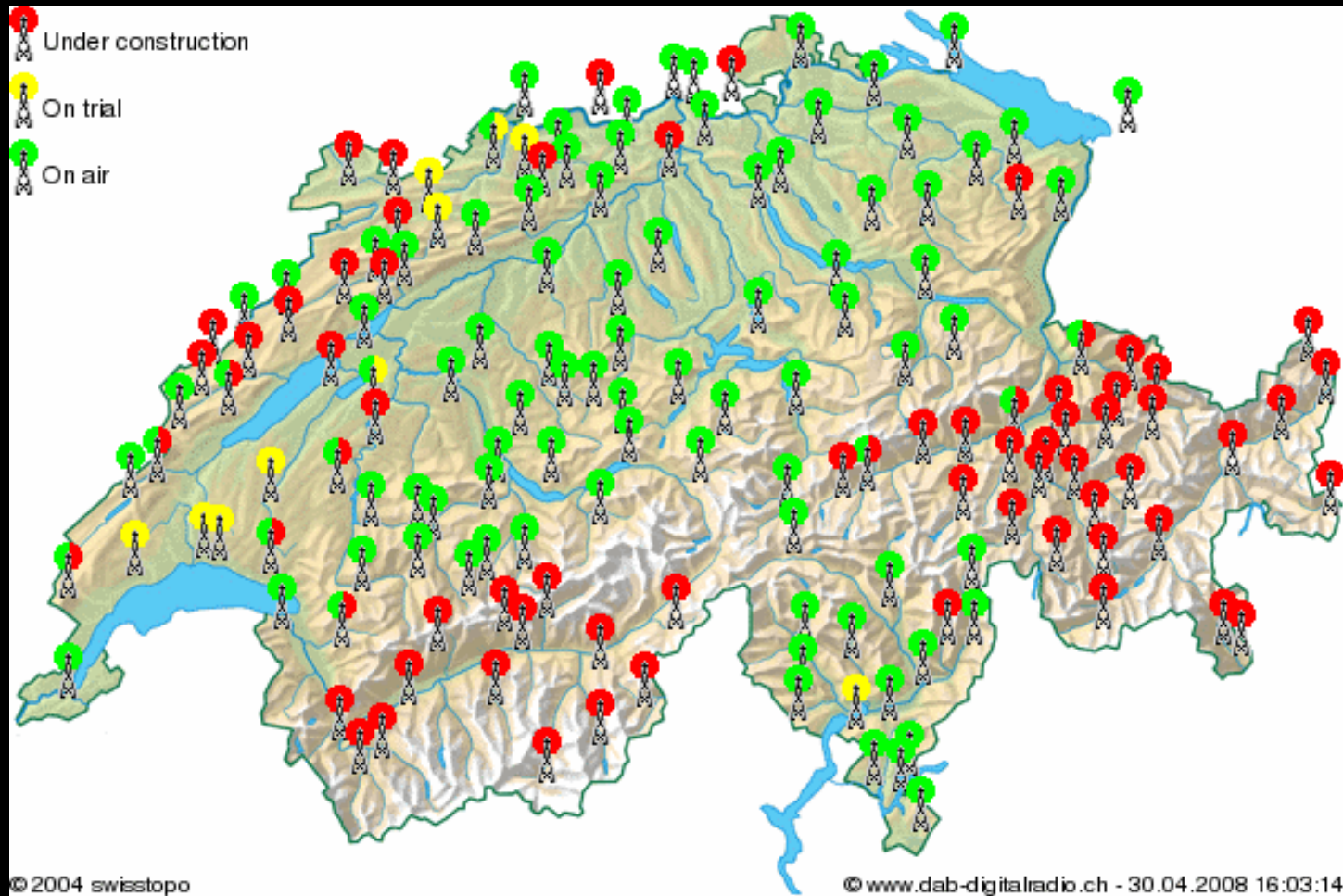


DAB Transmitters

radio
swiss classic

radio
swiss jazz

radio
swiss pop



New Programmes on DAB

German-speaking Switzerland

radio
swiss classic

radio
swiss jazz

radio
swiss pop

DRS 4News

exclusive!

DRS 1

DRS 2

DRS 3

DRS Musikwelle

exclusive!

DRS virus.ch

exclusive!

radio
swiss classic

exclusive!

radio
swiss jazz

exclusive!

radio
swiss pop

exclusive!

