

About Digris

- Swiss Company with 14 people, focussed on broadcast engineering and software development, with activity and subsidiaries in France and UK
- Running 18 DAB small scales in Switzerland, distributing over 70 programmes, 50% of all Swiss DAB programmes
- In total 40 small scales, 50% as single frequency networks SFN
- Using ODR-mmb tools.

About DAB in Switzerland

- **Public Service pushing migration from FM to DAB**
- **After >10 years of DAB promotion end of FM in 2024 with expiry of current licences**
- **9 complementary radio programmes with low budgets to be migrated to DAB ensuring diversity and local public service**



The lengthy dead of FM

- In 2014 Public, private and complementary FM radios have agreed on a stepwise phase out of FM by 2024 latest.
- For several years, distribution via DAB was subsidised up to 80%, for FM and for new DAB radios.
- 227 registered Non-FM radios vs. 35+9 FM radios with licences
- Continuing resistance to the FM switch-off, in particular with reference to the competitive situation with foreign radios.
- Although FM usage has dropped to 25% it remains the standard for radio ads marketing; DAB is not marketed before FM switch-off.

Digris' role in Switzerland

- **Licensed distributor for complementary and low budget programmes.**
- **Technology: By replacing proprietary hardware solutions by software and emulation of transmission chain on consumer hardware Digris has cut down distribution cost.**
- **Open source enables a cost-effective and independent infrastructure with a federal pricing scheme**
- **Innovations: Software Defined Radio accelerates developments of business innovations i.e. display ads.**

Display Advertising

- We have developed an advertising platform.
- The idea: Advertising in every car.
- Display Ads is an Out-of-home platform.
- Display Ads is available on our networks and on regional networks of other operators
- Link: <https://www.dabnetwork.ch>

Small scale DAB strategies in Europe

- Small scale DAB landscapes must be sensibly shaped
- In Switzerland anyone can operate a radio. DAB distributors must cover cities and the countryside, thus ensure diversity everywhere.
- In France DAB does not increase diversity because the regulator wants DAB to duplicate the FM landscape.
- In UK everybody can run a radio station, but DAB operators prefer cherry picking in urban areas.