



# **DAB**

## **in Switzerland**

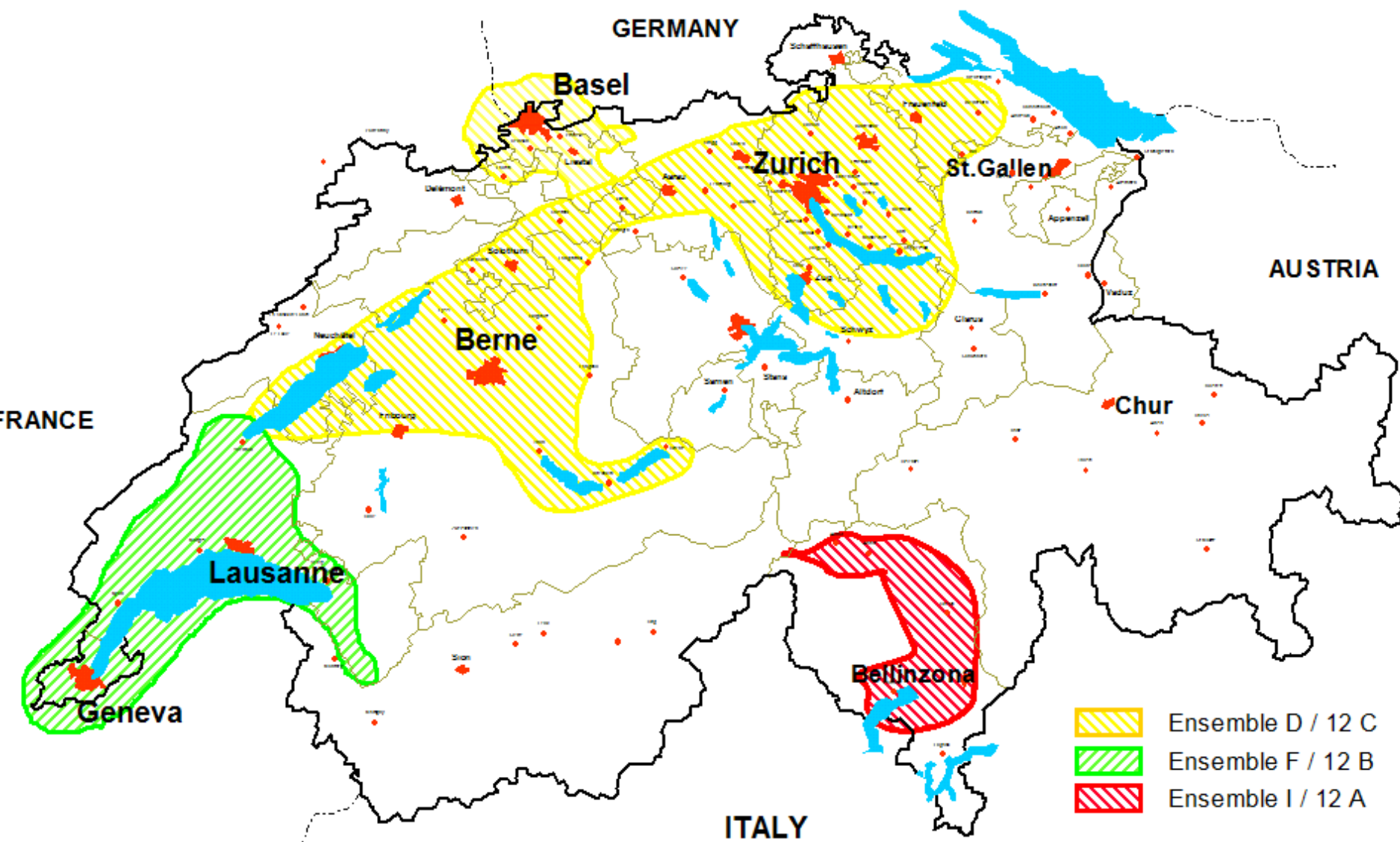
***Larissa Erismann***

March 2006

1.