RSR
1ère
re
Radio svizzera

r/R

exclusive!

1. **DRS 4 News**

NEW

2. **DRS 1**

3. **DRS 2**

4. **DRS 3**

5. **DRS Musikwelle (AM)**

6. **DRS Virus**

7. **Radio Swiss Classic**

8. **Radio Swiss Jazz**

9. **Radio Swiss Pop**

10. **RSR – La Première**

11. **RSI – Rete Uno**

12. **Radio Rumantsch**

French-speaking Switzerland

radio
swiss classic

radio
swiss jazz

radio
swiss pop



1. **World Radio Switzerland**

2. **La Première**

NEW

3. **Espace 2**

4. **Couleur 3**

5. **Option Musique**

6. **DRS 1**

7. **Rete Uno**

8. **Radio Rumantsch**

9. **Radio Swiss Classic**

10. **Radio Swiss Jazz**

11. **Radio Swiss Pop**

Italian-speaking Switzerland

radio
swiss classic

radio
swiss jazz

radio
swiss pop



1. **World Radio Switzerland**

2. **Rete 1**

3. **Rete 2**

4. **Rete 3**

5. **Option Musique**

6. **DRS Musigwälle**

7. **Radio Rumantsch**

8. **Radio Swiss Classic**

9. **Radio Swiss Jazz**

10. **Radio Swiss Pop**

NEW

AM Switch Off in Switzerland

radio
swiss classic

radio
swiss jazz

radio
swiss pop

- Italian-speaking Switzerland in June 2008
- French-speaking Switzerland in Dec 2008
- German-speaking Switzerland in Dec 2008
 - Former AM programme „DRS Musikwelle“ will be broadcast on DAB exclusively
 - About 140,000 listeners on portable AM devices need to be moved to DAB

Commercial Radios on DAB+

radio
swiss classic

radio
swiss jazz

radio
swiss pop

In German-speaking Switzerland
(expected to launch in early 2009)

- 8 licensed programmes:
 - Radiolab
 - Radio For Youngsters
 - Swiss Mountain Holiday Radio
 - SoundCity
 - Radio Eviva
 - Radio.ch
 - RadioJay
 - Djradio DELUXE
- 8 (or more) non-licensed plus 2 SRG programmes:
 - Radio Top Two, Swiss Music Radio, Radio Plus, Toxic.fm, Immo-Radio, Radio 32 Goldies, Digi-Box, Groove, 2 SRG programmes, ...
- Network operator:
 - SwissMediaCast AG (licensed to operate on channel 7D)

Commercial Radios on DAB+ (2)

radio
swiss classic

radio
swiss jazz

radio
swiss pop

In French-speaking Switzerland

- Call for tender recently opened (until July 2008)
 - 8 programme licences
 - expected to launch in late 2009

In Italian-speaking Switzerland

- Call for tender expected to open in late 2008

DAB Market

Wide Choice of Receivers Worldwide

radio
swiss classic

radio
swiss jazz

radio
swiss pop

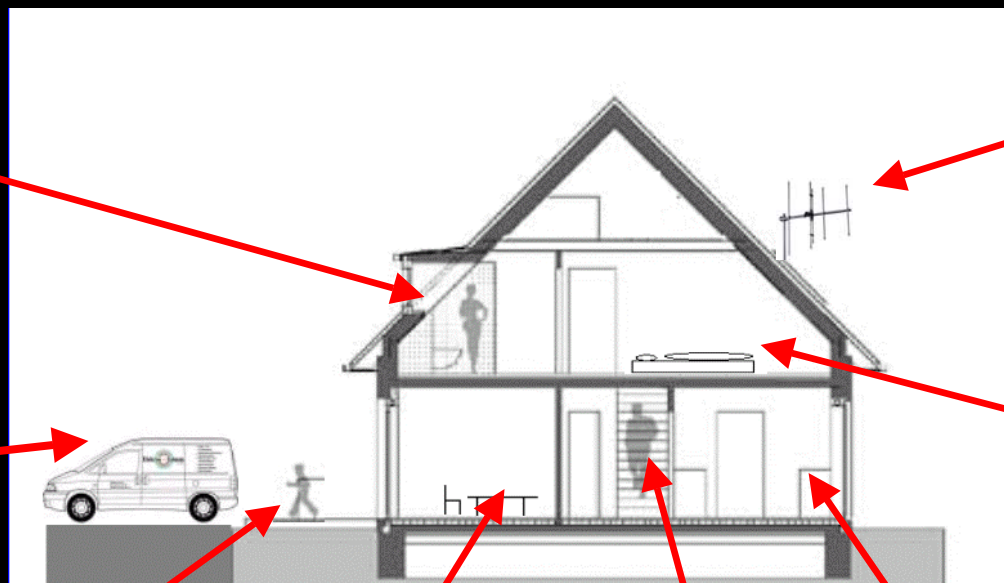
292 different portable DAB radios ...Over 1000 DAB Devices... 37 different DAB antennas



