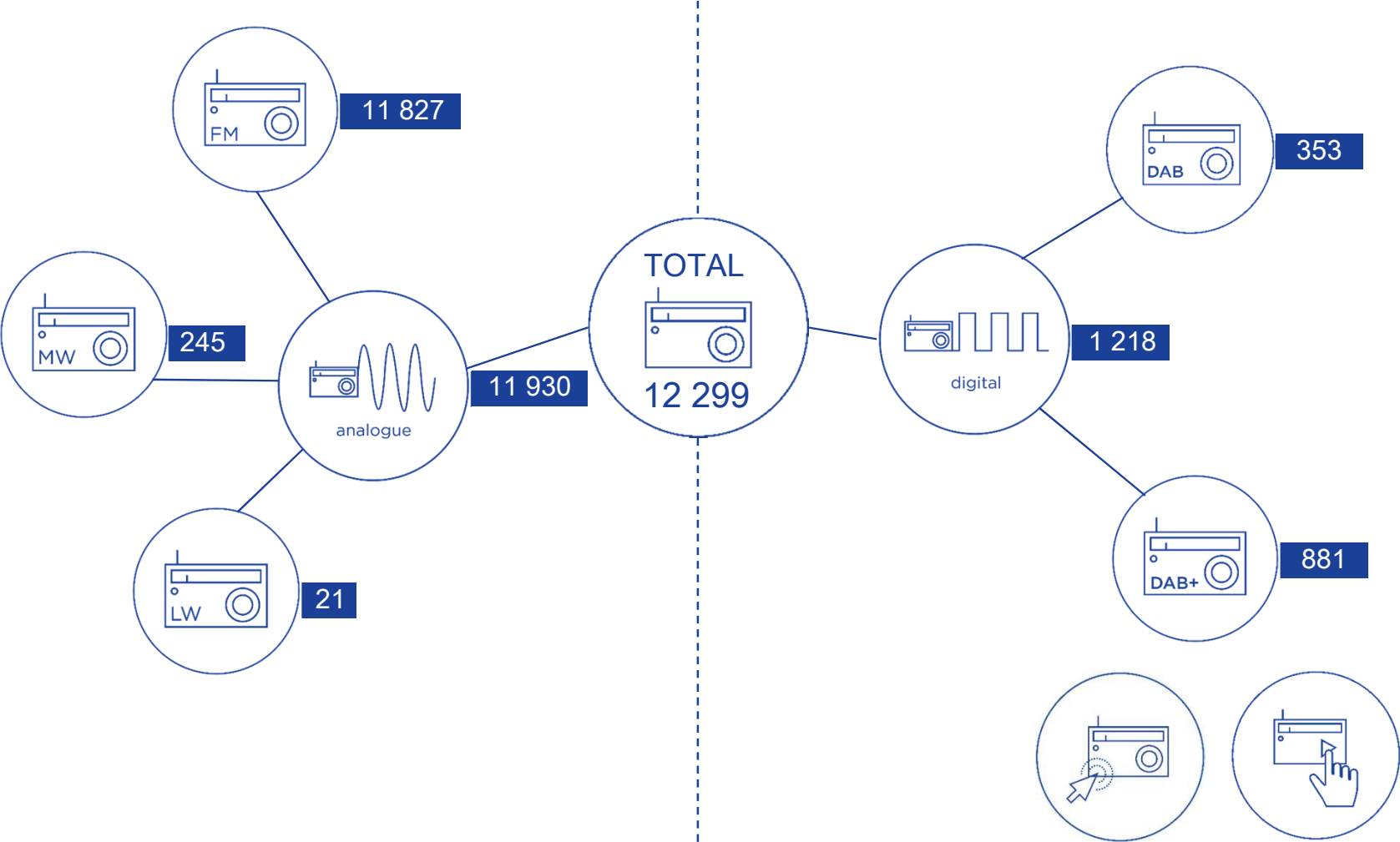


DIGITAL RADIO: REALISING THE BENEFITS

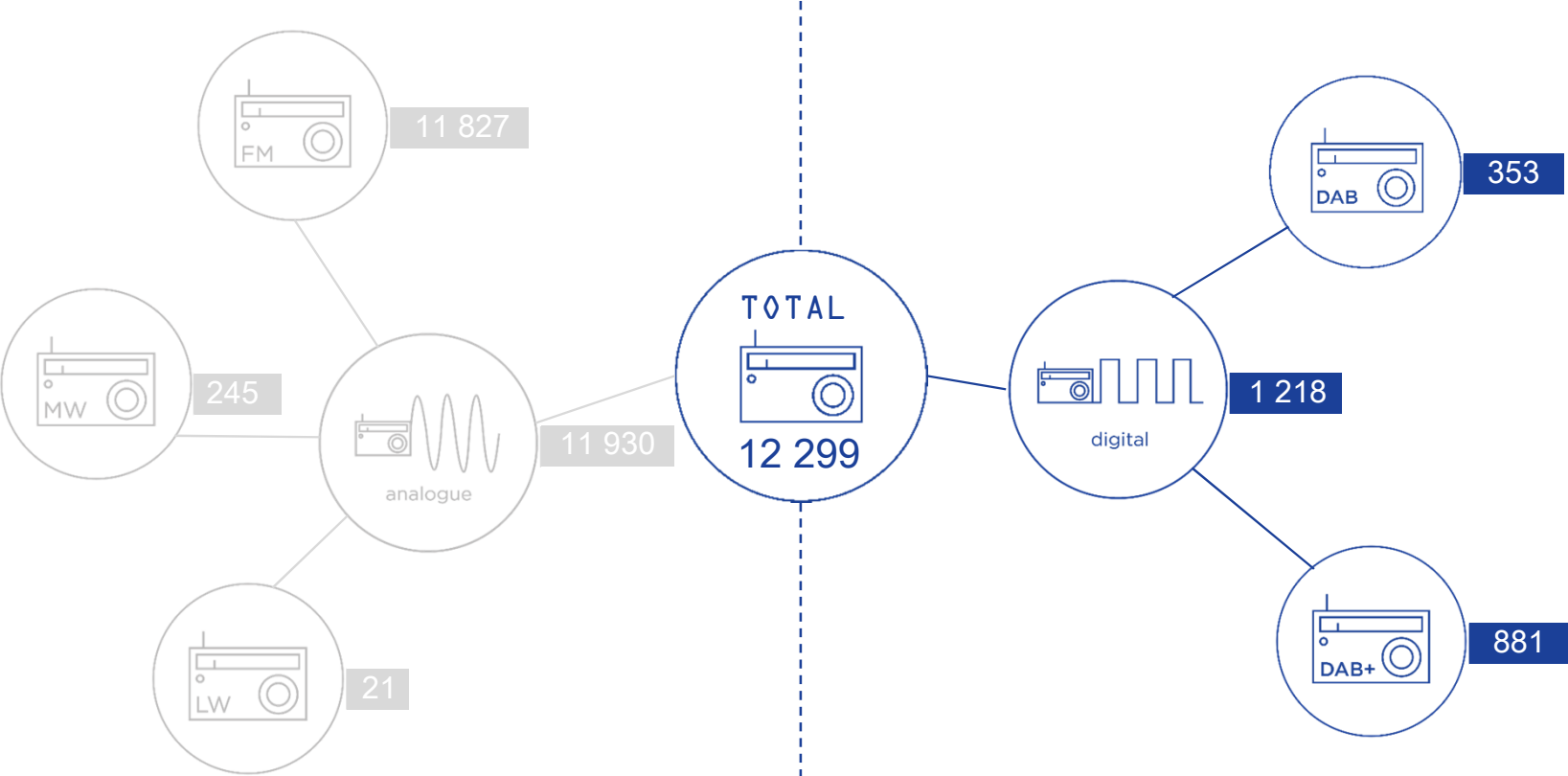
Graham Dixon
Head of Radio, European Broadcasting Union

