



audio is king!

SWISS
RADIO
DAY

WELCOME TO THE SWISSRADIODAY

6th WorldDAB Marketing Group Meeting

SwissRadioDay Presentation by: Darryl von Däniken, General Manager

Thursday 13th October 2022



SwissRadioDay 2022

Willkommen / Bienvenue /
Benvenuti Bainvegni / Welcome

Severine Schori-Vogt (SRG)
Jürg Bachmann (VSP)
Philippe Zahno (RRR)
& Maria Victoria Haas



RADIO SWISS MADE

RADIO MADE IN SWITZERLAND

- The annual B2B Swiss Radio Congress founded in 1999
- Legal entity called RadioEvents GmbH, formed as joint venture between the SRG/SSR, VSP & RRR
- Board of Directors:
Severine Schori-Vogt (SRG/SSR), Jürg Bachmann (VSP)
Philippe Zahno (RRR), Walter Herger (SRG/SSR)
- General Manager, Organisation & Partnerships:
Darryl von Däniken (IRF)



COLLABORATION

RADIO INDUSTRY COLLABORATION

- 360° collaboration between the leading stakeholders active in the Swiss Radio Industry.
- Formed specifically to act as a neutral platform enabling debate about common interests affecting the Swiss radio industry.
- Key members include: Public Broadcaster, Commercial Radio Associations, Network & Connectivity Partners, Collection Agencies, and Artist/Music Associations.





**SWISS
RADIO
DAY 22**

Presented by





NETWORKING

NEUTRAL NETWORKING

- The Swiss Radio Industry Networking Hub.
- Accessible on-location in Zurich, online and for Replay.
- Bi-lingual, in German & French.
- Morning sessions followed by buffet lunch with open ended afternoon offering optimal networking opportunities.
- 300+ delegates visit on-location.
- 100+ participate online.
- 1 x presenting partner and 8 x Key Exhibitors.



SHOWCASING

SHOWCASING BEST OF CLASS PARTNERS

- Exhibitors & partners present their latest tech & innovations.





10 Minuten mit:
10 minutes avec:

Jean Zuber

CEO, Swiss Music Export



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RADIO HEADS

A STAGE FOR RADIO EXPERTS

- Welcoming radio heads, audio experts, and thought leaders from renown national and international organisations and institutions.



SWISS
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DAY22

Ein Today-Newsportal bildet die Basis für
konvergentes Arbeiten

NICHT VON
SCHLECHTEN
ELTERN.

TELE
ZÜRİ



Das neue Newsportal
von TeleZürì und Radio 24.

ZÜRİ
TODAY

JETZT APP
DOWNLOADEN



media Florian Wanner



Swiss Radio Day 2022

WiFi

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KNOWLEDGE SHARING

360° KNOWLEDGE SHARING HUB

- SRD22 featured 20+ key notes sharing knowledge & industry developments including:
 - Programming: Podcast Radio; Dialects & Languages
 - Next Generation: Radio 4TNG; New Talent
 - Radio Heads: National Sound Archives; Swiss Music Export
 - Sound Design: MAZ Journalism School
 - ... and of course DAB+ too



SWISS
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swisscom

SRG SSR

vsp

RRR

UNIKOM

digris

Presented



Radio ohne UKW – who cares? | SwissRadioDay – 25. August 2022
Bernhard Maissen

6



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DIGITAL MIGRATION

DIGITAL MIGRATION

- Particular focus on ‘everything’ DAB+ @ SRD22 featured:
 - Niche Programming: Fix Radio & Arena Radio; Virus (SRG)
 - Migration & Promotion: Bernard Maissen (Bakom); DAB+
 - Listener Stats: Jessica Allemann (DigiMig Working Group)
 - DAB+ Reception in Retail Outlets: Christian Wieser (Migros)
 - Crisis Communication: Olaf Korte (Fraunhofer Institute)
 - Road Network Coverage: Markus Eisenlohr (UVEK)



Hier erfahren
Sie alles über
die
Kar
für



PLACE TO BE FOR DAB+

REFERENCES

Web

radioday.ch

YouTube in DE/FR

youtube.com/user/swissradioday

Flickr

flickr.com/photos/swissradioday/

Instagram

instagram.com/swissradioday

Facebook

facebook.com/swissradioday

Linkedin

linkedin.com/company/swissradioday

THANK YOU AND PLEASE JOIN US NEXT YEAR



Presented by



31 AUGUST KAUFLEUTEN ZÜRICH

ON LOCATION & ONLINE

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