47 different DAB car radios



46 different other device types e.g. iPod Plugin



72 different DAB clock radios



207 different DAB tuners & micro systems



20 different PC DAB devices



89 different DAB pocket receivers



... Some of Which Are DAB+ Ready!

radio
swiss classic

radio
swiss jazz

radio
swiss pop



**PURE digital
Highway**



**PURE digital
Siesta**



**Alan Electronics
DR 403**



**REVO
Blik+**



**PURE digital
Chronos II**



**Iriver
B20**



**Hip Shing Electronics
DAB518+**



**Trinloc
Sinfonie+**

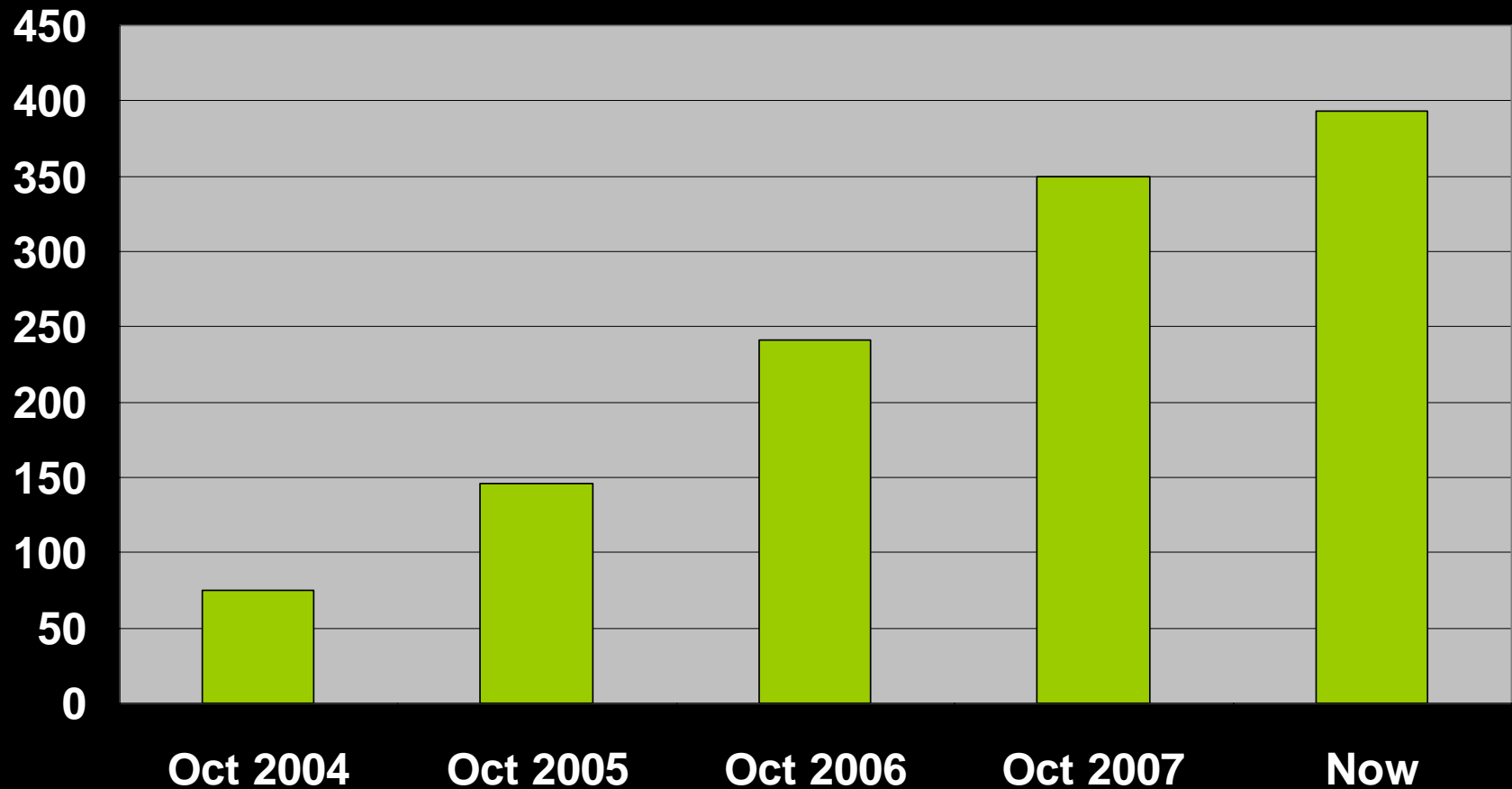
393 For Sale in Switzerland Alone

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Choice of DAB Receiver Models Available in Switzerland



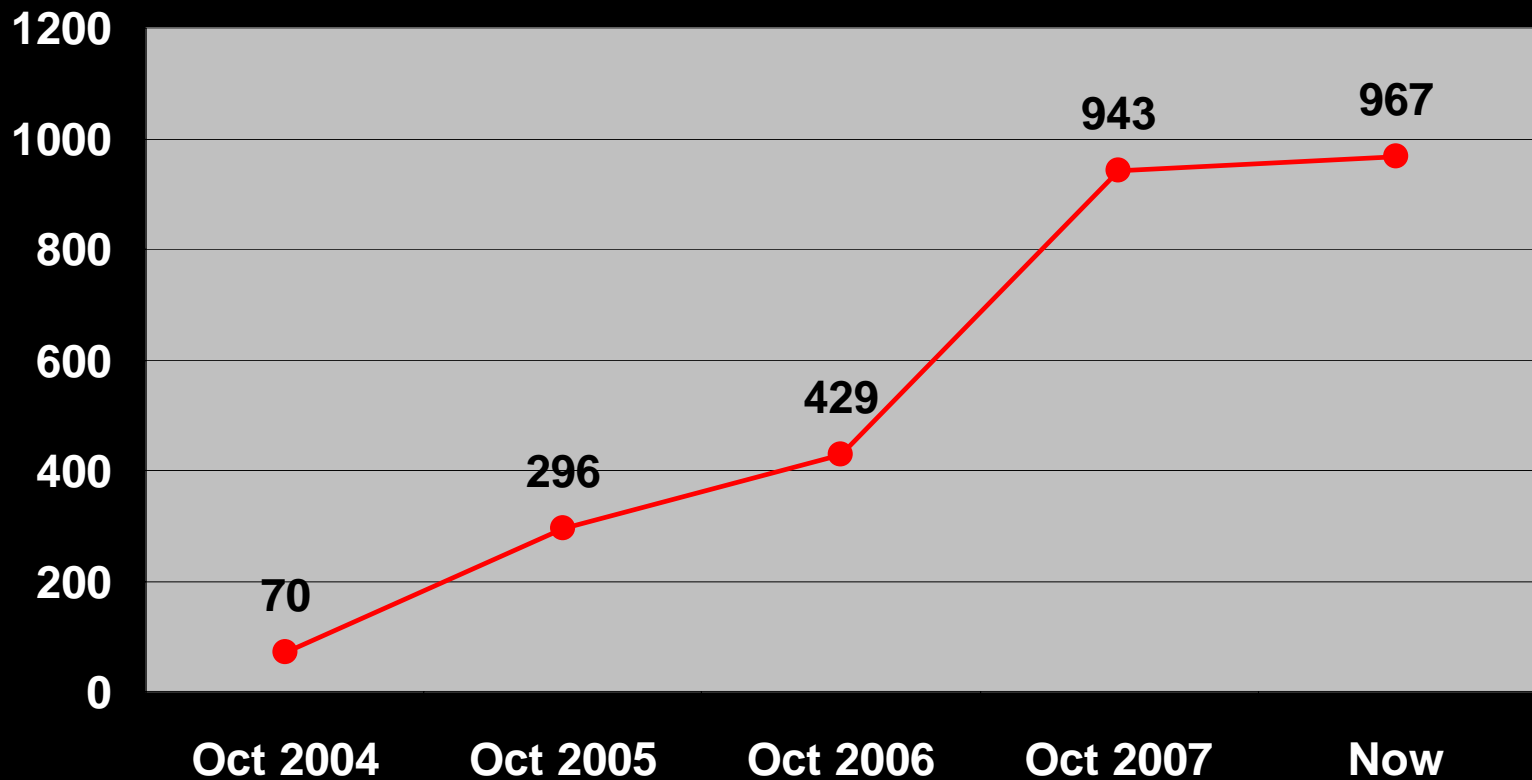
Almost 1000 DAB Retailers...