# ***DAB* Coverage**

# DAB Channel 12 Coverage as at End-2005



# **What has happened since then?**

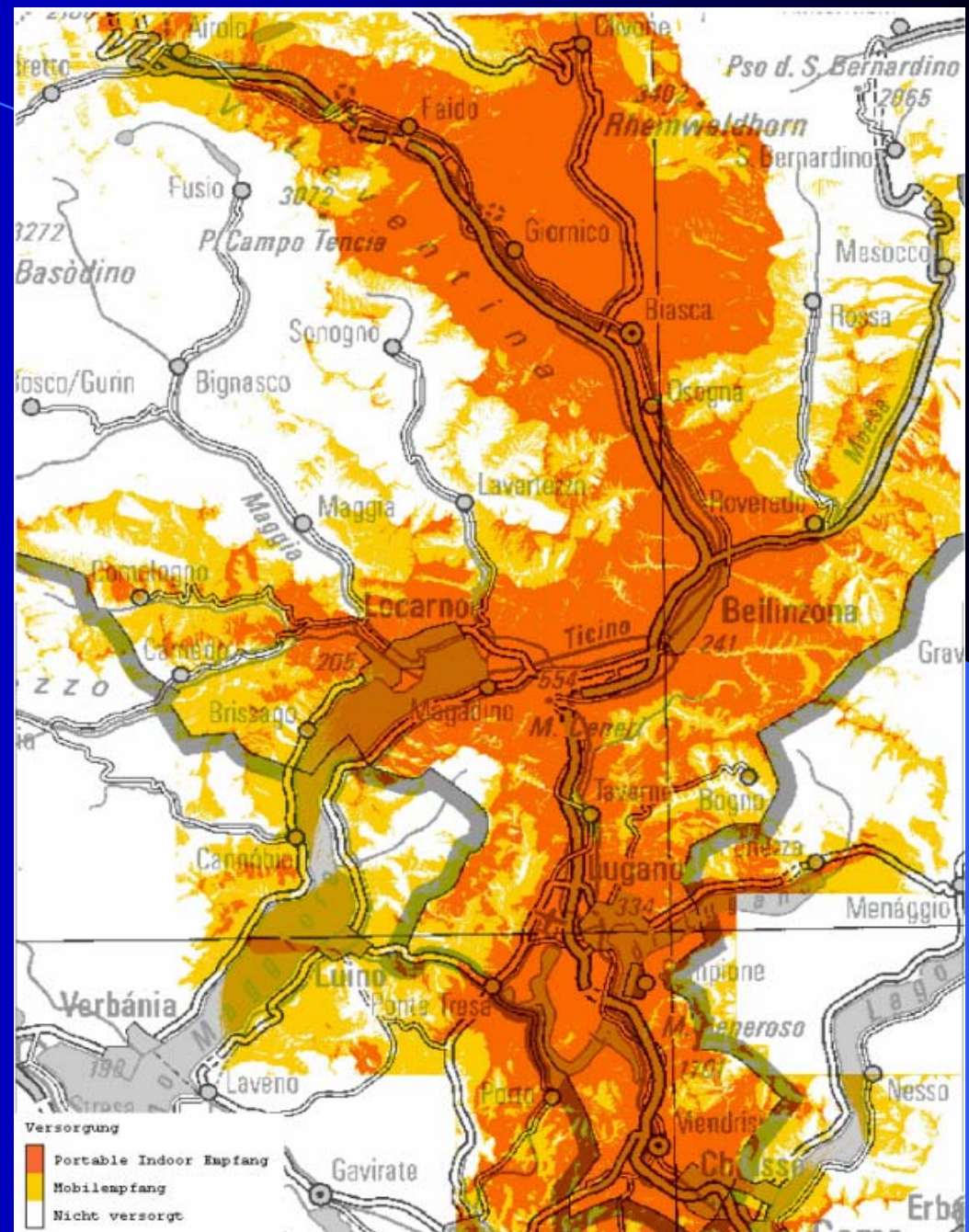
## **Italian-speaking Switzerland:**

- **4 new transmitters**
- **actual coverage: over 90% of the Italian-speaking population**
- **Extension: from 0% to 90% coverage!**

## **German-speaking Switzerland (N-E):**

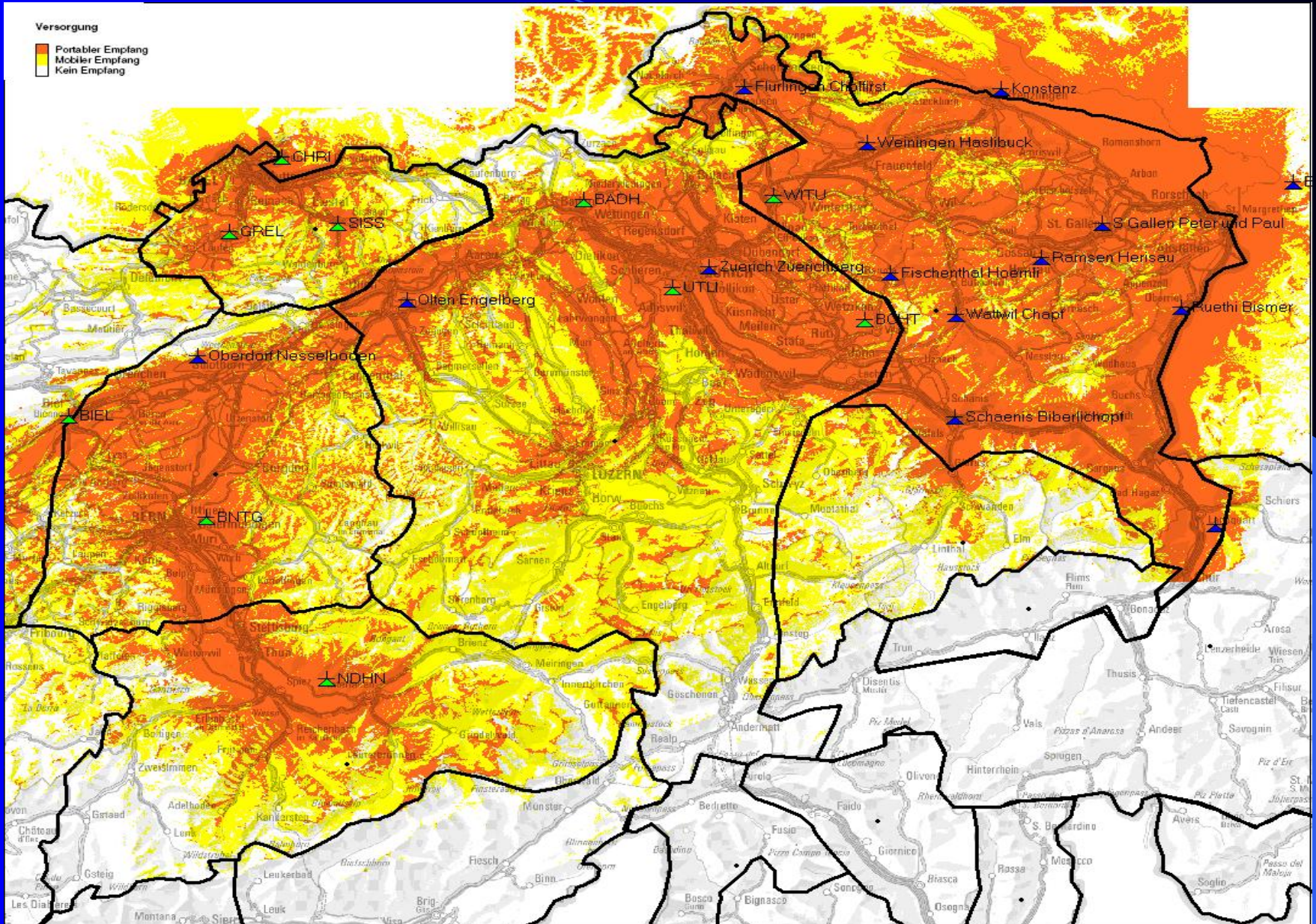
- **10 new transmitters**
- **Actual coverage: PI about 80% of the German-speaking population (N-E CH 93%), MO 95% of Swiss population**
- **Extension: from about 60% to 80% coverage!**