Warsaw, May 2018

RADIO STATIONS ACROSS THE EBU AREA



RADIO STATIONS ACROSS THE EBU AREA





Live, immediate and topical



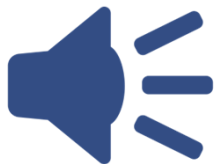
Trustworthy, identifiable sources



Connecting communities



Plurality of views



New ideas/new sounds



EBU

Broadcasters

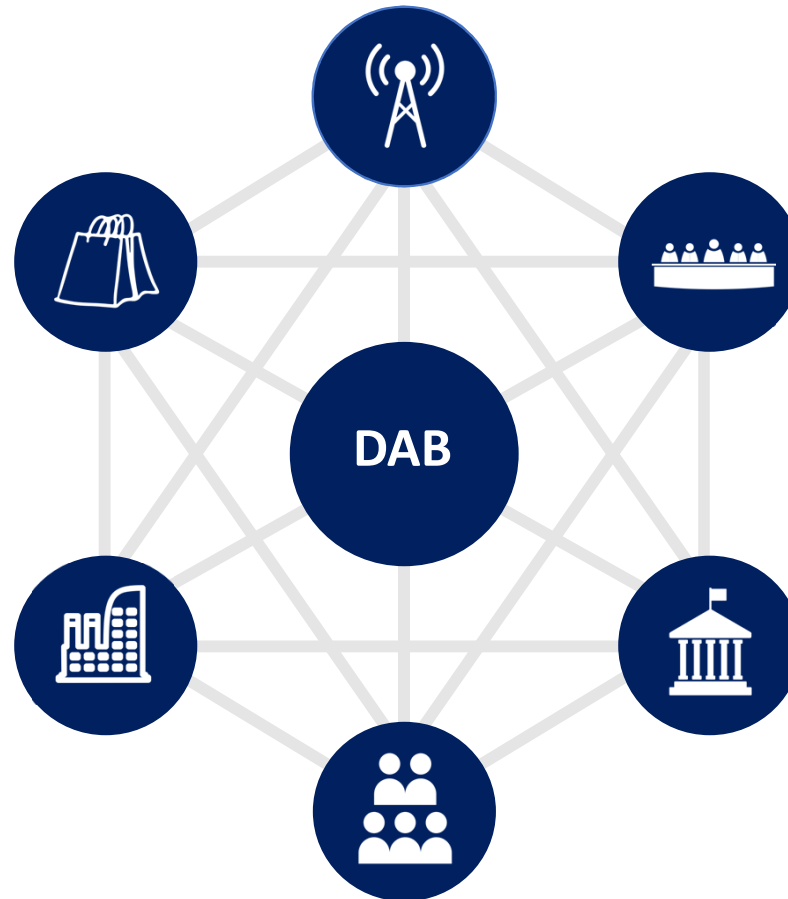