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Number of Swiss Hi-Fi Retailers Selling DAB



...And All Big Chains Sell DAB Radios

radio
swiss classic

radio
swiss jazz

radio
swiss pop



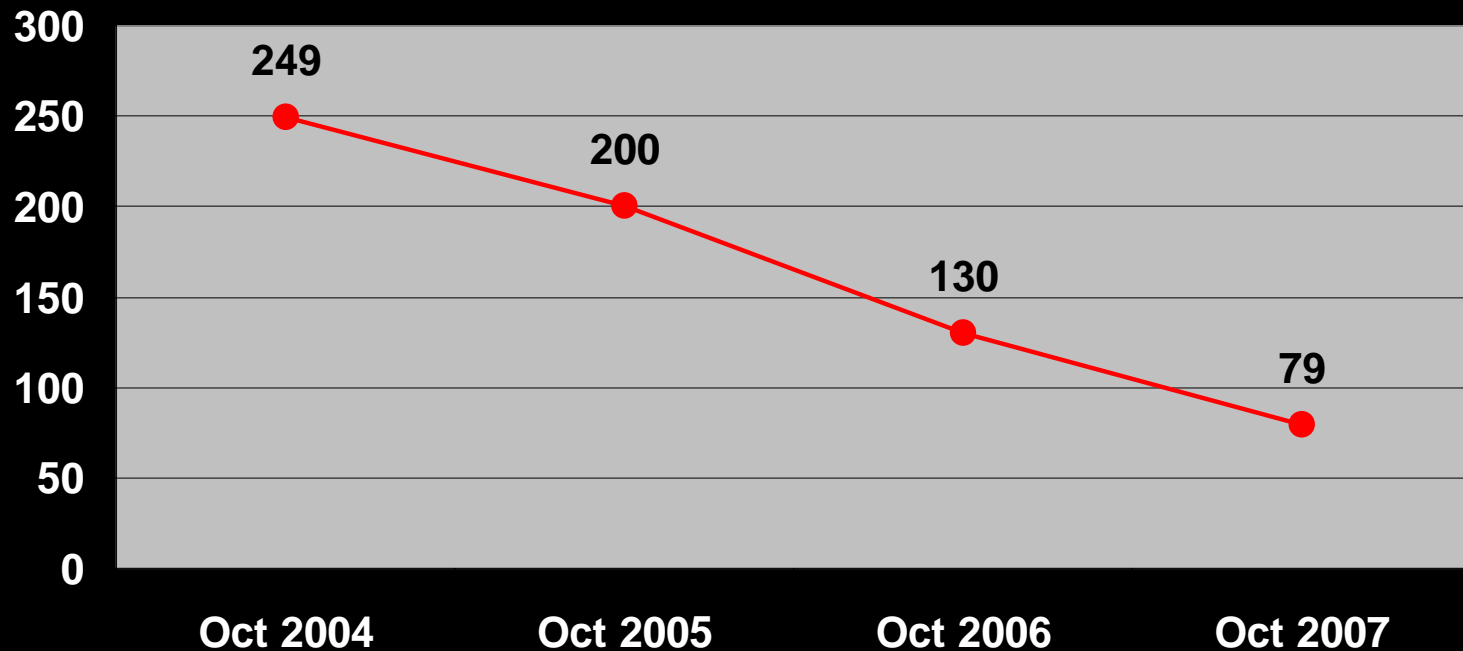
Receivers Are Getting Cheaper

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Low-priced DAB receiver in Swiss Francs