# DAB Coverage in Ticino





# DAB Coverage in German-speaking CH



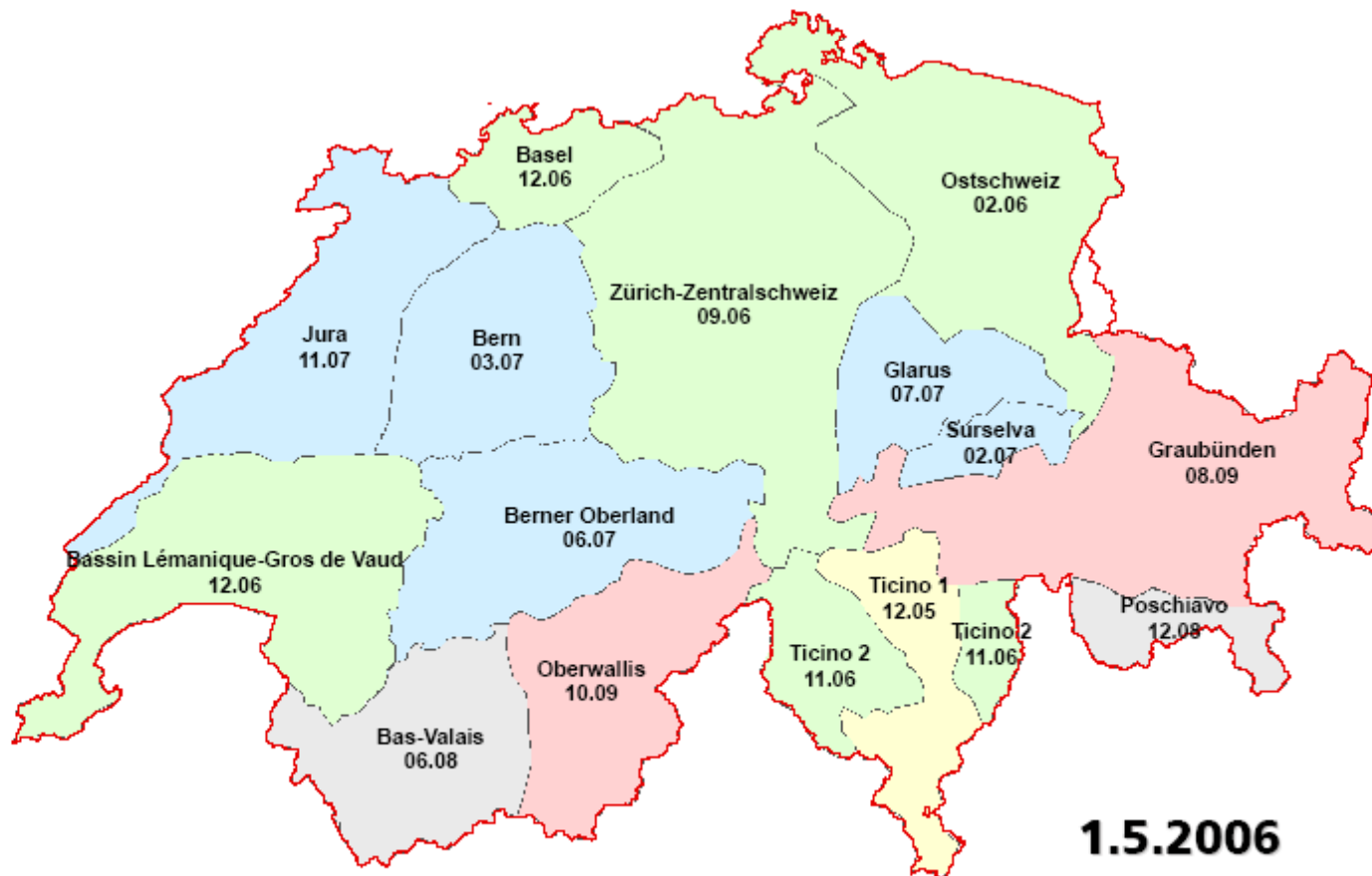


# Further Extension of DAB Coverage

<b>Now</b>	<b>73% of CH population live within DAB reception area</b>
<b>Autumn 2006</b>	<b>Central Switzerland added to the DAB reception area, north-south traffic artery completely covered</b>
<b>End-2006</b>	<b>New transmitters and modifications on existing transmitters in German-speaking and French-speaking Switzerland</b>
<b>End-2006</b>	<b>Full coverage in Italian-speaking Switzerland</b>
<b>End-2007</b>	<b>Full coverage in German-speaking Switzerland (with exception of Valais) 2<sup>nd</sup> range of programs (all DAB-only) to be introduced in major population areas</b>
<b>Mid-2008</b>	<b>Full coverage in French-speaking Switzerland</b>
<b>Mid-2009</b>	<b>Full coverage in Valais Full coverage in Grisons</b>