Retail

Regulators

Manufacturers

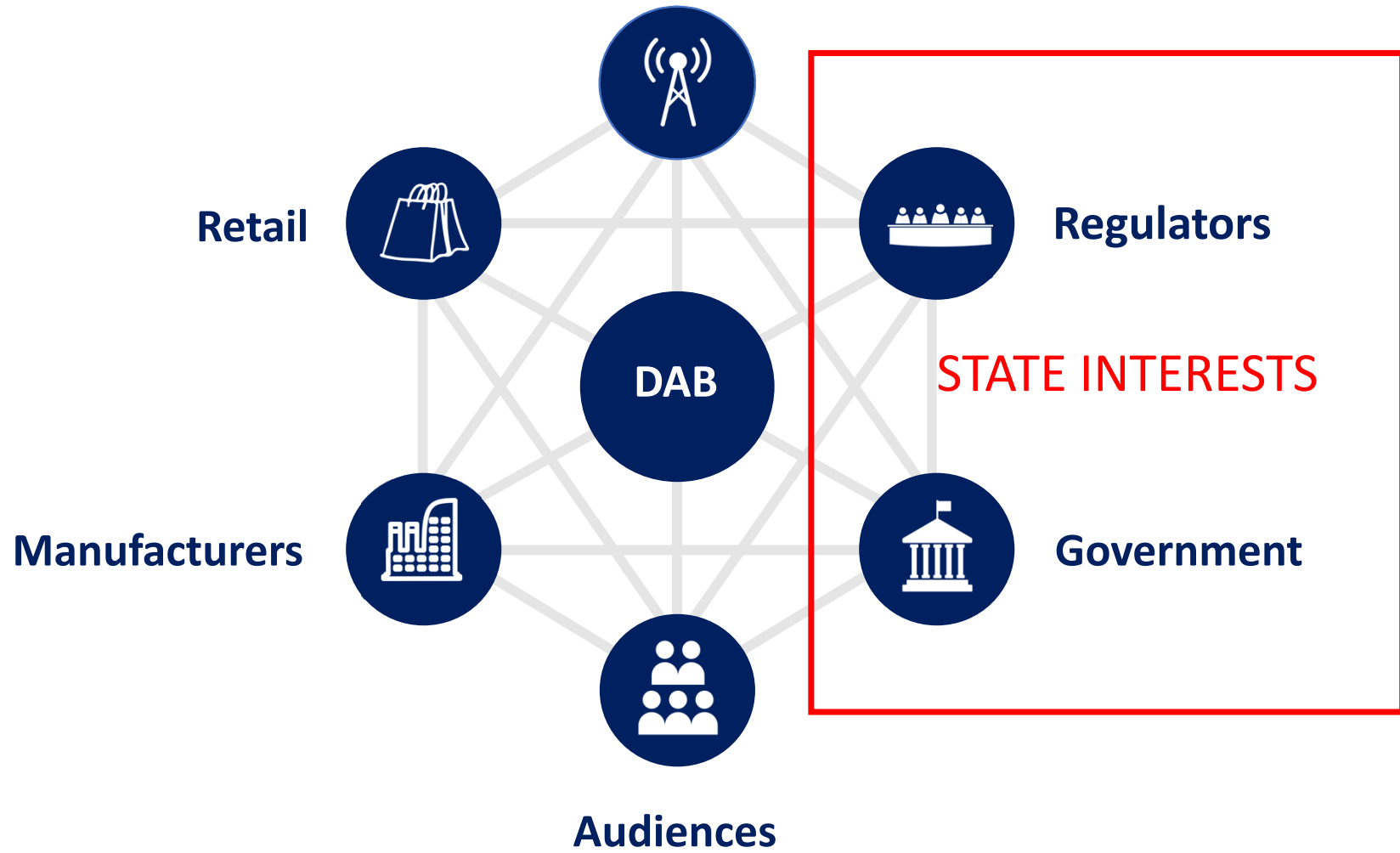
Government

Audiences

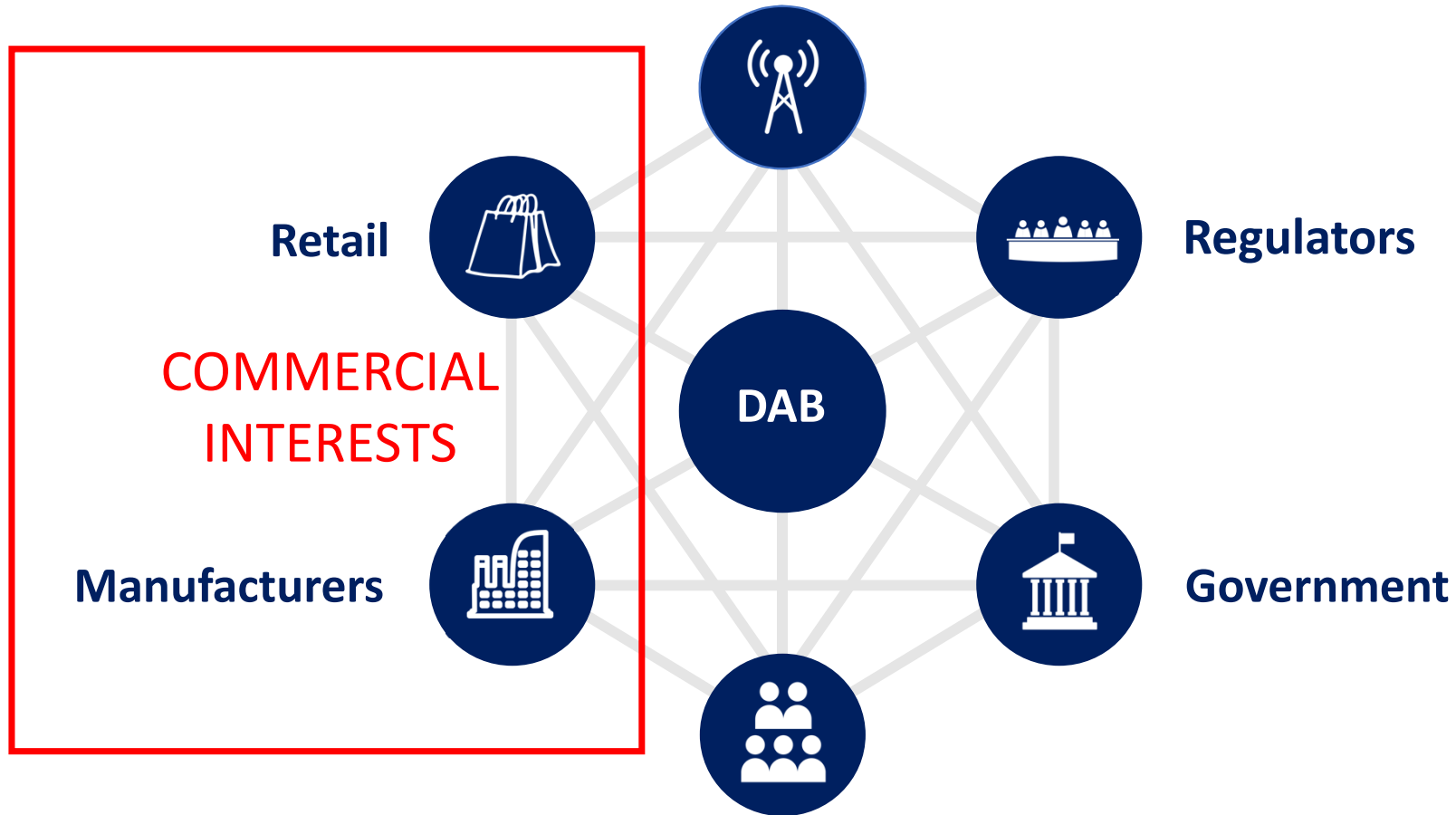


EBU

Broadcasters



Broadcasters

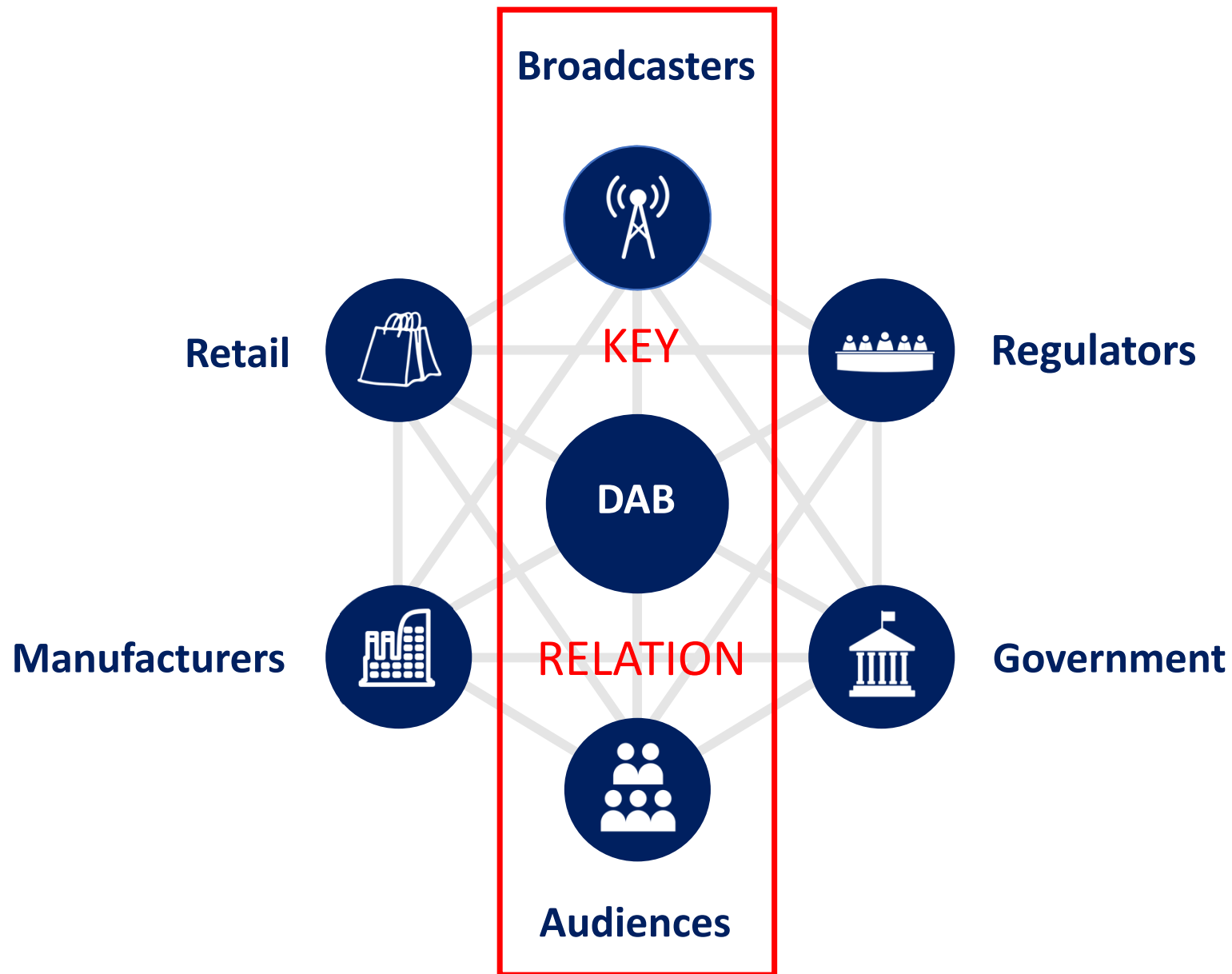


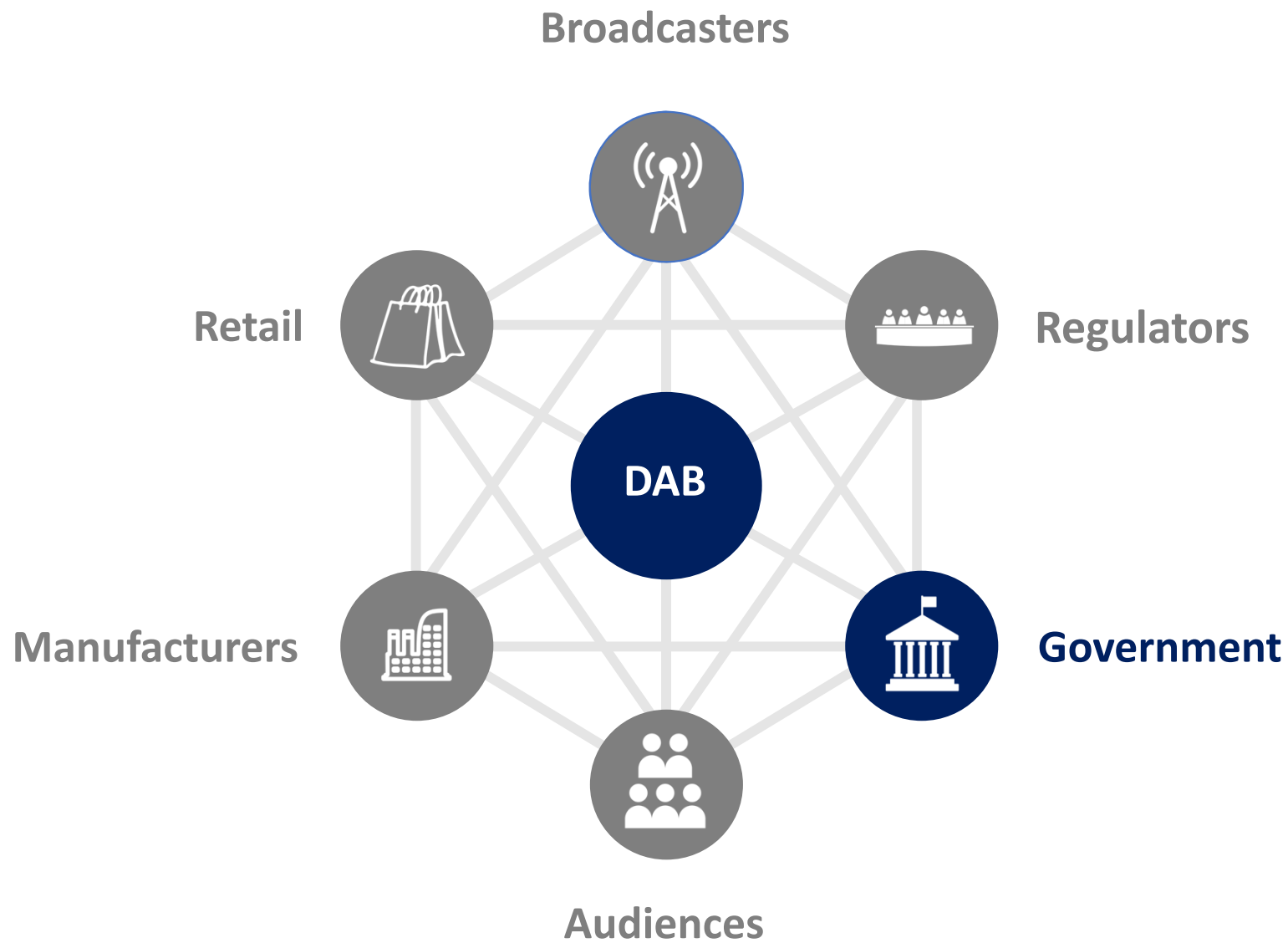
Regulators

Government

