

DigiMig

The Swiss strategy for FM Switchover

Topics

1. Radio Broadcasting in Switzerland – The Facts
2. The DigiMig Project
3. The Key Features of the Digital Migration Strategy

FM Radio Broadcasting in Switzerland

FM landscape 2014 – SRG SSR stations	
German-speaking Switzerland	SRF 1, SRF 2, SRF 3
French-speaking Switzerland	La Première, Espace 2, Couleur 3, Option Musique (Geneva, Valais)
Ticino	Rete Uno, Rete Due, Rete Tre
Grisons	Radio Rumantsch, SRF 1, SRF 2, SRF 3
Total FM stations	11
Number of Transmitters	859

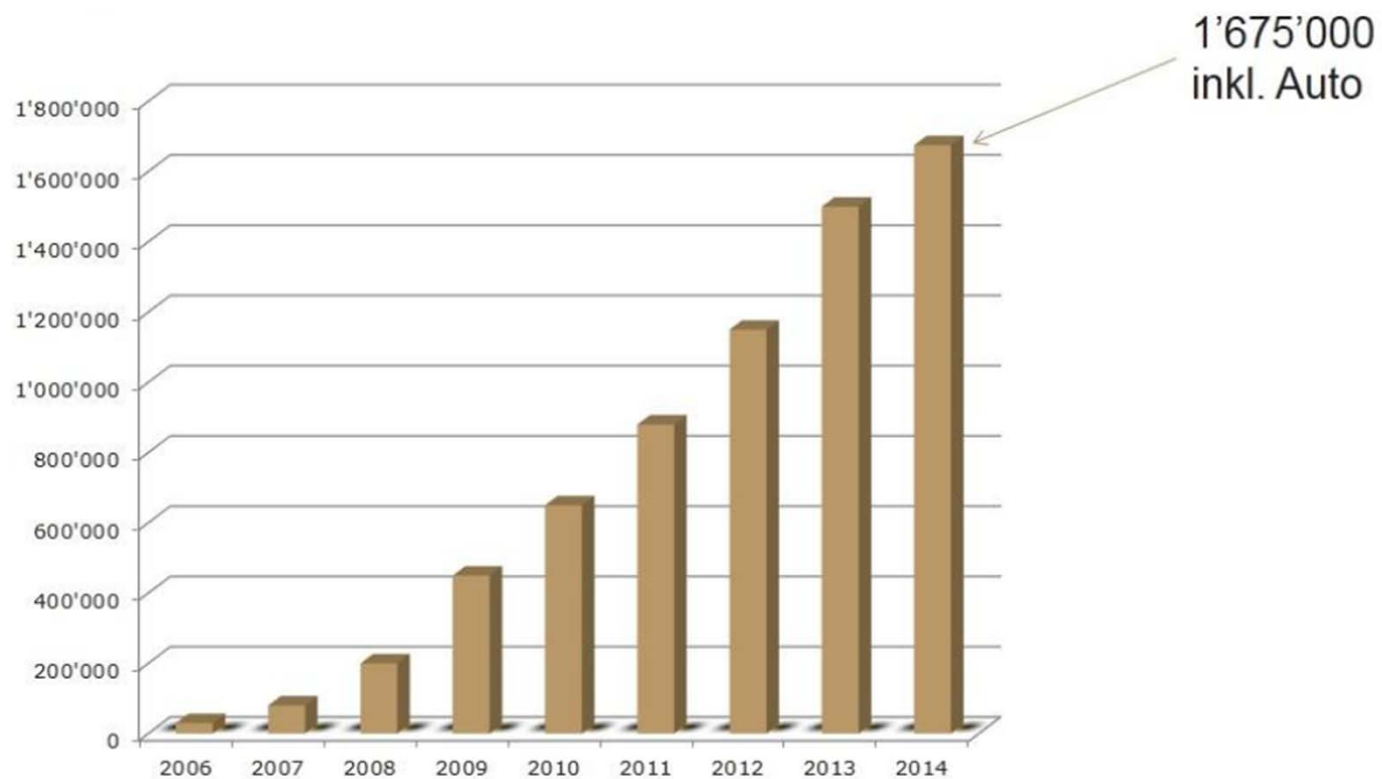
FM Radio Broadcasting in Switzerland

FM Landscape 2014 – Private Radios	
Coverage areas	34
Commercial private broadcasters with a performance mandate, without fee-splitting	21
Commercial private broadcasters with a performance mandate and fee-splitting	12
Non-commercial private broadcasters with a performance mandate and fee-splitting	9
Total licences	42
Number of transmitters	342

DAB Radio Broadcasting in Switzerland

- Some 70 radio programs on DAB+ platforms in Switzerland
- SRG SSR programs on a DAB+ platform in each linguistic region
- In German-speaking Switzerland, more than half of all private FM radio stations can be received via a DAB+ platform
- In French-speaking Switzerland over 90% of all private FM radio stations can be received via a DAB+ platform
- Additionally a number of DAB+-only programs can be received via a DAB+

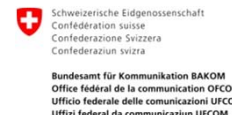
DAB+ Receiver Sales 2006 - June 2014



Quellen: GFK, Handel, Autoimporteure

The DigiMig Project

- The actors:



- The Goal:

Develop a joint strategy for a coordinated migration from FM to DAB+

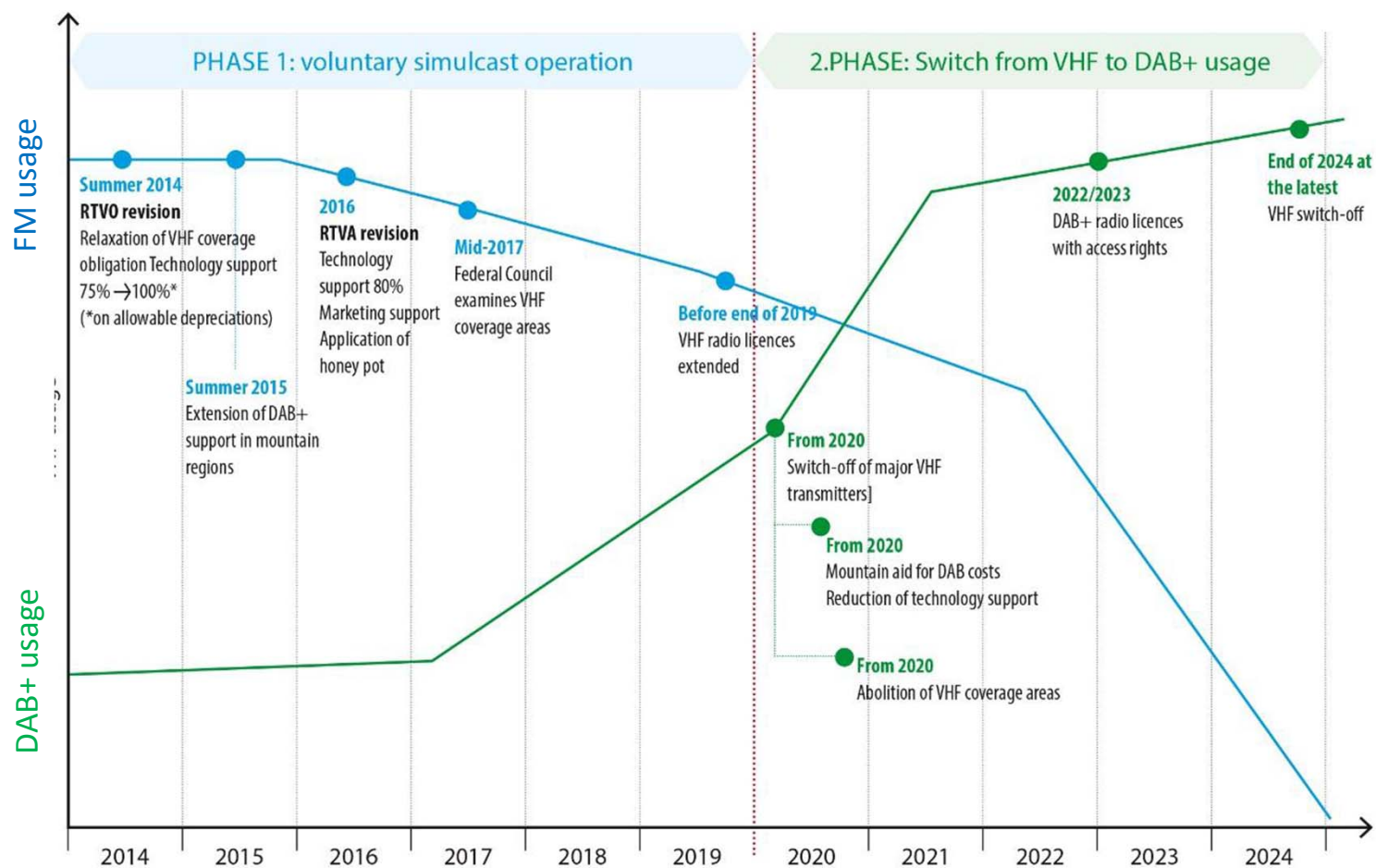
- Result:

Migration plan and 15 recommendations

The DigiMig Project Organisation

- Core Group
- Regulation sub-group
- Communication sub-group
 - Market Research Committee
- Technical sub-group

Migration Plan



First Phase 2014-2019

- Massive marketing and communication campaigns
- New Radio and Television Act (RTVA) to support the simulcast phase
- Provision of DAB+ in the major road tunnels
- Easing of the FM broadcasting obligation, relinquished VHF frequencies remain with OFCOM
- No tender procedures for FM licenses, unchanged coverage areas
- Extension of the FM radio licenses by a maximum of five years with simulcast operation
- Agree on technical values for coverage by FM, DAB+ and IP
- Radio broadcasters prepare hybrid radio

Second Phase 2020-2024

- Coordinated switch-off of major FM transmitters by private broadcasters and the SRG; comprehensive FM reception is no longer guaranteed
- Financial assistance for radios in mountainous areas now only for DAB+ broadcasting
- Gradual reduction of technology support
- Coordinated switch-off of the remaining FM transmitters by the end of 2024 at the latest

Thank you

More Information:

http://www.bakom.admin.ch/themen/radio_tv/01214/02292/04666/index.html?lang=en

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