# Latest Plan of DAB Extension and Modification

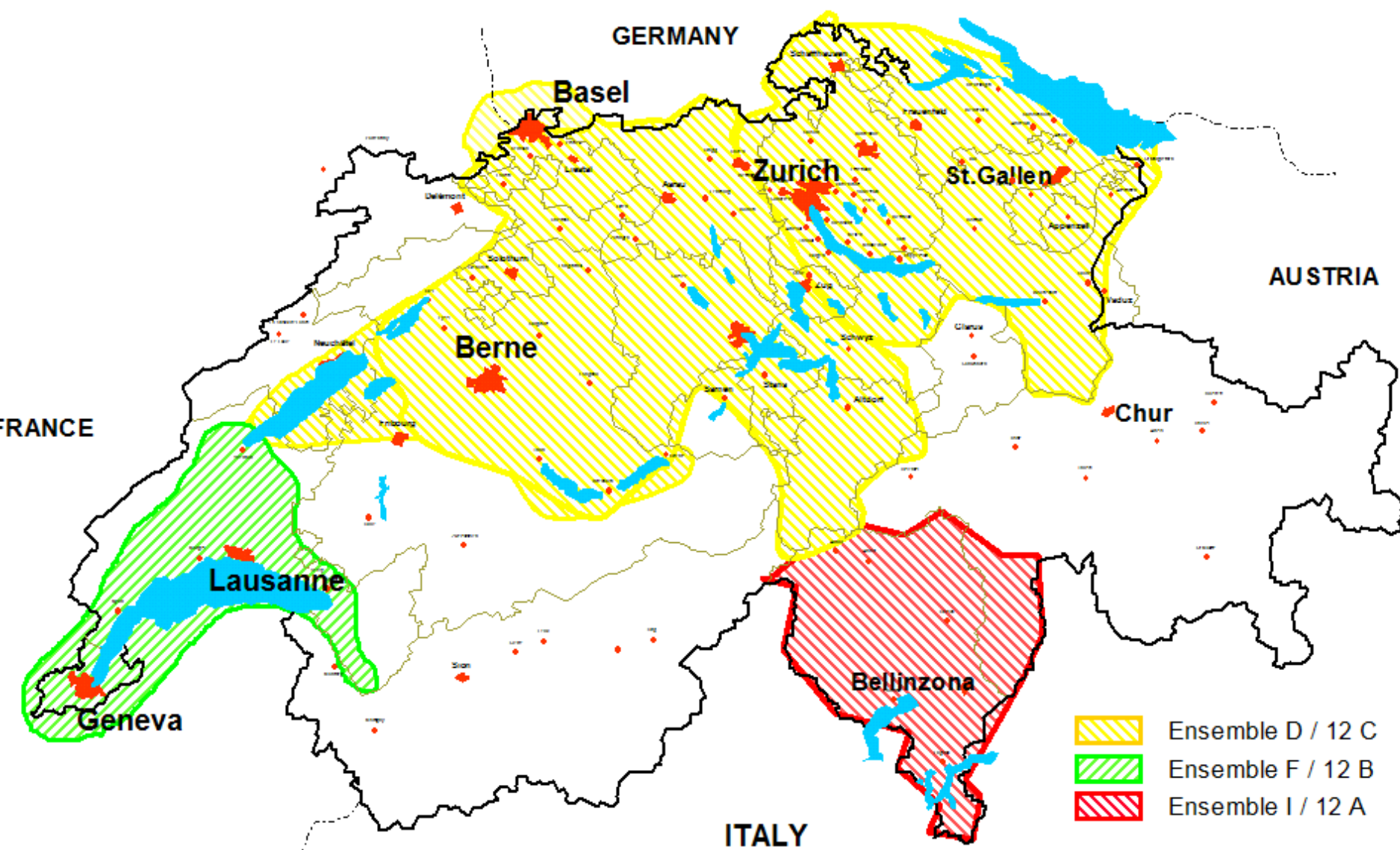
## DAB Ausbauplan



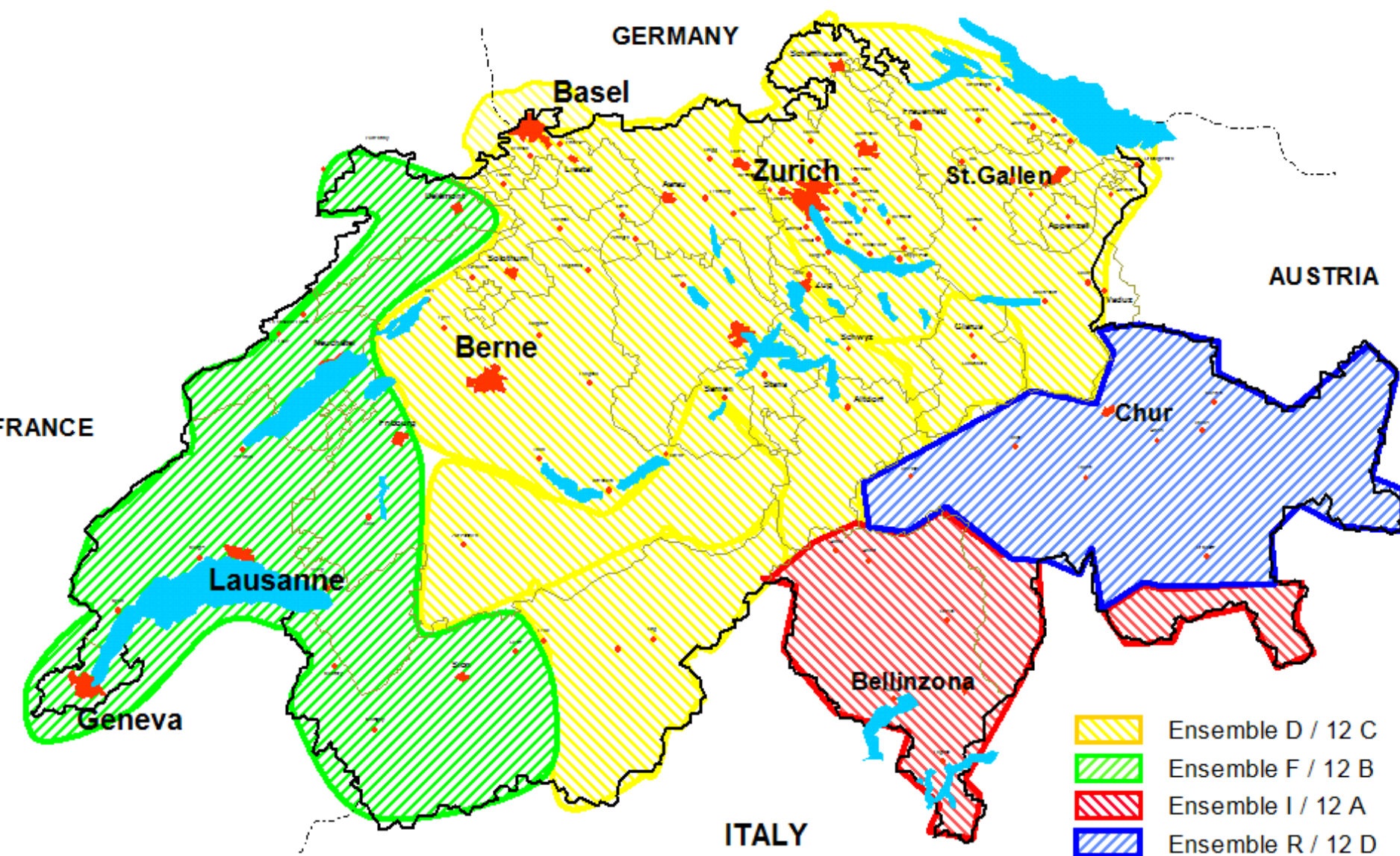
SRG SSR **idée suisse**



# Extension Map DAB Channel 12: End 2006

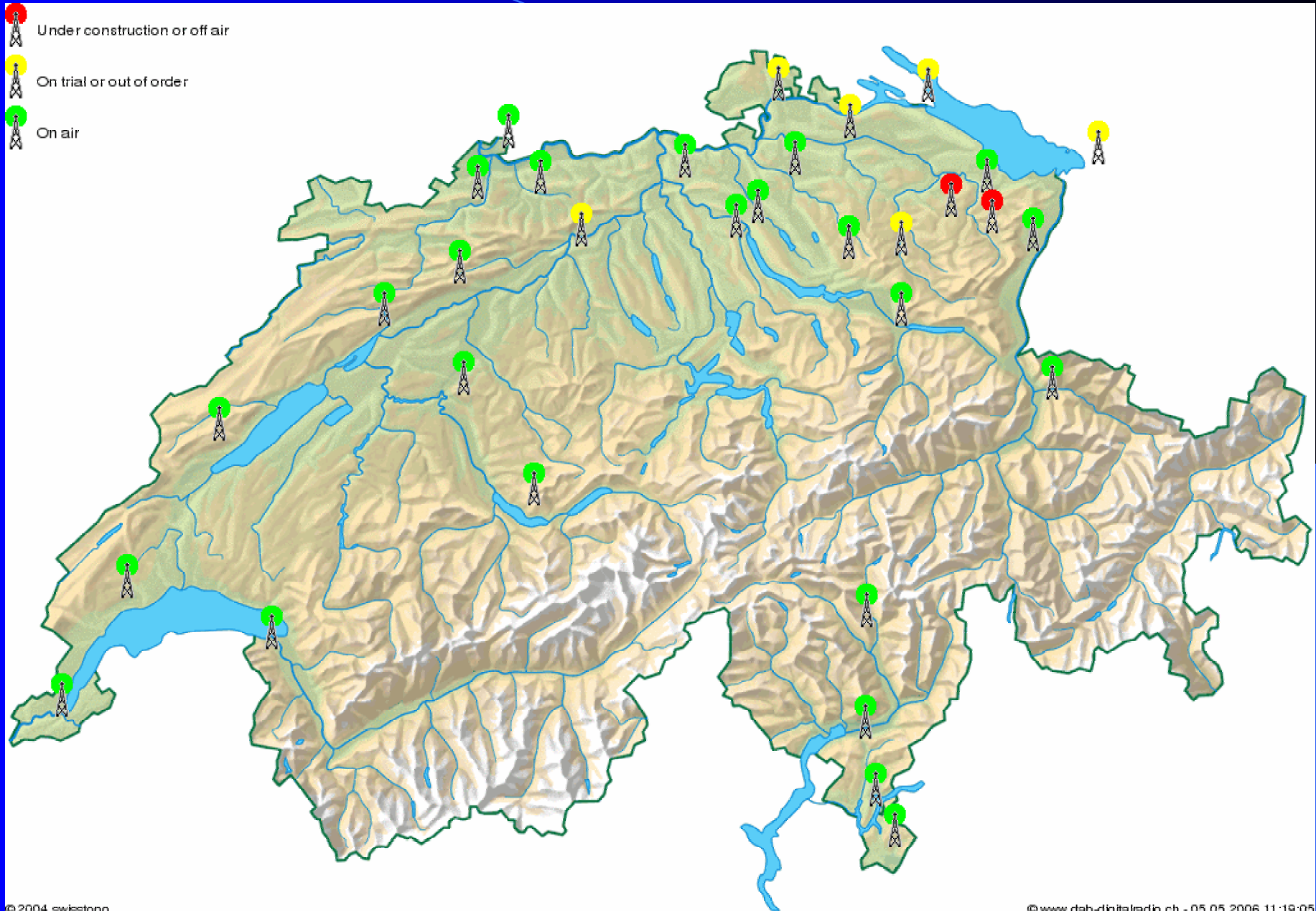


# Extension Map DAB Channel 12: End 2009





# Location of current DAB transmitters



# And a jungle of FM transmitters!

UKW Antennen der SRG  
(Stand: 13.09.2005)







# **2.**

# **Programmes on**

# ***DAB***

**All of us have heard of  
Bristol**

# Programme offer in Bristol 6 years ago:

national



regional



local



# Programme offer in Bristol today:

## national



## regional



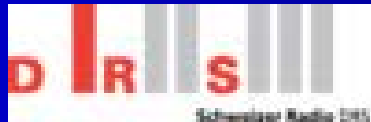
## local



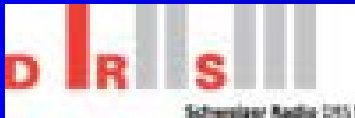


**But only a few of us have heard of  
Olten**

# The SRG idée suisse produces 16 radio programmes:



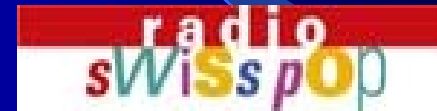
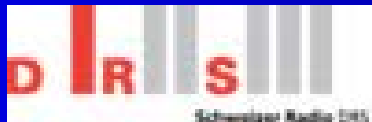
# A mere 5 of which are available on air in Olten:



+ 1 programme on AM  
until end-2007!!

**DRS Musigwälle**

**Thanks to DAB,  
11 SRG programmes are  
on air in Olten today!**

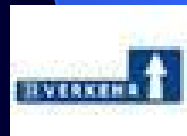
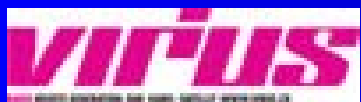
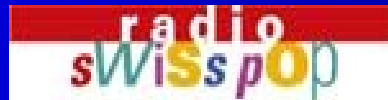
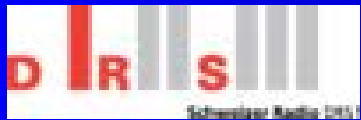




**Now watch  
this!**

# On the Lake of Constance you have a choice of 28 programmes on DAB!!!

*A unique situation on the Continent!*



*(plus 2 data channels)*

# DAB programmes in German-speaking Switzerland:



1. DRS 1
2. DRS 2
3. DRS 3
4. DRS Musigwäelle (*DAB only*)
5. DRS Virus (*DAB only*)
6. Radio Swiss Classic (*DAB only*)
7. Radio Swiss Jazz (*DAB only*)
8. Radio Swiss Pop (*DAB only*)
9. RSR – La Première
10. RSI – Rete Uno
11. Radio Rumantsch (*DAB only*)

# DAB radio stations in French-speaking Switzerland:



1. La Première