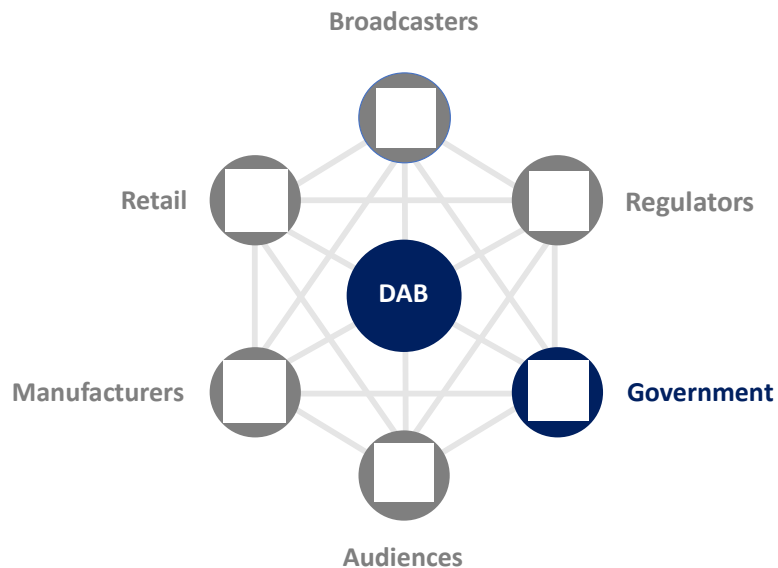
Audiences

EBU





GOVERNMENT



- **Stable, robust broadcasting infrastructure**
- **Reliable emergency information**
- **Reduced risk/impact of cyber attacks**
- **Informed population, connected to national culture**
- **No subscription means reduced social/informational exclusion**

