



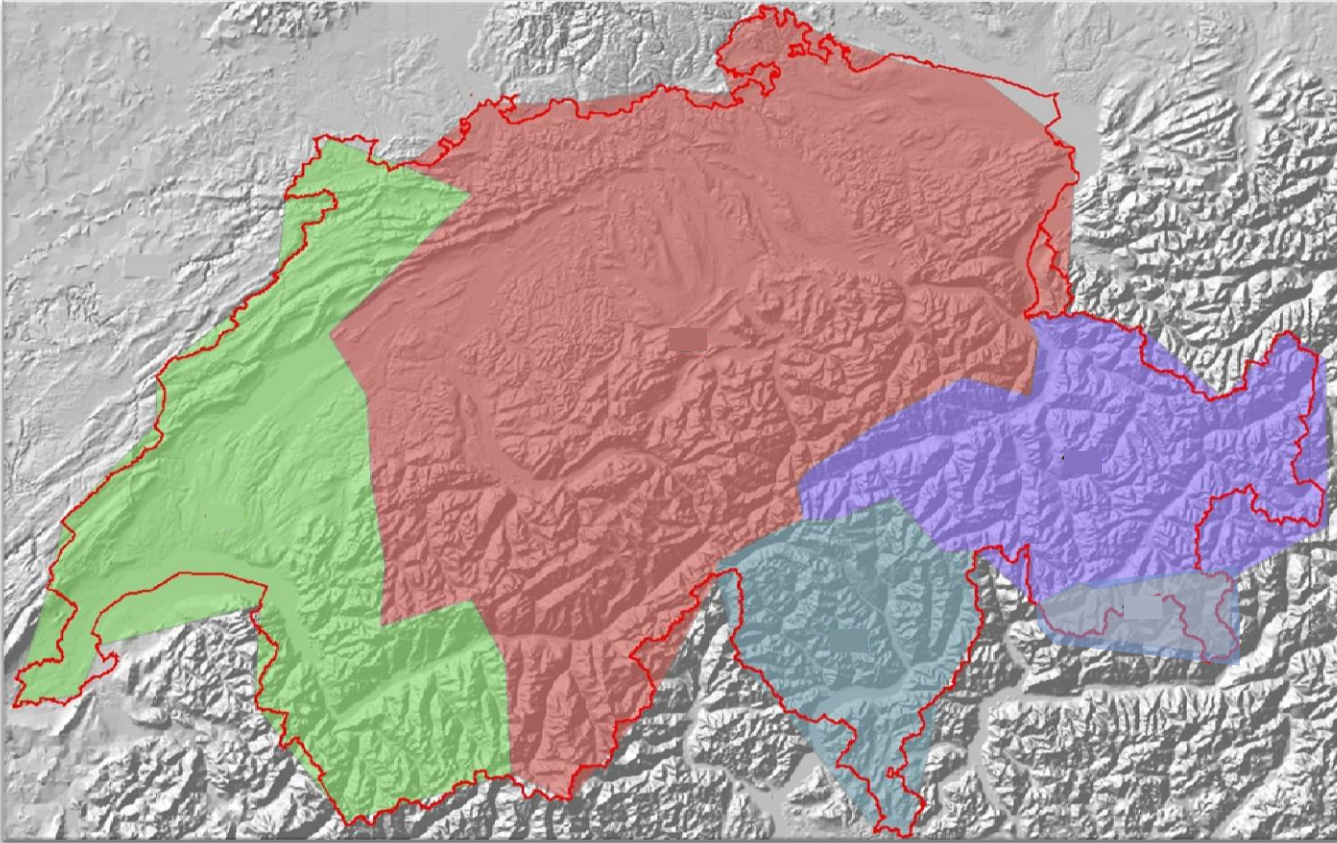
Digital Switchover in Switzerland

Thomas Saner SRG SSR

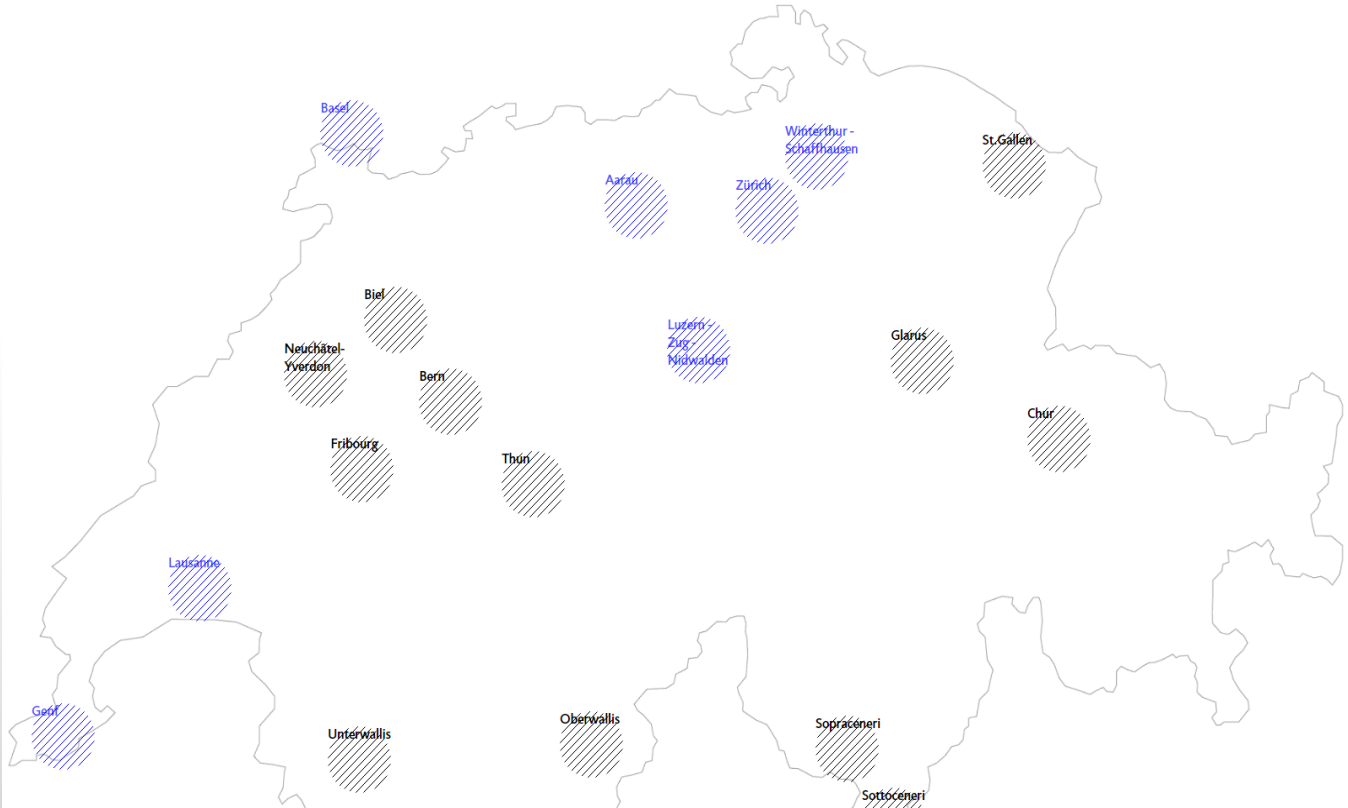
Switzerland



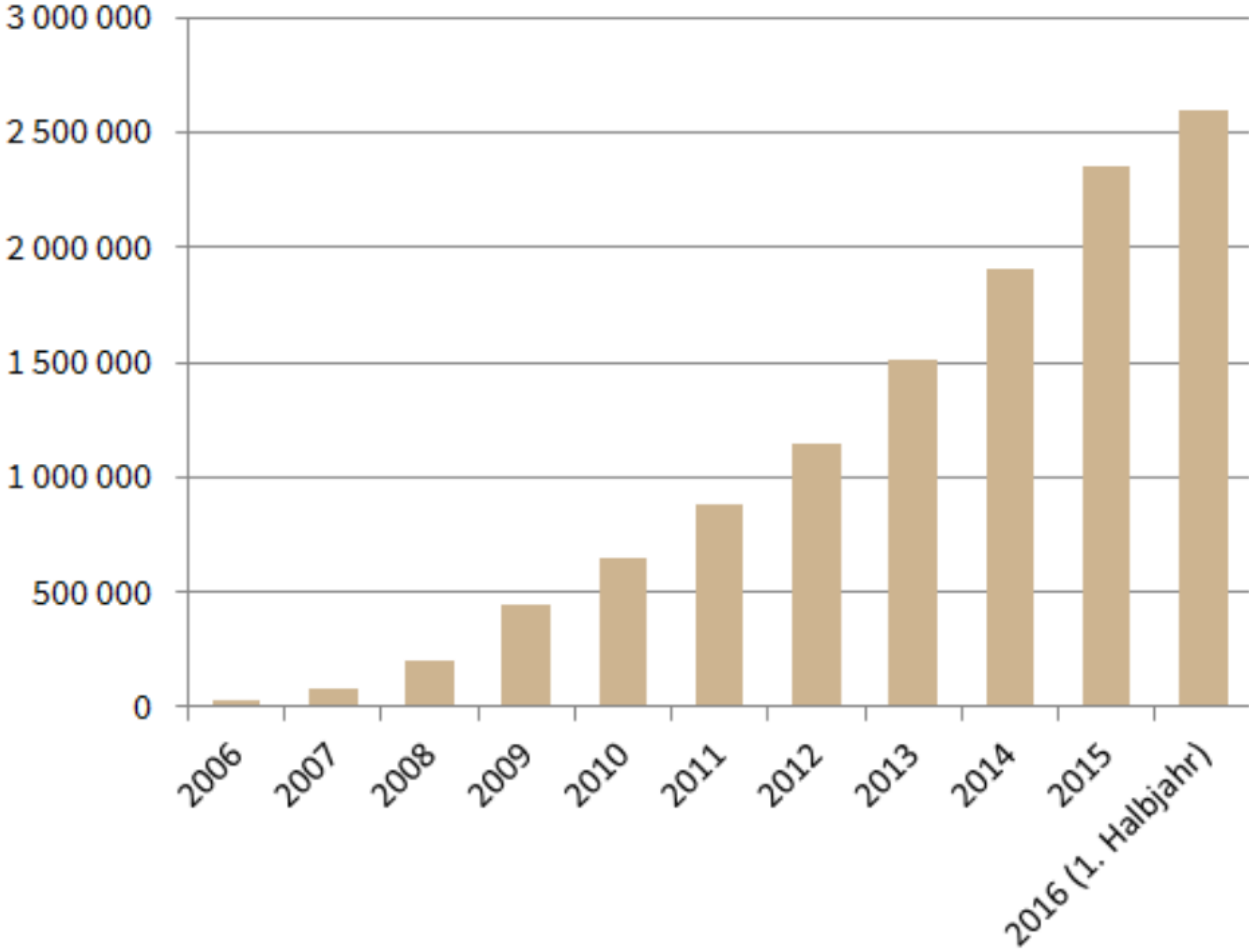
Digital Radio in Switzerland



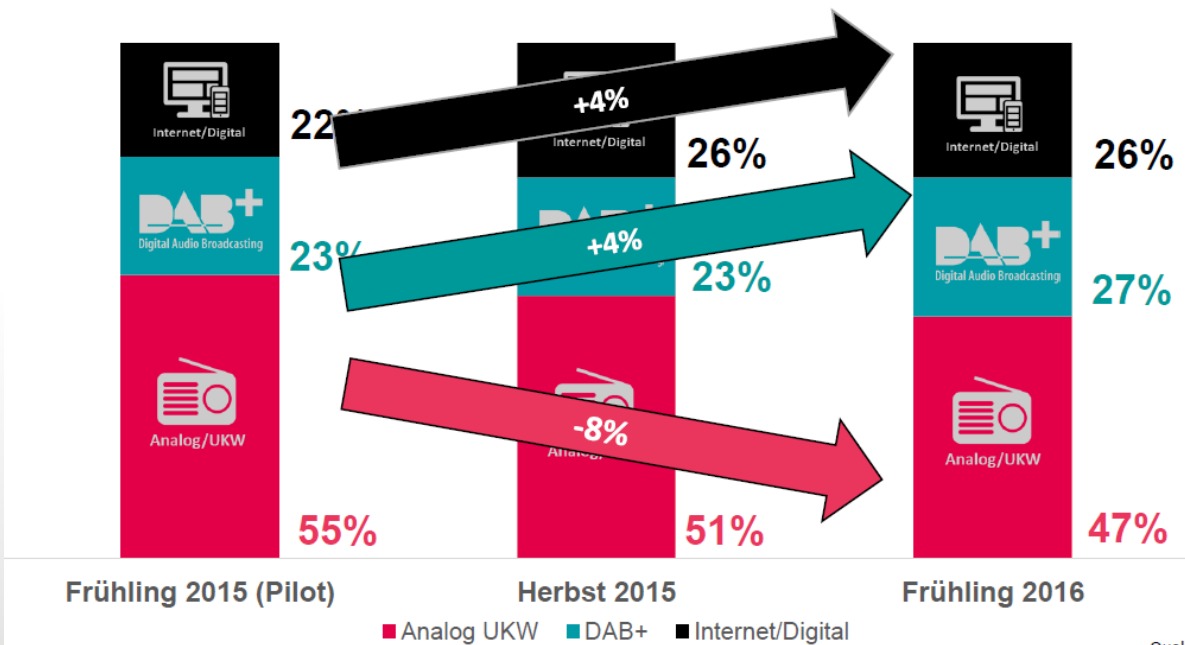
Digital Radio Islands



Digital Radio Receiver Sales (cumulative)



Analog in Decline



Die **Radionutzung via TV** (5% der Gesamtnutzung) wird den Kategorien «Internet» (3%), resp. «Analog» (2%) zugerechnet

Quelle: GfK Switzerland, DigiMig-Befragung 2015/1, 2015/2, 2016/1, N (2016)=2'526

Digital Migration

- DigiMig Group formed in 2013
- End 2014 Report with 15 recommendations
- Phase 1: legal base, DAB+ networks, marketing and communication
- Phase 2: Switching off FM-transmitters

Digital Migration Phase 1 (before 2020)

- New Radio-TV-law in force
- Tunnel installation has started
- New Marketing organization will operate 2017
- Network-planning premises defined and agreed
- Possible switch-over scenarios designed

Digital Migration Phase 2 (2020-2024)

- Coordinated Switch-over
- Use of FM-frequencies will be decided after 2024

Thank You

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