2. Espace 2
3. Couleur 3
4. Option Musique (*DAB only*)
5. DRS 1
6. Rete Uno
7. Radio Rumantsch (*DAB only*)
8. Radio Swiss Classic (*DAB only*)
9. Radio Swiss Jazz (*DAB only*)
10. Radio Swiss Pop (*DAB only*)



# DAB Radio Stations Available in Italian-Speaking Switzerland



1. Rete 1



2. Rete 2



3. Rete 3



4. Option Musique (*DAB only*)



5. DRS Musigwälle (*DAB only*)



6. Radio Rumantsch (*DAB only*)



7. Radio Swiss Classic (*DAB only*)



8. Radio Swiss Jazz (*DAB only*)



9. Radio Swiss Pop (*DAB only*)

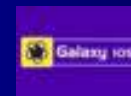
# In North-Eastern Switzerland: Ensemble Baden-Württemberg

1. SWR 1 Baden-Württemberg
2. SWR 2
3. SWR 3
4. DASHING
5. SWR Cont.Ra
6. DeutschlandRadio Kultur
7. Hit-Radio ANTENNE 1
8. ANTENNE 1 info digital
9. bigFM



# In North-Eastern Switzerland: DAB Ensemble Bayern

1. Bayern 2+
2. Bayern 4 Klassik
3. B5 aktuell
4. Bayern mobil
5. BR - Das Modul
6. BR - Verkehr
7. Rock Antenne
8. Radio Galaxy



**What is happening regarding the programme offer in Switzerland?**

# Go ahead for DAB in Switzerland

- The Swiss Federal Council has publicly announced that DAB is to be the solution of the frequency shortage in Switzerland.
- The Swiss DAB Consortium has a new member:
  - Radiotele AG (Media Advertisement Company)
  - Tamedia (Press and Media Enterprise)
  - SRG (Public Broadcaster)
  - **New: VSP** (Association of Swiss commercial radios)

# Second DAB layer in Switzerland

- The call for tender of the second DAB Layer in Switzerland will take place in early summer.
- The second DAB layer (German-speaking CH) is to consist of unique programmes only (75% commercial, 25% SRG).
- In 2007, the second ensemble will go on air in the main urban areas of German speaking CH (Zurich, Bern, Basle).



