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How has radio developed from  
the traditional box in the kitchen?

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 In the beginning, there was radio.





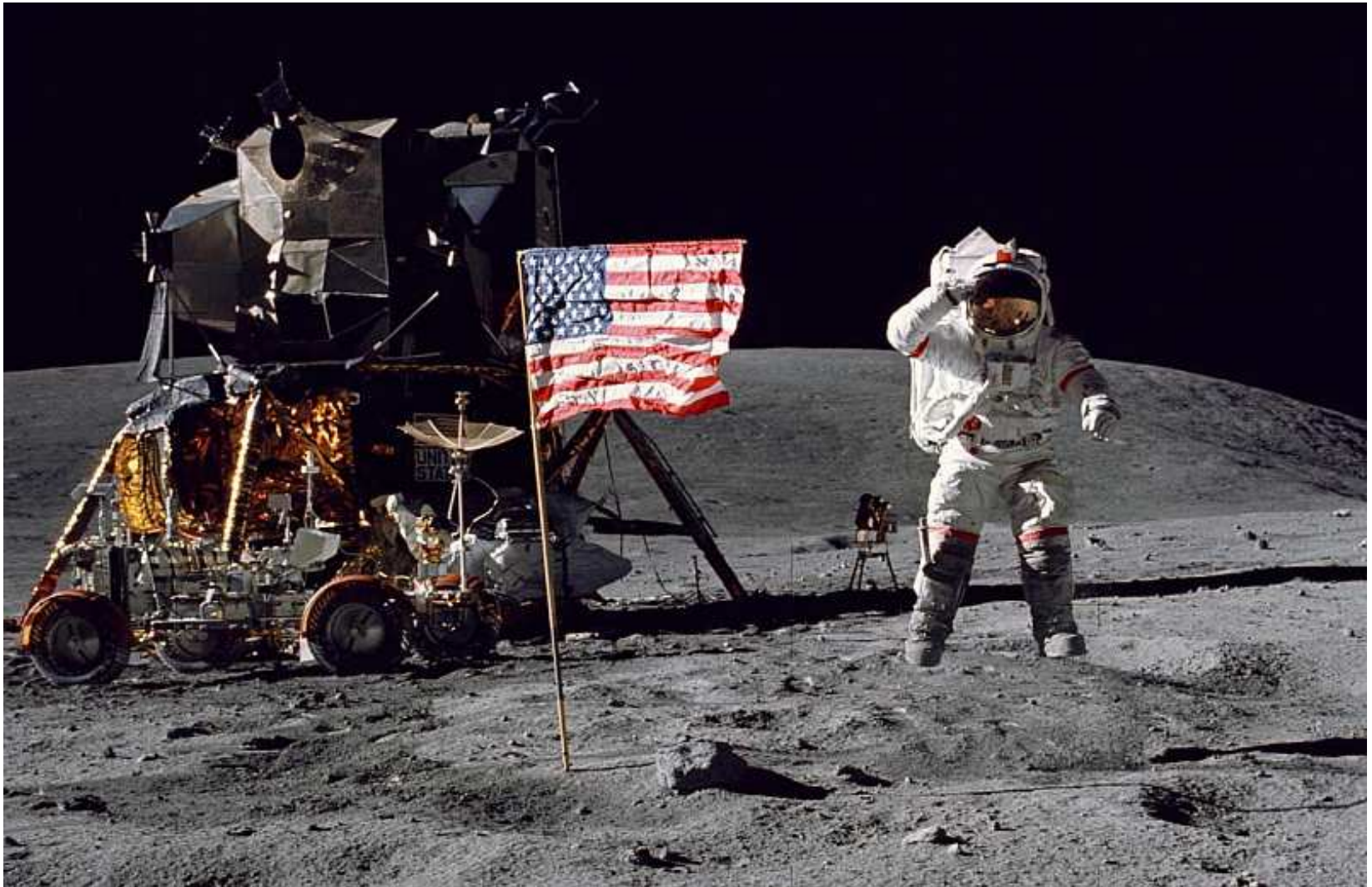
# Radio. The information medium.







