



WORLD RADIO SWITZERLAND FOR SALE



OVERVIEW

150K CONNECTIONS PER MONTH
1.8M CONNECTIONS PER YEAR
175K UNIQUE LISTENERS PER YEAR
84% IN GENEVA & VAUD
74K WEB VISITS PER MONTH
28K NEWSLETTER SUBSCRIBERS

WRS is Switzerland's ONLY 24/7 English-language radio station. It broadcasts on DAB+ in Geneva, Vaud and Valais as well as streaming online and via a free app. It is also available on smart-speaker.

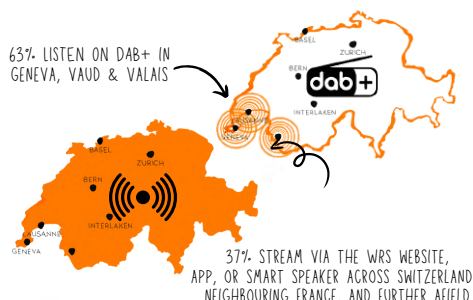
It currently produces a live morning show "The Breakfast Show" with two regular presenters and has a voice-tracked afternoon show "The Homerun" 5 days a week.

International news is provided by the BBC World Service with whom WRS is the official Swiss partner. WRS airs hourly 5-minute BBC bulletins and longer news programmes at 12:00, 18:00 and overnight 22:00-06:30 every weekday.

Additional on-air content is provided by local contributors on a volunteer basis.

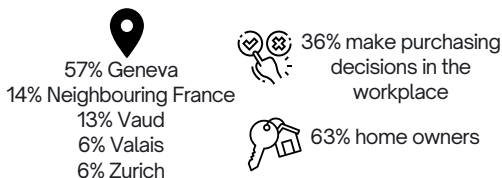
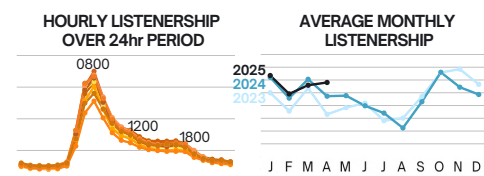
Music is HOT A/C + "local talent" features local artists from Switzerland and neighbouring France.

WRS has been broadcasting since 1996. It was formerly known as World Radio Geneva, or WRG. Previously owned by SSR/SSG, it was privatised in 2013. It is currently owned by SwissVille Broadcasting Sàrl.



THE WRS AUDIENCE

The WRS audience are affluent, educated successful professionals with high levels of income and disposable assets. Typically 30+, they are mostly homeowners with an above-average household income of CHF 150'000+, often making major purchasing decisions upon their arrival in Switzerland. They are frequent travellers in Switzerland as well as abroad, interested in local news, new technologies, travel, events & entertainment, and quality of life.



REVENUE & COSTS

WRS is a commercial radio station paid for by advertising revenue.

Between 2021 - 2024 WRS generated between CHF 293K - 373K in revenue. Pre-covid, WRS generated CHF 680K+ per year with a larger commercial team and cost model.

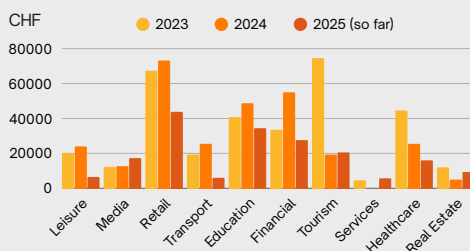
Fixed costs include DAB+ transmitter costs, studio rent, play-out software, various subscriptions (content, music, communications and CRM).

Variable costs include staff salaries and social payments. SUISA (music rights) are calculated as a percentage of revenue.

WRS currently outsources HR, payroll and fiduciary services, studio engineers, advert audio production and tech support.

WHO'S ADVERTISING ON WRS?

WRS serves a diverse range of clients, from local enterprises to global corporations, including - but not limited to - expat-focused businesses. Clients cover a range of sectors:



Many advertisers return to WRS year after year. Advertising brands include:



WAYS TO LISTEN



REASON FOR SALE

After 30 years of being the voice of Breakfast Show radio in Switzerland and the early mornings that come with it, Mark Butcher wants to start planning for retirement to spend more time with his family.

After over 12 years with WRS, Katt Cullen is looking for more time to explore her other creative audio projects and travel.

While their love for WRS is as strong as ever, both agree that it's time for a new managerial team to take the reins.

Both Mark and Katt are fully prepared to support a transition period during handover to support the new ownership.

ASSETS

The WRS brand is well known and trusted by both regular advertising clients and a loyal audience (175K unique listeners / 1.8M connections per year). Its IP assets include: strong branding, recognisable logo, an established website (www.worldradio.ch - averaging 35K visitors / 74K web visits per month), an app (iOS and android), and social media accounts.

Physical assets include studio and broadcast equipment; mixing desks, microphones, play-out PCs, monitors and sound equipment. A major studio refurbishment was completed in 2023, during which many critical items were upgraded or replaced.

WRS broadcasts via DAB+ on Geneva, Vaud and Upper Valais through a contract with Digris AG. It is understood that Digris will allow the transfer of the transmission contract to a purchaser. Notification required before the end of June 2025.

Shareholders are Mark Butcher and Katt Cullen (50/50) with no public shareholders and no debt.

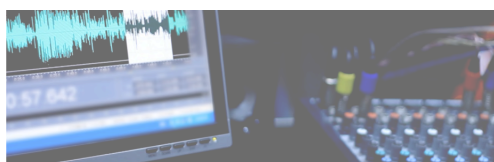
SALE PRICE

The sale price of **CHF 300'000** reflects the current scale of the company, its legacy, and its future growth potential, while remaining accessible to ensure WRS can be acquired by the party best positioned to lead it into a successful next chapter.

ADDING VALUE

Strategic investment in a dedicated sales team, targeted marketing, and active social media engagement can greatly enhance the station's value and broaden its revenue base. By strengthening outreach and brand presence, the station can attract more advertisers and partnerships.

Additionally, geographic expansion or diversifying revenue streams - such as events, digital platforms, or sponsored content - offers substantial potential to increase revenue opportunities and sustainability in a competitive media landscape.



CONTACT

info@worldradio.ch
+41 22 575 25 50 - whatsapp

katt@worldradio.ch | mark@worldradio.ch