**3.**

# ***DAB* Marketplace**

# There is a DAB radio on offer for each and every purpose!

Waterproof DAB radio for your bathroom



DAB boombox in the nursery



DAB car radio



DAB clock radio next to your bed



DABman for the pocket of your coat



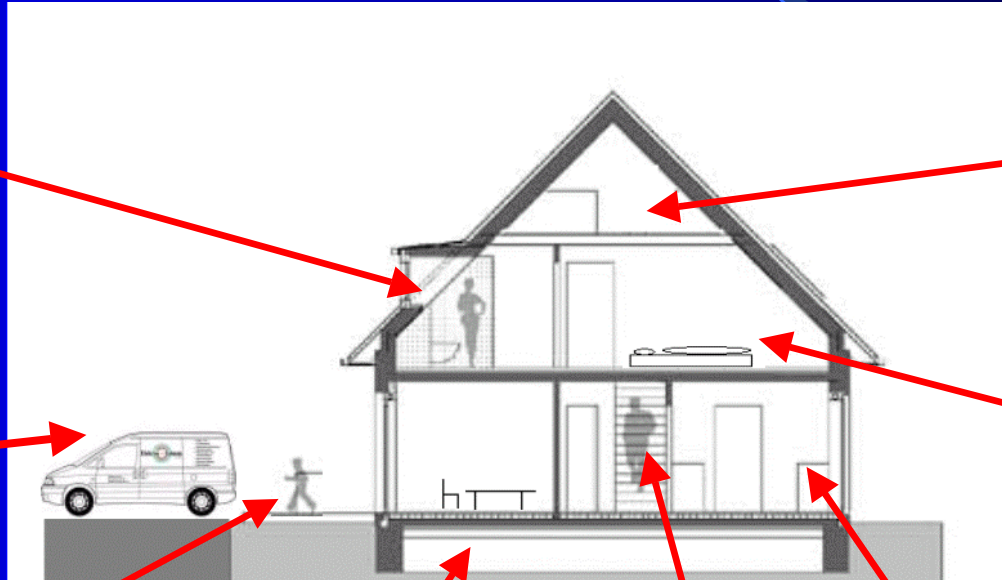
DAB/DMB notebook in your office



DAB/DMB cellphone in your handbag



DAB micro system in your living room



# All kinds of DAB receivers are available in Switzerland

	Models
Car radios	33
Hi-fi tuners	35
Micro sets	29
Portable radios	41
Handhelds	17
Radio alarm clocks	9
<b>Total</b>	<b>194</b>

# **Swiss DAB market in May 2006**

- **Over 150 manufacturers of DAB receivers**
- **Almost 200 different DAB receivers available**
- **All device categories available**
- **Sales in the 1st quarter of 2006 have grown by 30% as compared to 2005**
- **Prices have dropped to under CHF 200 (120 Euros)**

**Cheapest DAB receiver in  
Switzerland...!**



**UNITED®**

**DAB 6506  
Radio**

Mit DAB (Digital Audio Broadcasting und FM  
Digital Tuner; 8 Senderspeicher;  
Kopfhöreranschluss; LED Display, Traggriff  
und Teleskopantenne; Uhr und Alarm; Snooze  
und Sleep Funktion; Netz und Batteriebetrieb.  
Art. Nr.: 1030416

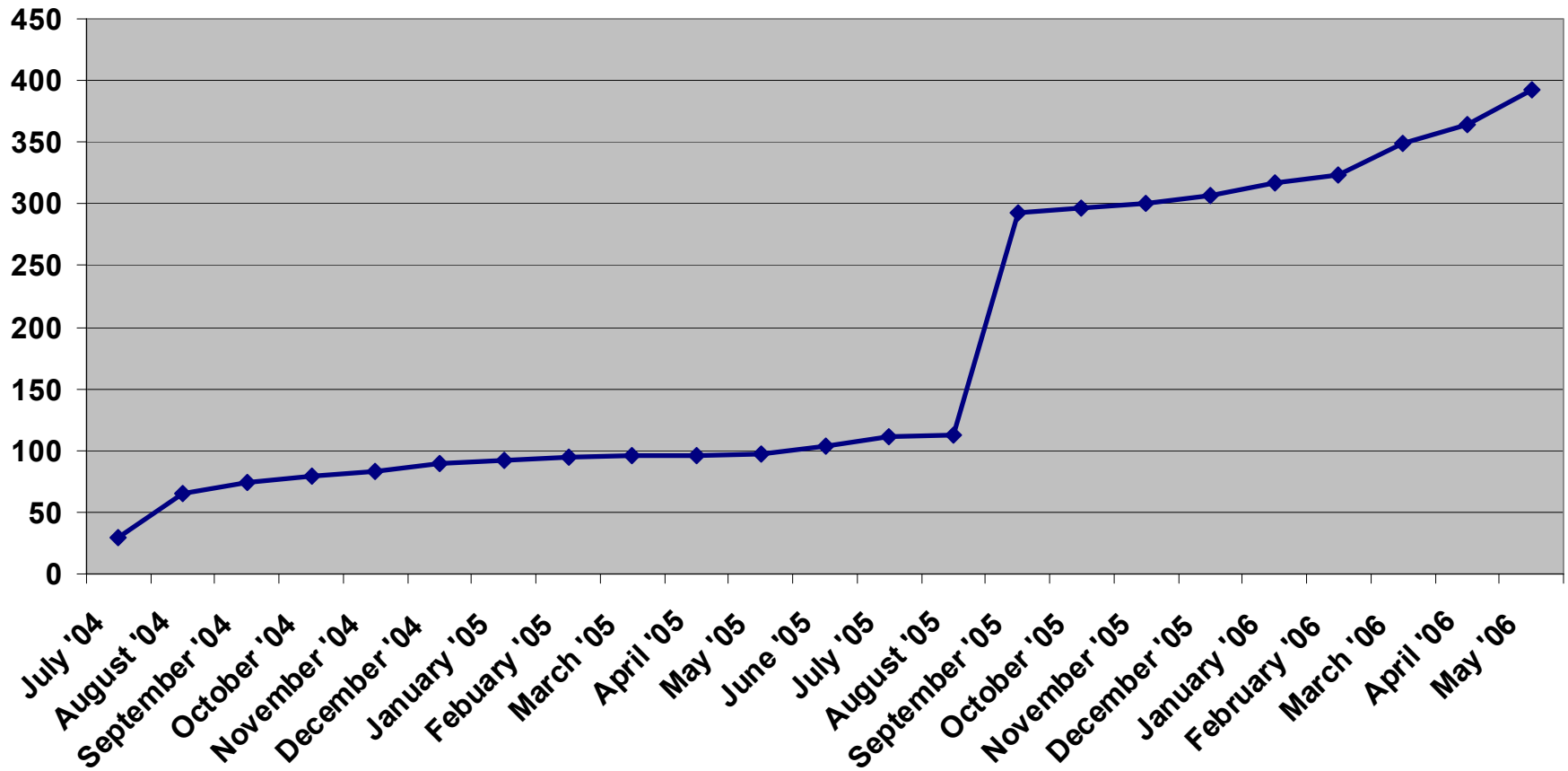
# Promising Developments in the Swiss DAB Marketplace