Broadcasters

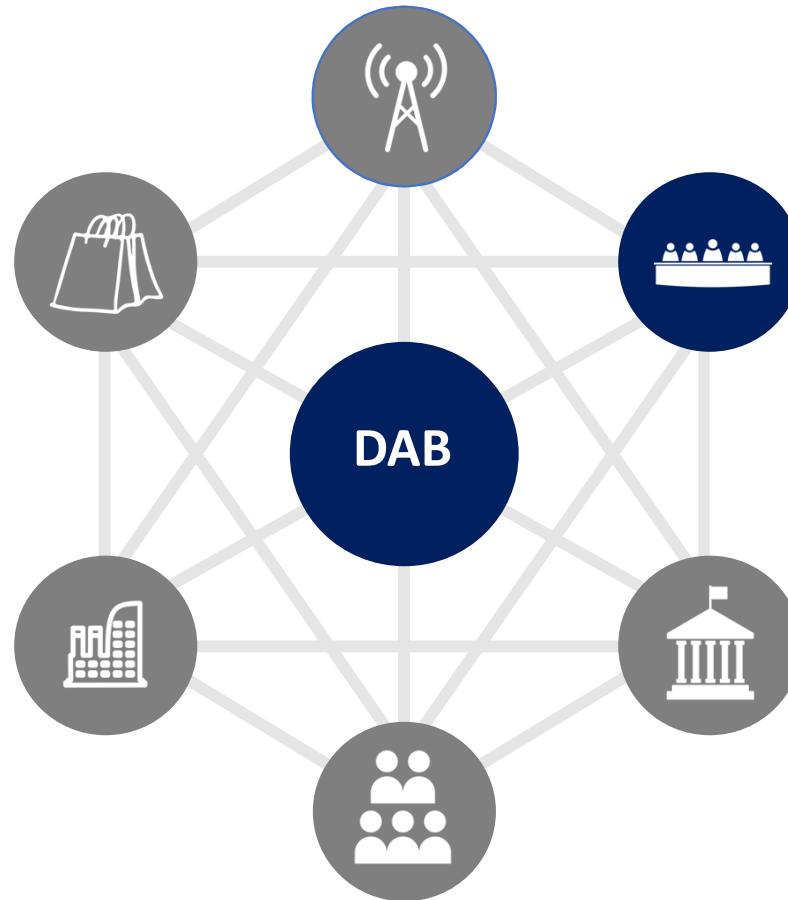
Retail

Regulators

Manufacturers

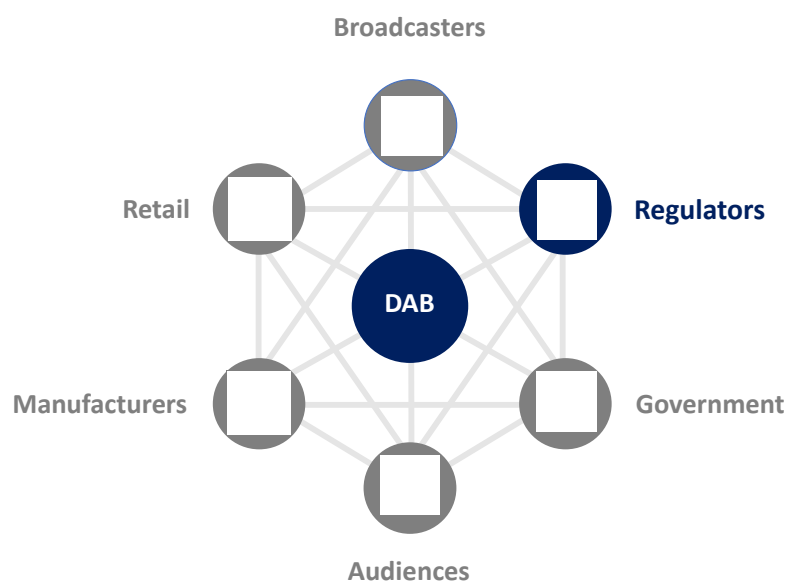
Government

Audiences



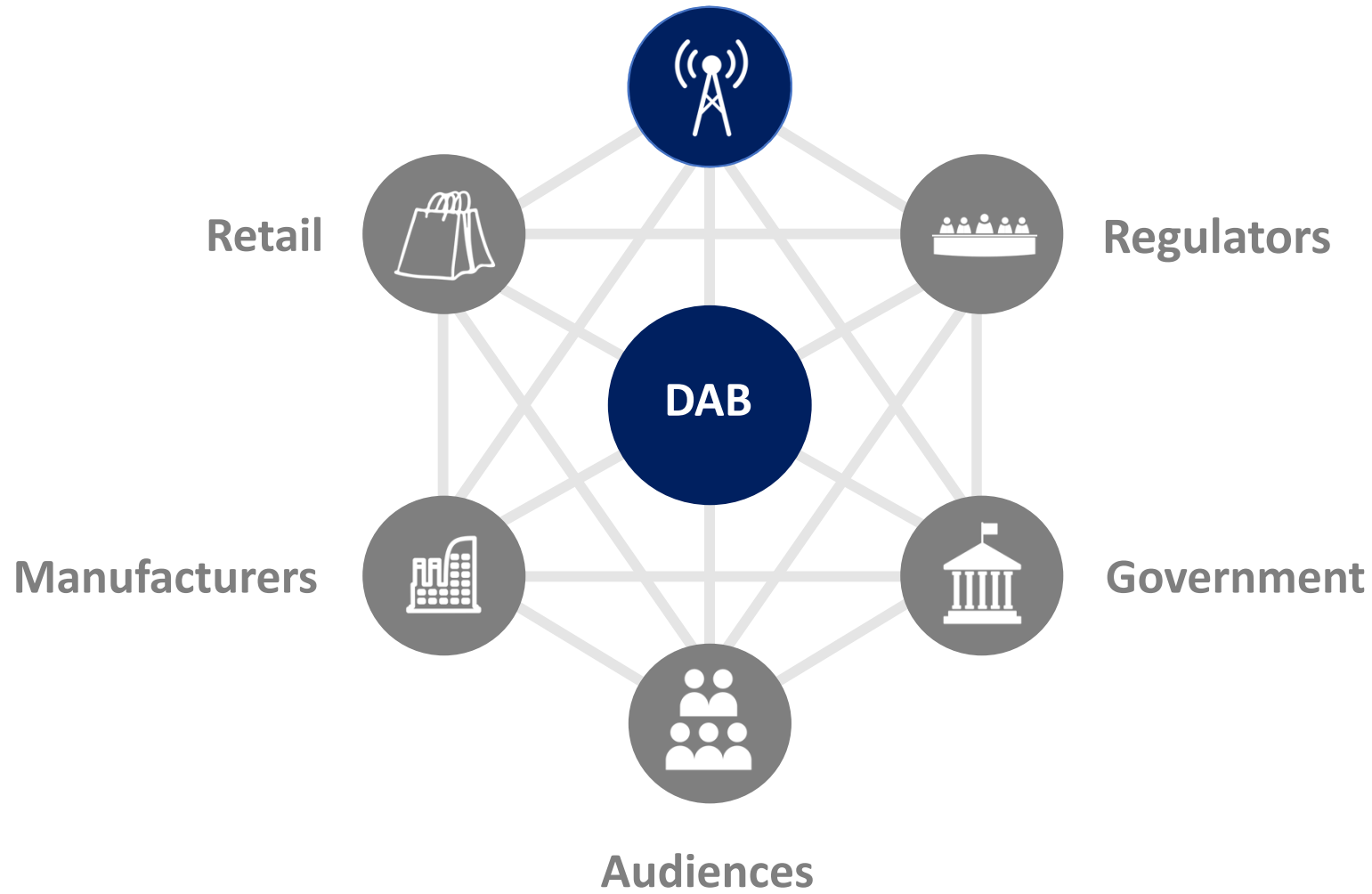
EBU

REGULATORS

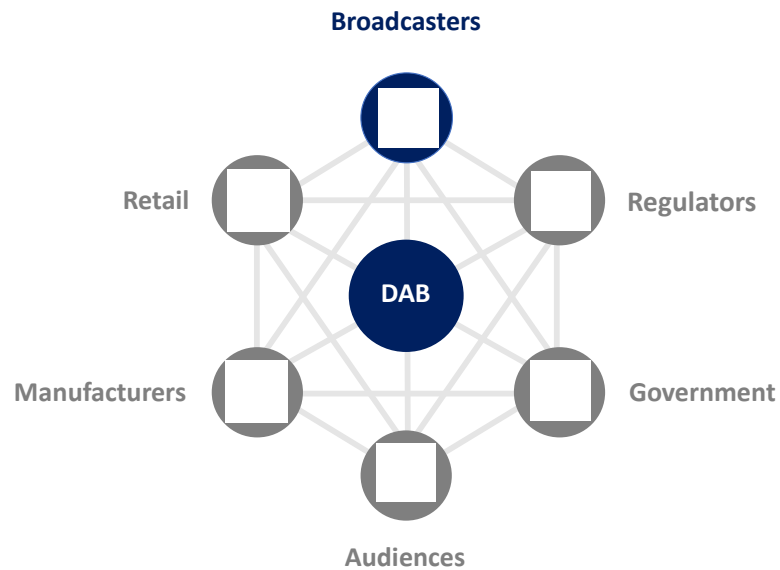


- **Increased spectrum availability: facilitating choice, improving reception quality**
- **Potential income/reallocation of spectrum**
- **Promoting future-proof broadcast infrastructure**

