

## Press Release

### **Digital radio: even more SRG SSR idée suisse radio stations at optimum sound quality**

**Bern, 6 October 2009 – From the middle of October 2009, SRG SSR idée suisse is adding even more stations – at the very best sound quality – to its successful digital radio service.**

Sales of digital radios in Switzerland have already topped the 350,000 mark. On 15 October 2009, digital radio will become even more attractive when a range of SRG SSR radio stations go on air in the new DAB+ standard.

Among the new stations broadcast in DAB+ to German-speaking Switzerland will be World Radio Switzerland (WRS), the first Swiss radio station in English. French-speaking Switzerland will gain DRS Musikwelle – a station that many in the *Romandie* have missed. The Ticino audience will also benefit from digital radio, with services being extended to cover DRS 1 and La Première in DAB+. In Canton Grisons, SRG SSR has been broadcasting all of its German-language ensemble stations in DAB+ format since October 2008.

To receive the additional SRG SSR stations, listeners need a DAB+ digital radio. This successor technology to DAB has now become established in Switzerland. Retailers have been selling DAB+ digital radios only for more than a year. These radios also receive all stations broadcast in DAB. The majority of retail DAB+ radios are easy to operate: when the radio is first used, all the listener needs to do is start an automatic station search.

The objective is to broadcast all SRG SSR radio stations throughout Switzerland in the new DAB+ standard from the end of 2012. A transitional period up to the end of 2015 at the latest will give listeners sufficient time to change over to DAB+. Until then, SRG SSR will continue to broadcast some stations in DAB.

SRG SSR radio stations will continue to be broadcast on FM.

For comprehensive information, please visit [www.digitalradio.ch](http://www.digitalradio.ch) or call 0848 88 44 22.

Further information is also available from:

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