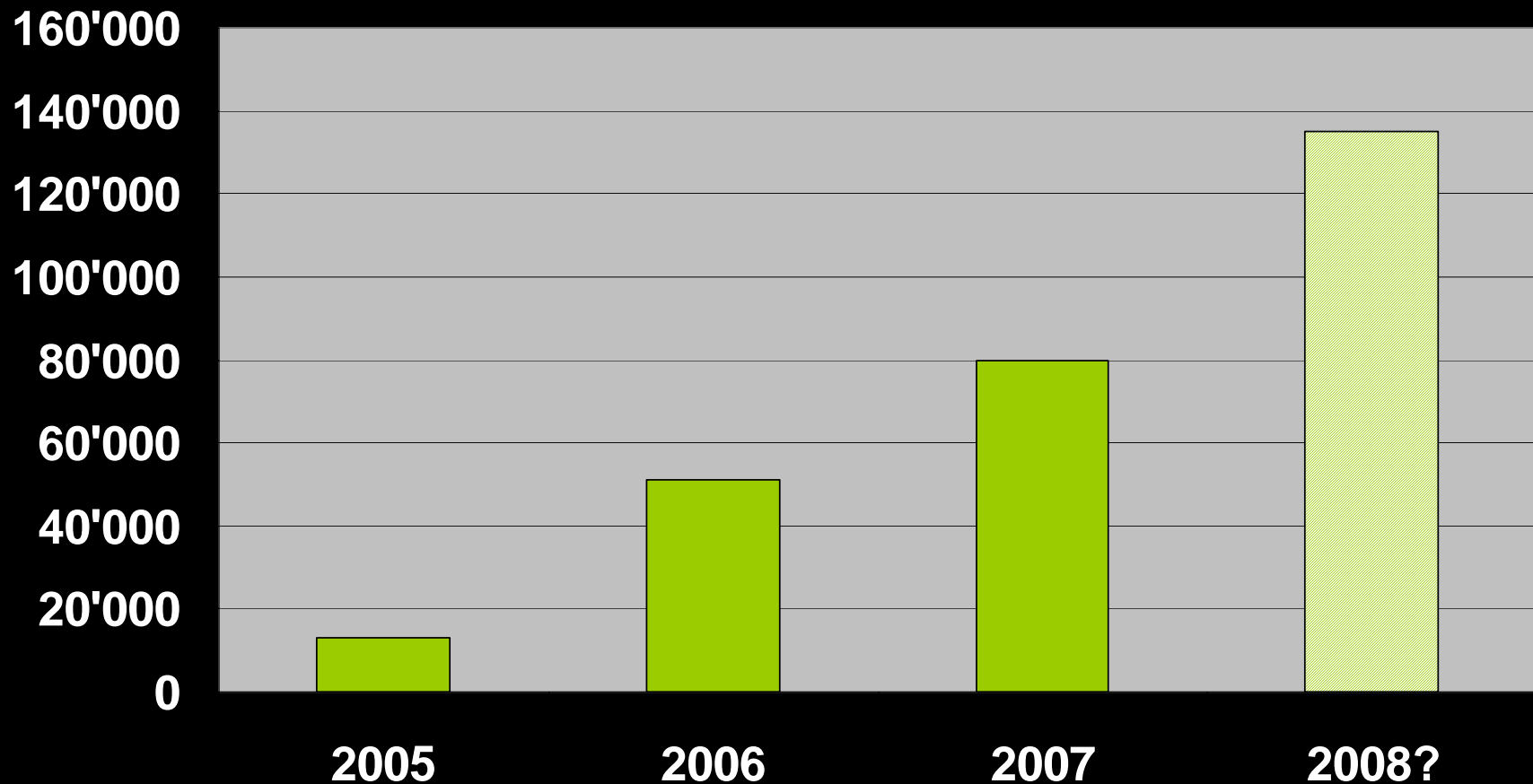
Consumer Interest Growing

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Sales of DAB Receivers in Switzerland (accumulative)



DAB Marketing Campaigns 2008

- Prepare market for launch of DAB+
 - Regular meetings with manufacturers, importers/distributors and major hi-fi chains
 - DAB „only“ stocks to be sold off at AM shut down
 - Devices imported after end 2008 have to be DAB+ or DAB+ upgradeable
 - Information on DAB+ receivers always up to date on B2B and B2C platform www.DAB-digitalradio.ch

5-Week-Campaign to Consumers April and May 2008

- Stands on 14 locations in metropolitan areas
 - 85,000 info brochures distributed
- Online ads on all major Swiss media websites
 - 8 million ad impressions
- Radio draws of 2000 DAB+ upgradeable receivers
 - On location (scratch cards)
 - On-air on all SRG radio stations
 - Online on all SRG radio websites
- Interactive platform www.DABpromotion.ch

Online Ads

radio
swiss classic

radio
swiss jazz

radio
swiss pop



Scatta & vinci!