- All Swiss Hi-Fi discounters have DAB on offer (only exception: M-Electronics) and are beginning to sell promising numbers of DAB receivers
- The number of Swiss retailers selling DAB has more than doubled within a year
- 50% of all visitors to [www.dab-digitalradio.ch](http://www.dab-digitalradio.ch) access the DAB receiver and retailer databases (about 25,000 visits per month)

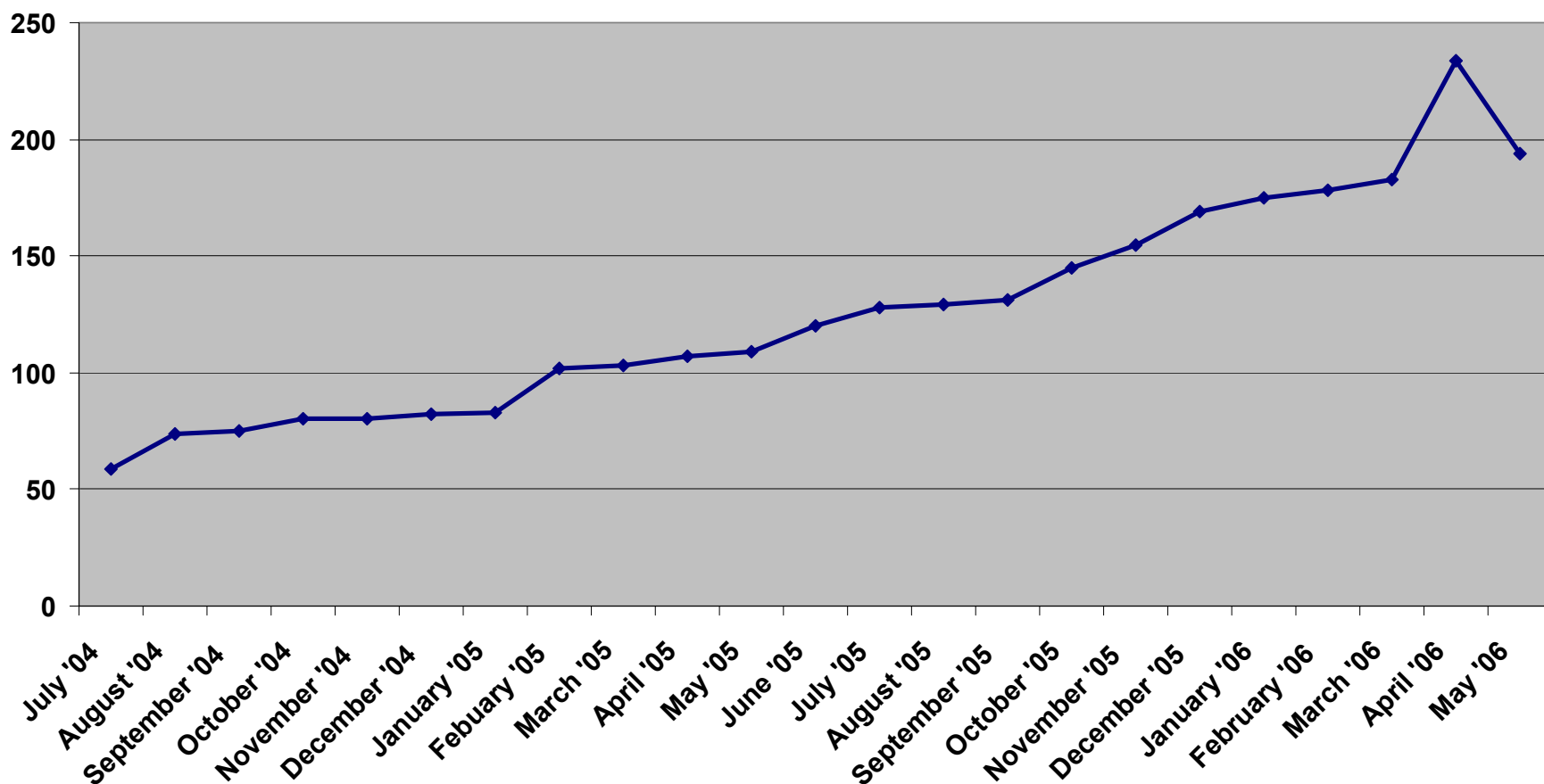




## Swiss Retailers Carrying DAB receivers

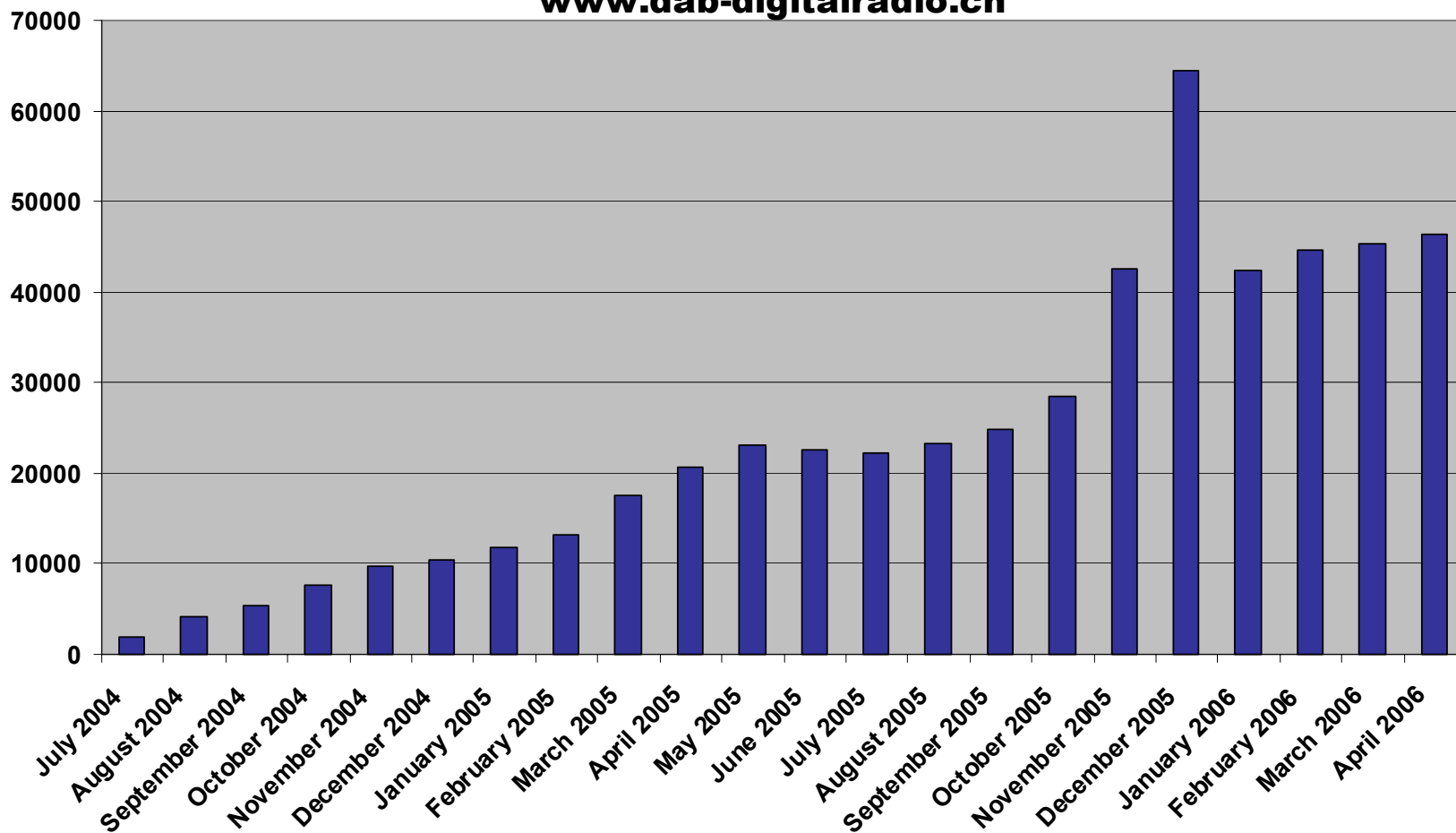


## DAB Receiver Models Available in Switzerland



## Visits by the Month

[www.dab-digitalradio.ch](http://www.dab-digitalradio.ch)



# **All information on DAB in Switzerland, e.g.**

- **DAB radio stations**
- **DAB coverage**
- **DAB receivers**
- **DAB manufacturers**
- **Specialist retailers for DAB**
- **etc.**

**is available at**

**[www.dab-digitalradio.ch](http://www.dab-digitalradio.ch)**

**[www.dab-radionumerique.ch](http://www.dab-radionumerique.ch)**

**[www.dab-radiodigitale.ch](http://www.dab-radiodigitale.ch)**

4.

***DAB* Communication**  
**(SRG SSR idée suisse)**



The background is a dark blue gradient. A thin, light blue curved line starts from the left edge and curves downwards towards the bottom right. A spotlight effect, represented by a lighter blue cone, originates from the text and points towards the bottom right corner.

**2006**

# Communication in 2006

**A group within the SRG coordinates DAB communication and activities regarding**

- **market**
- **general public**
- **press**

# **DAB Market**

## **Supporting DAB retailers by means of:**

- **New features in retailer and receiver databases on DAB web platform:**
  - **Easy-to-use new search function for receivers**
  - **Newsletter** (retailers/general)
  - **Rating via feedback form for customers**
- **Info events for retailers (evenings)**
  - **Folder for sales personnel („DAB Survival Kit“)**
  - **Distribution of sales promotional material**



Digital Audio Broadcasting

DIGITAL RADIO

DEUTSCH | FRANÇAIS | ITALIANO | ENGLISH

search

What Is DAB?

DAB Coverage

Radio Stations

Important Information

Receivers

Retailers

Interference

DAB News

Forum

Glossary

