

WorldDAB General Assembly

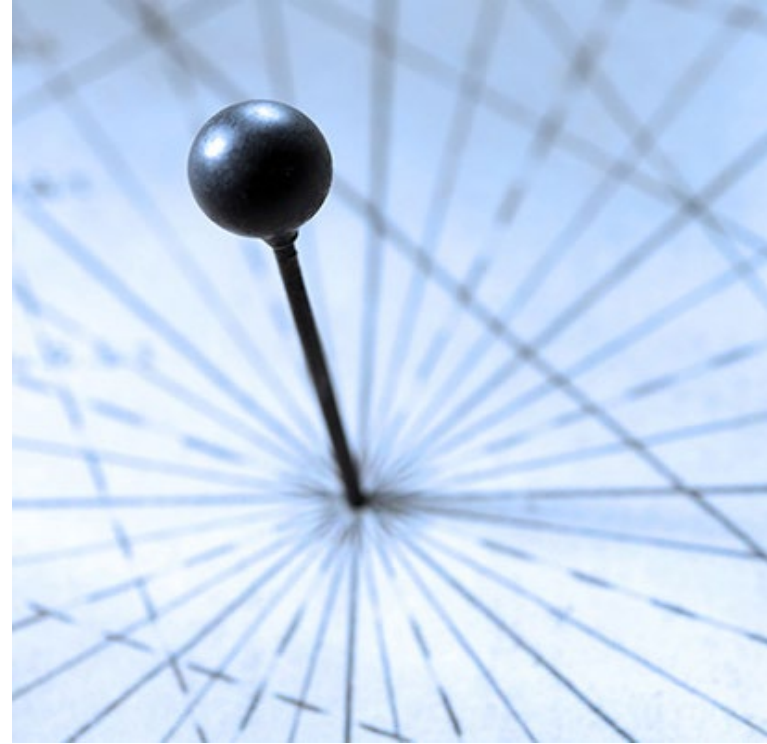
Session 5: «Country marketing updates»

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Berlin, November 7th, 2018

Where we are ...

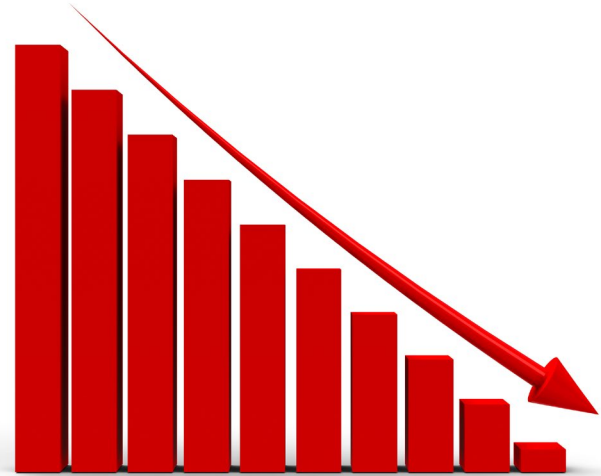
- 63% digital radio listening
- Every 6 months DAB+ listening time increases by an average of 2.8%. This means that digital radio usage in Switzerland is growing at an annual rate of **5.6%**
- **+ 14 % since mid-2015**



If this trend continues ...

FM usage will be:

- Less than 34 % in 2018
- Less than 25 % in 2021
- Less than 20 % in 2022



We have a consensus on one thing ...

- Agreement to shut down FM by the end of 2024 at the latest.



What has happened so far ...

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun Svizra

RADIO ZIEHT UM AUF DAB+



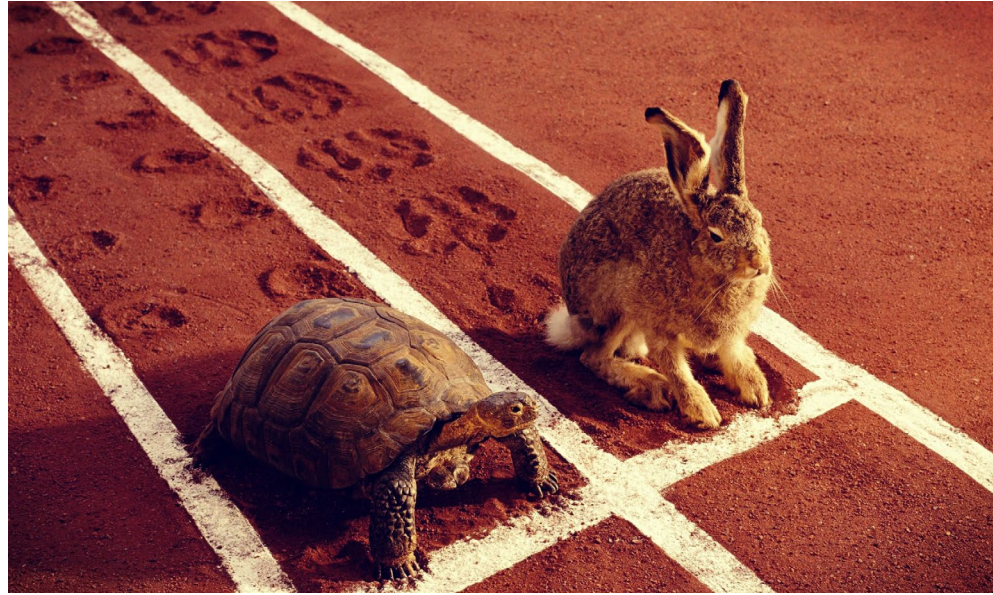
MEHR KLANG. MEHR EMPFANG. MEHR RADIO.