Invia la fotografia della tua vecchia radio e vinci ogni giorno una delle 30 radio digitali DAB in palio.



Invia la fotografia e vinci radio digitali DAB

Aguzza le orecchie e vinci ogni giorno una delle 30 radio digitali DAB in palio.



Aguzza le orecchie e vinci ogni giorno una delle 30 radio digitali DAB in palio.



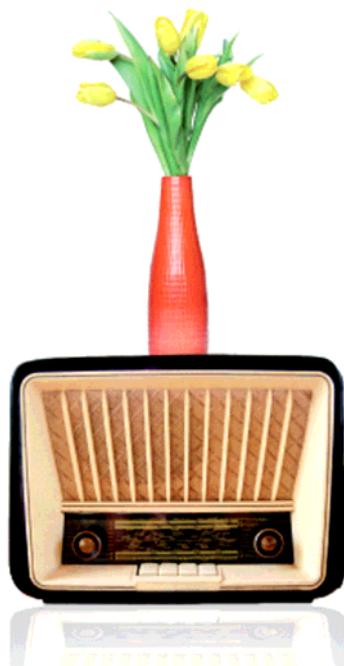
Various Info Brochures

radio
swiss classic

radio
swiss jazz

radio
swiss pop

Radio hören wird digital



Behalten Sie Ihr altes Radio – aber benutzen Sie es nicht mehr zum Radiohören.

Schweizer Radio DRS

DRS Musikwelle



PLUS DE RADIO, OU QUE VOUS VOUS TROUVIEZ. LA RADIO NUMÉRIQUE DAB

Avec une radio numérique DAB, vous pouvez écouter toujours plus de stations en profitant d'une qualité de réception exceptionnelle. Aujourd'hui déjà, selon les endroits, de 10 à 12 programmes radio de Suisse sont disponibles. Pour de plus amples informations sur les avantages du DAB et la réception, rendez-vous sur www.dab-digital-radio.ch, appelez au 0844 88 44 22.

VOILA COMMENT VOUS POURRIEZ GAGNER

Si «félicitations!» apparaît dans la case à gratter, il vous suffit de nous renvoyer la carte par la poste (sans oublier d'indiquer l'expéditeur). Nous vous enverrons alors une radio DAB portable Highway par exemple, vous pourrez ainsi écouter la radio en profitant d'une qualité sonore de pointe.

A Ne pas froquer
Ne pas affranchir
Non affranchir

Geschäftsvorstellung: Invo commerciale-réponse

Nom/prénom
Adresse
NPA/localité
Courriel

libre-écriture unique
DAB unique
Case postale 317
2542 Pieterlen

Web Information Platform

radio
swiss classic

radio
swiss jazz

radio
swiss pop

DAB - Ricevitori DAB - Windows Internet Explorer provided by swissinfo

http://www.dab-digitalradio.ch/?lang=it&c=geraet

Links C C Ca CC DAB Gmail J LEO P P 2** SpecEd Tel WDMB W Wiki WorldDMB -

DAB - Ricevitori DAB

DAB - Radio digitale
La radio del futuro

DEUTSCH | FRANÇAIS | ITALIANO | ENGLISH

Cos'è il DAB?

Ricezione DAB

Stazioni radio

Ricevitori

Rivenditori

Malfunzionamenti

DAB News

Forum

Glossario

Links

Accesso per i rivenditori

Ricevitori DAB

In questa banca dati sono rubricate le informazioni su tutti i [393 ricevitori DAB in vendita in Svizzera](#).
Sul mercato internazionale si trovano [1039 modelli di ricevitori DAB](#).

Cerca fra i ricevitori DAB in vendita in Svizzera

Categoria	Tutti i ricevitori
Prezzo	min. CHF 0 max. Qualsiasi
Produttore	Tutti
Funzione DAB	<input type="checkbox"/> funzione pausa/riproduci per DAB <input type="checkbox"/> funzione rewind per DAB <input type="checkbox"/> funzione record per DAB <input type="checkbox"/> DAB+ <i>upgradeable</i>
Altre caratteristiche	<input type="checkbox"/> OUC <input type="checkbox"/> lettore di CD <input type="checkbox"/> riproduttore MP3 <input type="checkbox"/> svenilia

Thank you - questions?

For more information please contact:

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