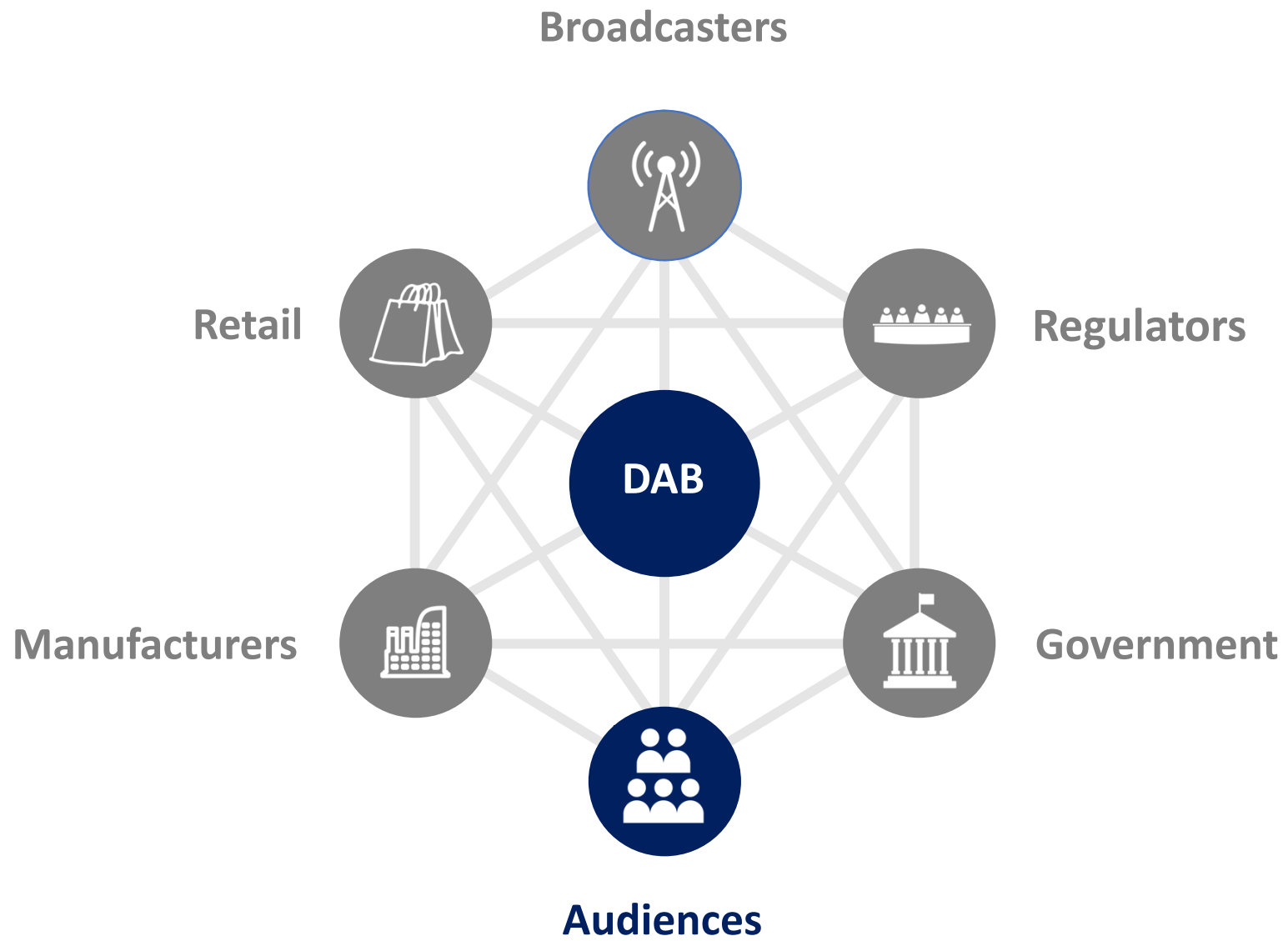
Broadcasters



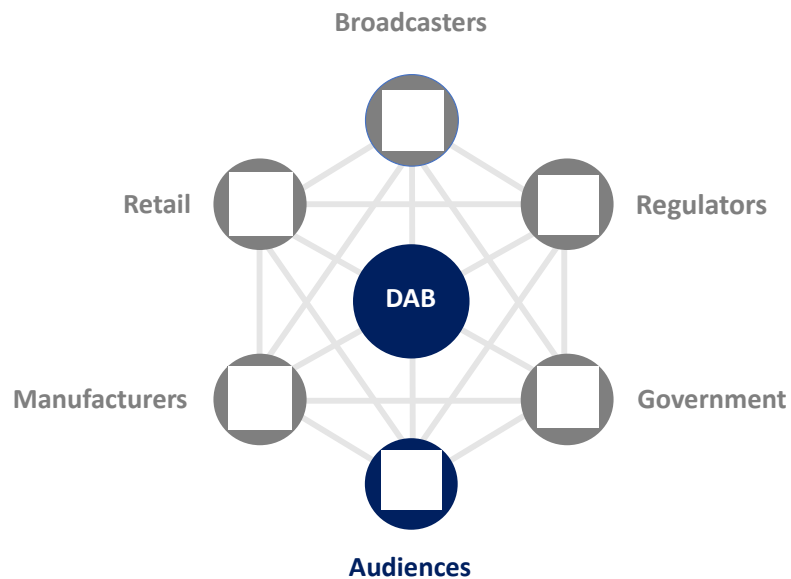
BROADCASTERS



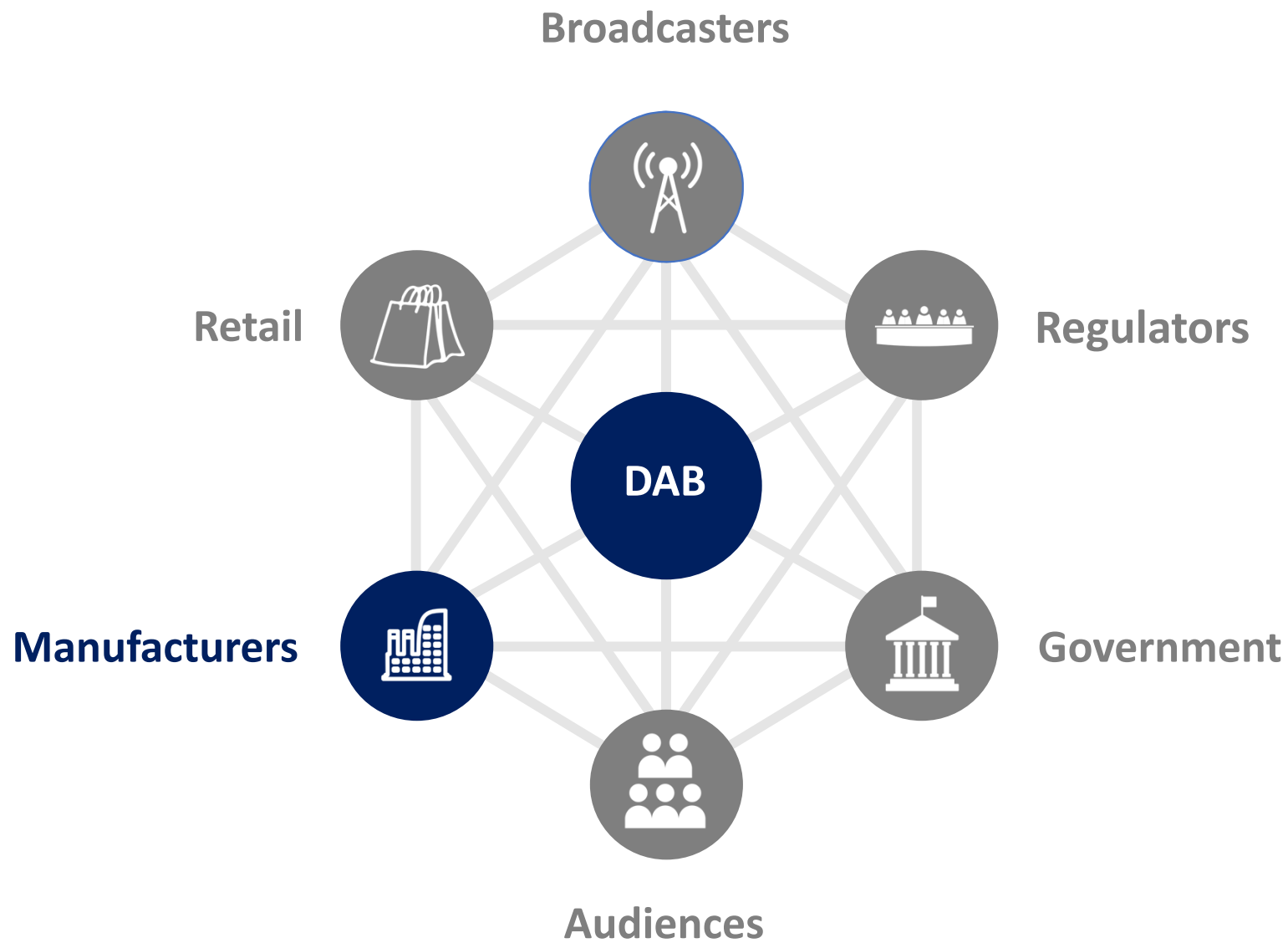
- **New opportunities: public and commercial**
- **Offering enhanced services: niche and short-term**
- **Facilitating innovation: hybrid and data**
- **Reduced transmission costs**



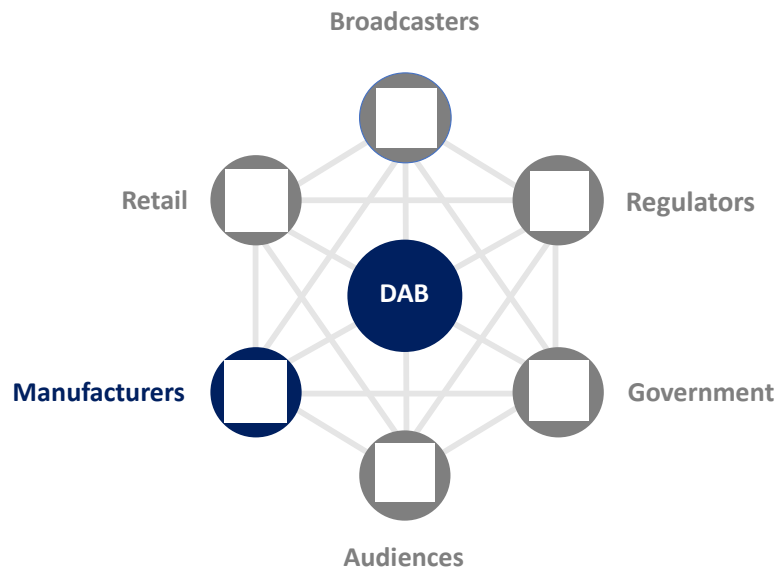
AUDIENCES



- **New range of services, responding to their interests/tastes**
- **Subscription-free, unlimited usage**
- **Uninterrupted mobile listening**
- **Renewed interest, revitalizing medium of radio**