Links

Retailers' access

## DAB Receivers

In this database you will find **595** different models of DAB receivers, **194** of which are available in Switzerland.

### Search for receivers available in Switzerland

Category	All receivers
Price range	Any price
Manufacturer	All
DAB functions	<input type="checkbox"/> pause/play function for DAB <input type="checkbox"/> rewind function for DAB <input type="checkbox"/> record function for DAB
Features	<input type="checkbox"/> VHF (FM) <input type="checkbox"/> CD player <input type="checkbox"/> MP3 player <input type="checkbox"/> alarm

search

- [List of all categories of DAB receivers](#)
- [List of all manufacturers of DAB receivers](#)

- What Is DAB?
- DAB Coverage
- Radio Stations
- Important Information
- Receivers
- Retailers
- Interference
- DAB News
- Forum
- Glossary
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- Retailers' access

## Your personal evaluation of Aubosonic AG, Stäfa

### 1. Visibility as DAB outlet

- Was the store marked as a DAB outlet on the outside, e.g. with a sticker on the door?
- ☐ Yes
  - ☐ No
  - ☒ Don't know

### 2. DAB range

- How wide and/or varied was the choice of DAB receivers?
- ☐ First-class
  - ☐ Satisfactory
  - ☐ Mediocre
  - ☐ Poor
  - ☐ No DAB receivers
  - ☒ Don't know

### 3. Presentation of DAB receivers

- How well were the DAB receivers presented in the store?
- ☐ Displayed prominently
  - ☐ Reasonably well presented
  - ☐ Difficult to find
  - ☒ Don't know



# **General Public**

**Intensive DAB Communication starting  
Sept 2006 in the German and Italian parts  
of CH (in time for the Christmas sales):**

- **Info trailers on all DAB programmes**
- **New leaflet explaining DAB**
- **Digital radio draws**
- **Cooperation with Swiss music scene  
(associations of musicians, concert  
organisers, venues etc.)**
- **etc.**

# **Last, but not least: What we tell our listeners!**

**If you should need a new radio ...**

- **... Whatever you do, don't buy an FM-only receiver!  
Make sure your new radio has DAB.**
- **... know this: Even the most beautiful and state-of-the-art looking FM receiver is technically obsolete before it's even been unpacked!**