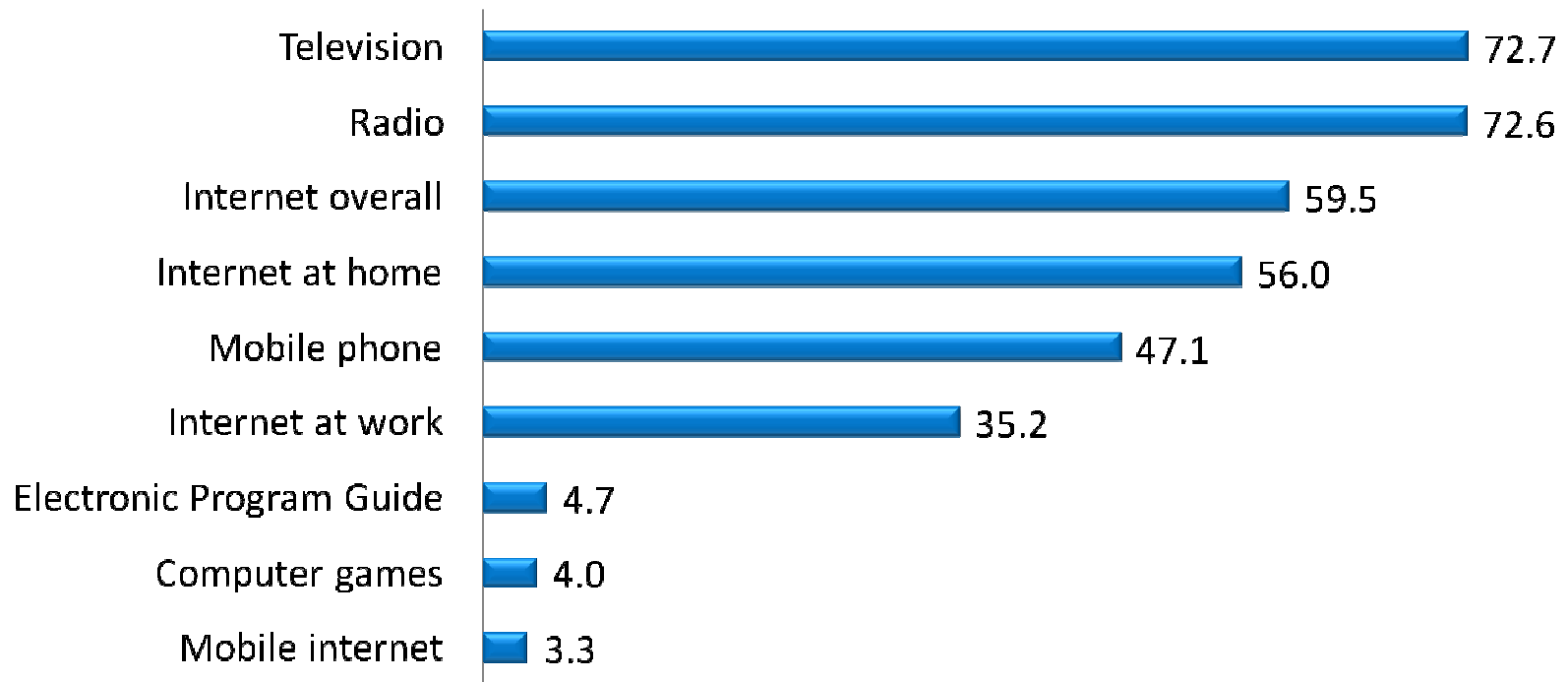
# Radio. The live medium.