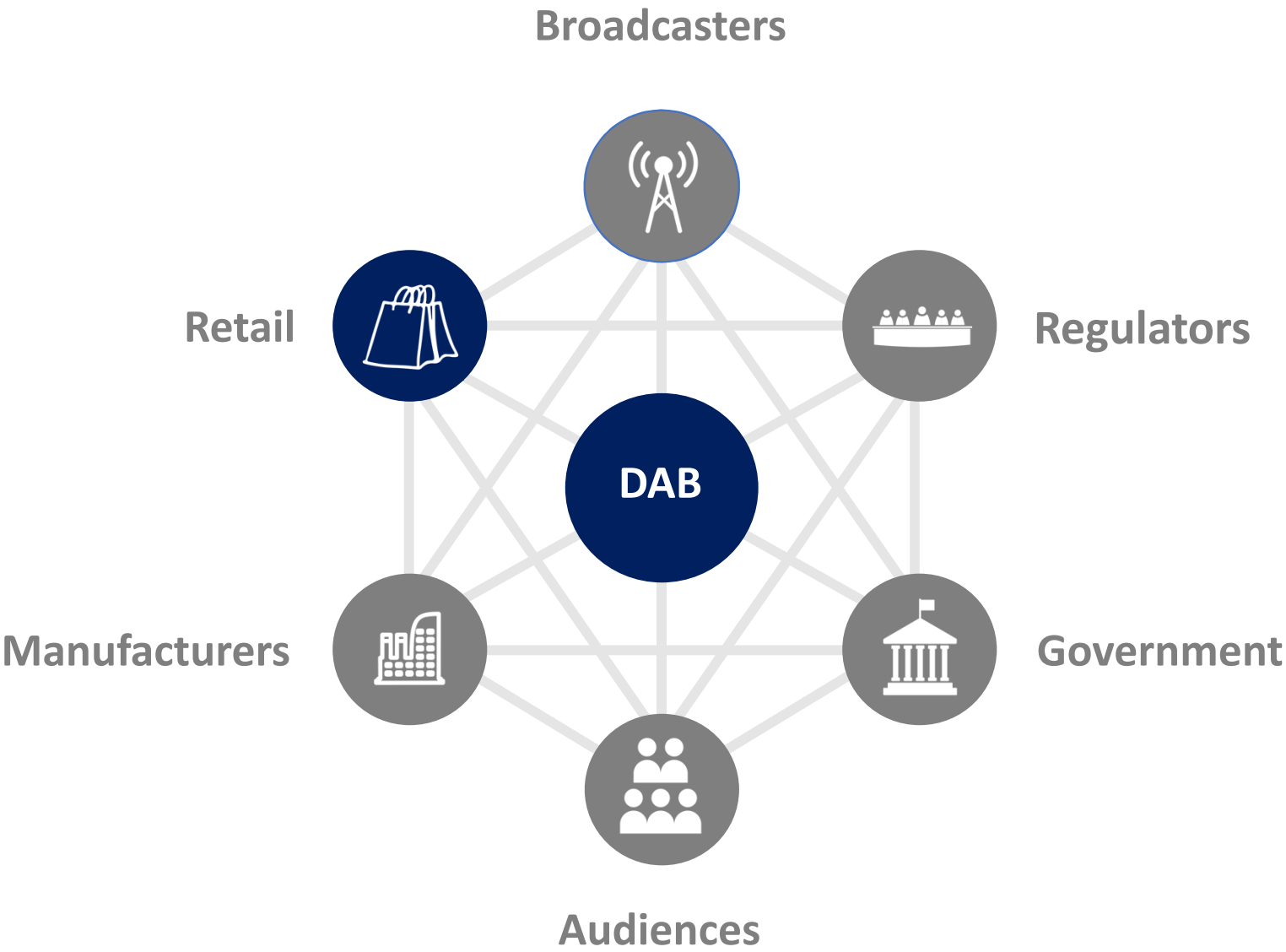


MANUFACTURERS



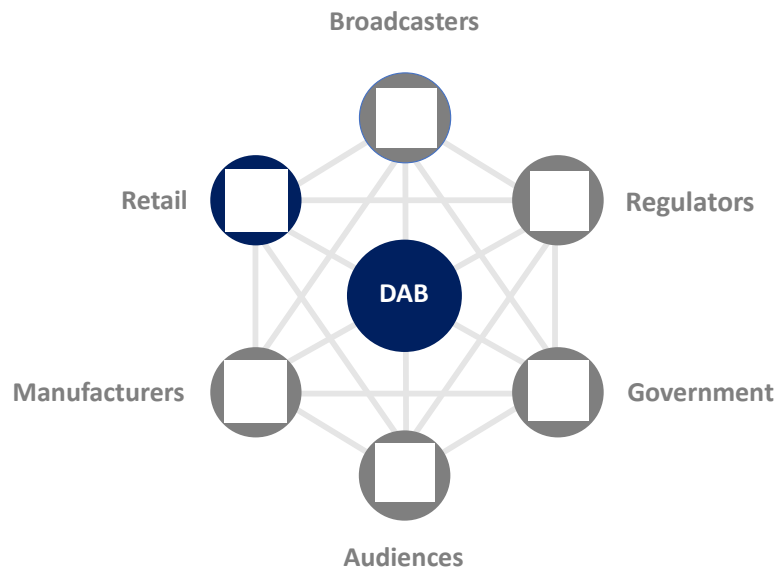
- **Opportunity to devise/market smart new radio products**
- **Developing functionality for automobile sector**
- **New market sector for innovation**
- **Massive potential market for devices**