DAB+

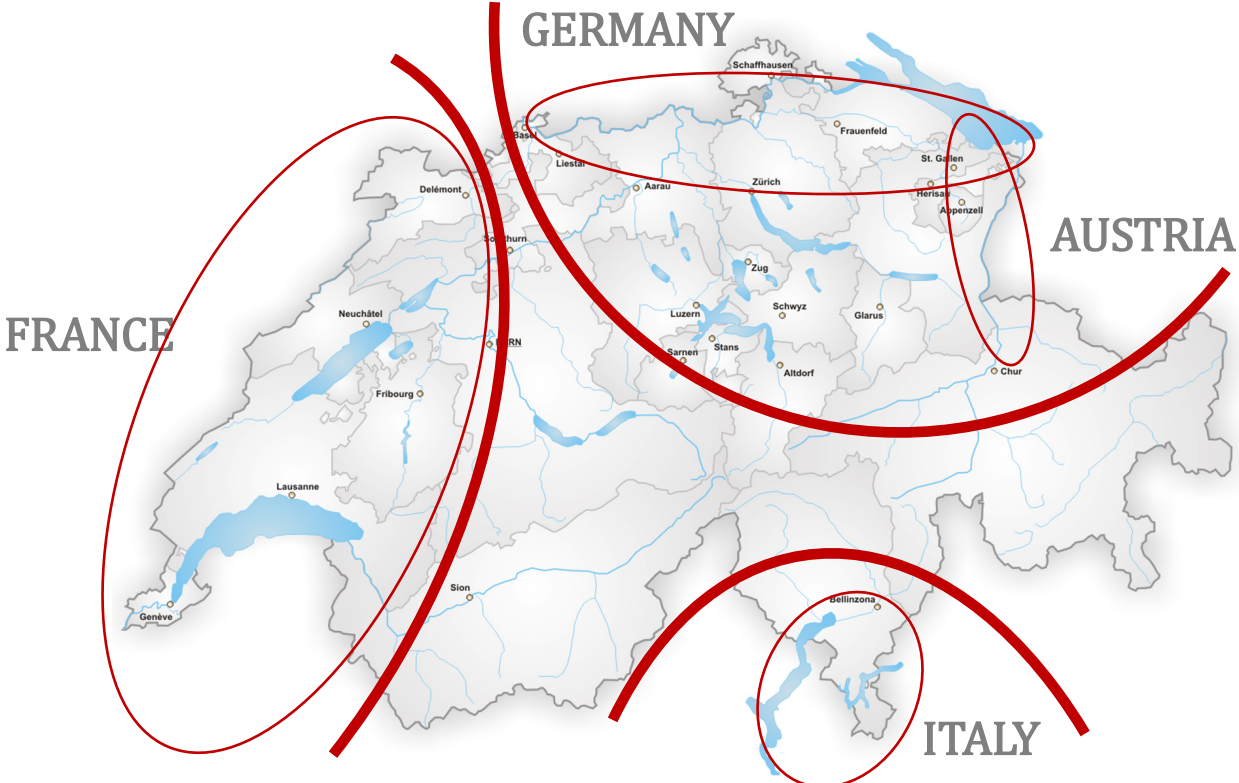
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Consensus? – Yes, but ...

- There are different views on how fast the shutdown should take place.



Next door giant neighborhood ...



Next steps ...

- Provide a basis for decision-making
- Risk management
- new advertising campaign soon to come (B2C)

«From faith to facts»



4 top risks ...

- Political resistance
- Uncertainty of radio stations
- Aftermarket solutions for cars
- Sustainability, recycling concept