# The ages of media.

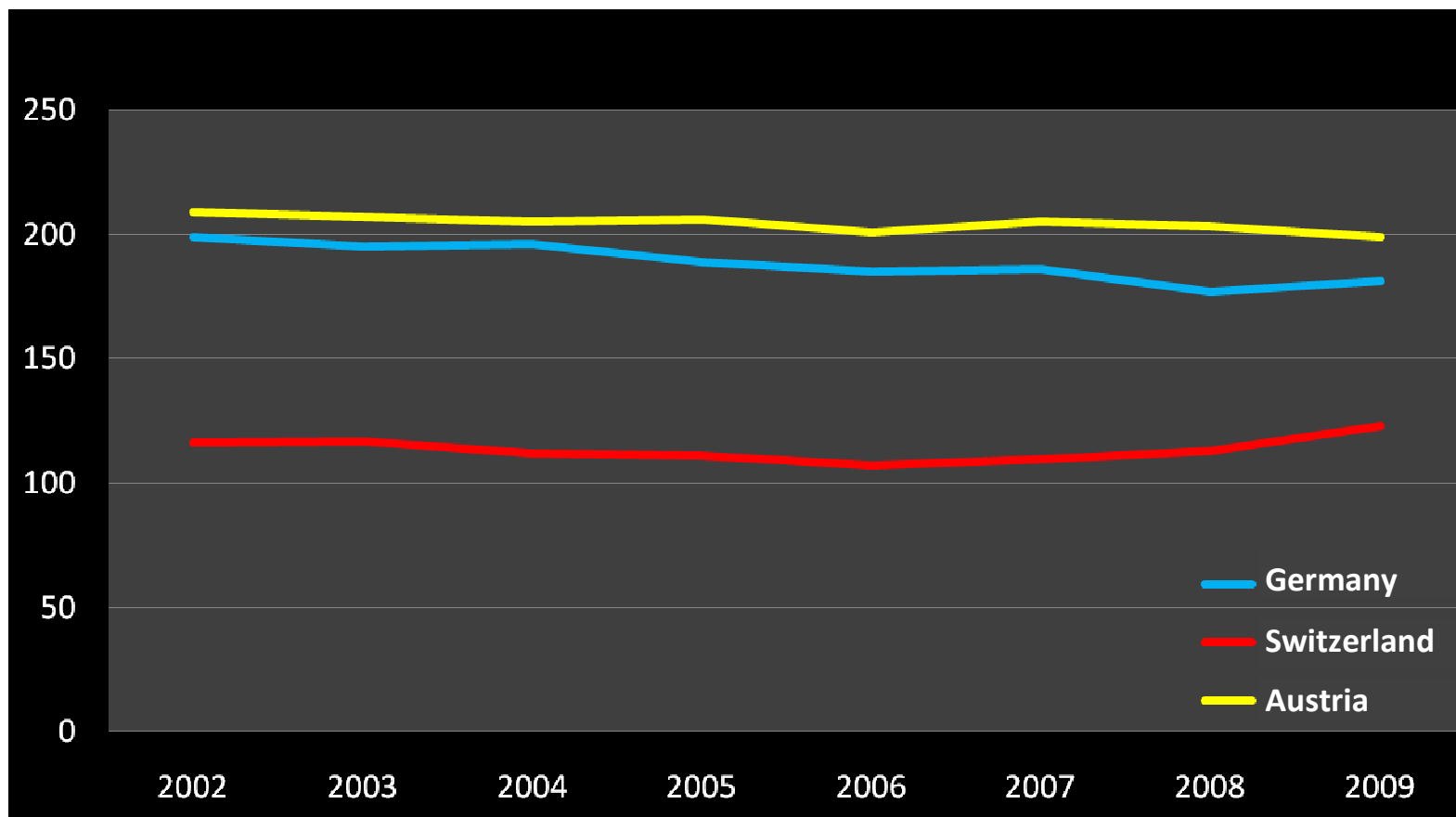


# Media usage.



As % of all subjects aged 15 and over, whole of Switzerland

# Duration of radio listening.



## Radio is the future.

“I’m from Brazil, and I love listening to DRS Musikwelle via the internet. It’s the happiest station! The world’s different music types are fantastic!”

“DRS 1, I can hardly imagine life without you.”

“DRS 4 News (DAB station) is a great invention. Huge compliments.”



# Digital radio. Benefits for the listener.

- Wide range of stations
- Best sound quality
- Easy to use
- Highest mobility
- Useful additional functions

# Digital radio. Benefits for the broadcaster.

- Significant costs savings
- Opportunity for new services with terrestrial reception
- Transmission of additional information
- Enormous energy-saving potential

# Digital radio. In 2010.

- Countries

e.g.: CH ▶ Sharp rise in digital radio sales.

UK ▶ Digital listening up 17.5 % year-on-year.

- Cars

VW, BMW, Mercedes, Audi ▶ DAB+-ready car radios on request

- Mobile phones

Nokia ▶ 2010 first headset for DAB/DAB+ reception

LG Electronics, Nokia ▶ DAB+ radio integrated in mobile phones from 2011

# Digital radio. A new lifestyle.





# Digital radio. The radio of the future.