RETAIL



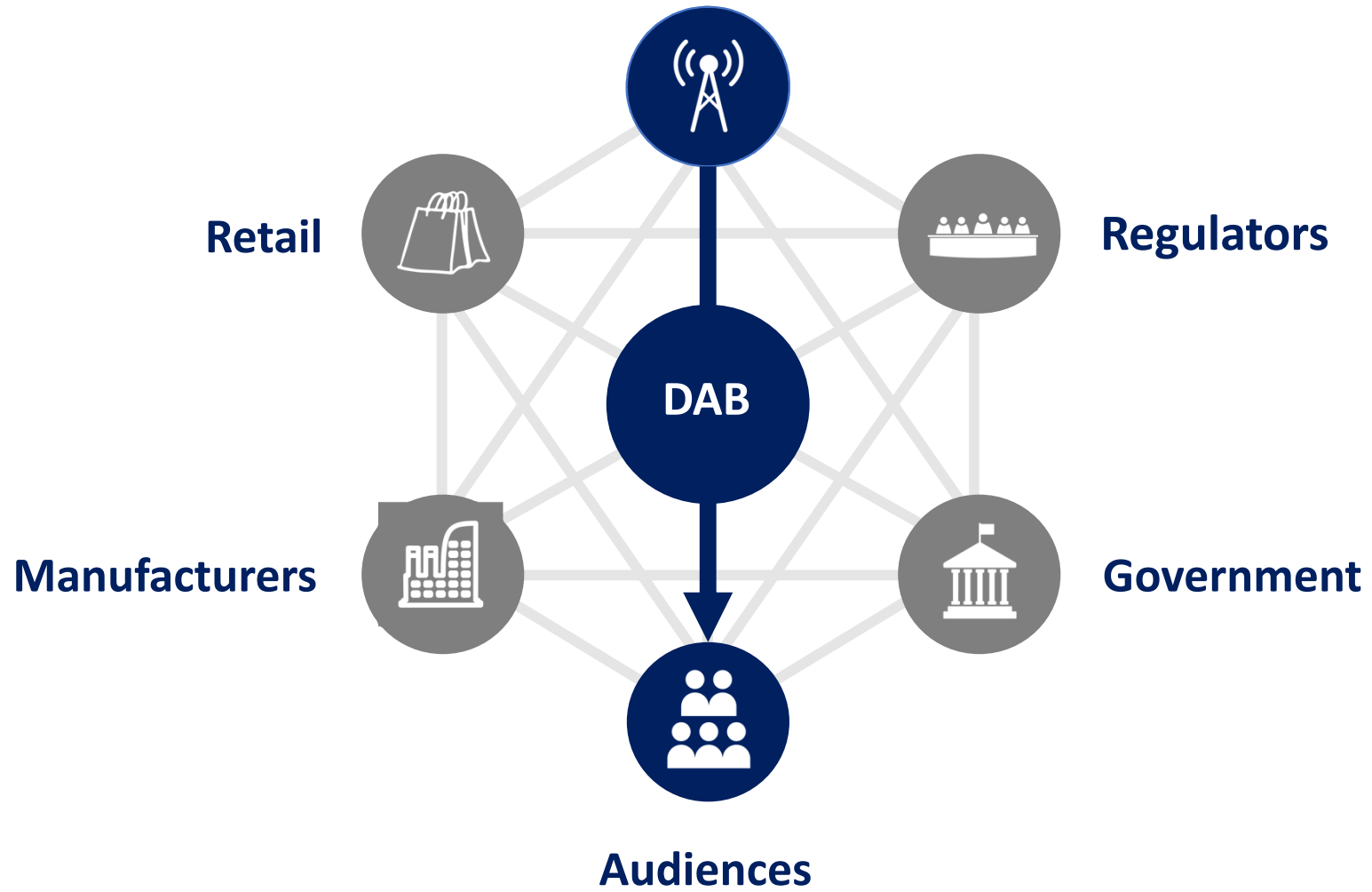
EBU

RETAIL

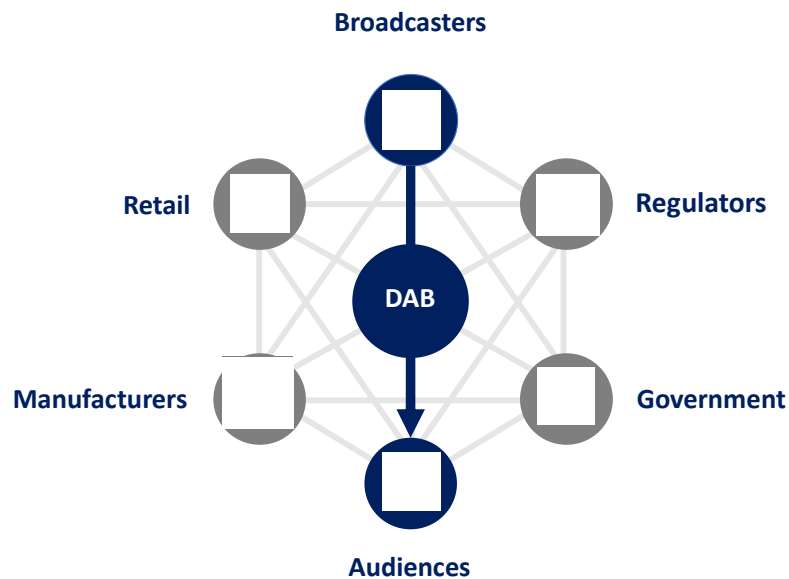


- **New sector for engaging consumers**
- **Markets exist to sell both home and automobile devices**
- **Car-conversion kits provide low-cost entry for existing cars**
- **Massive market for wide range of devices**

Broadcasters



PIVOTAL RELATIONSHIP: BROADCASTERS/AUDIENCES



Keeping engaged, Remaining safe:

New channels, services, ideas.

In 'fake news' world, we know...

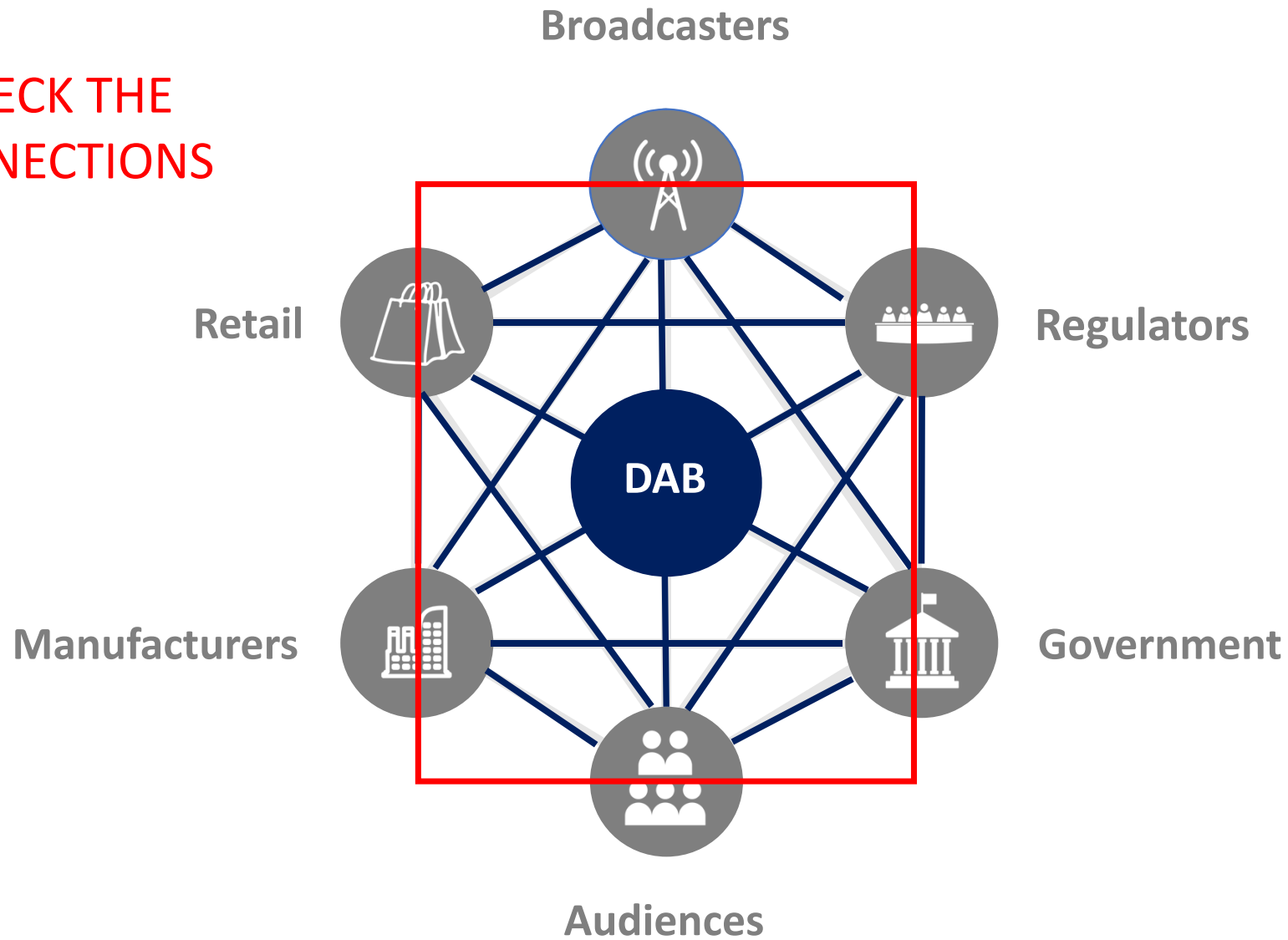
...where radio comes from.

...which stations we're listening to.

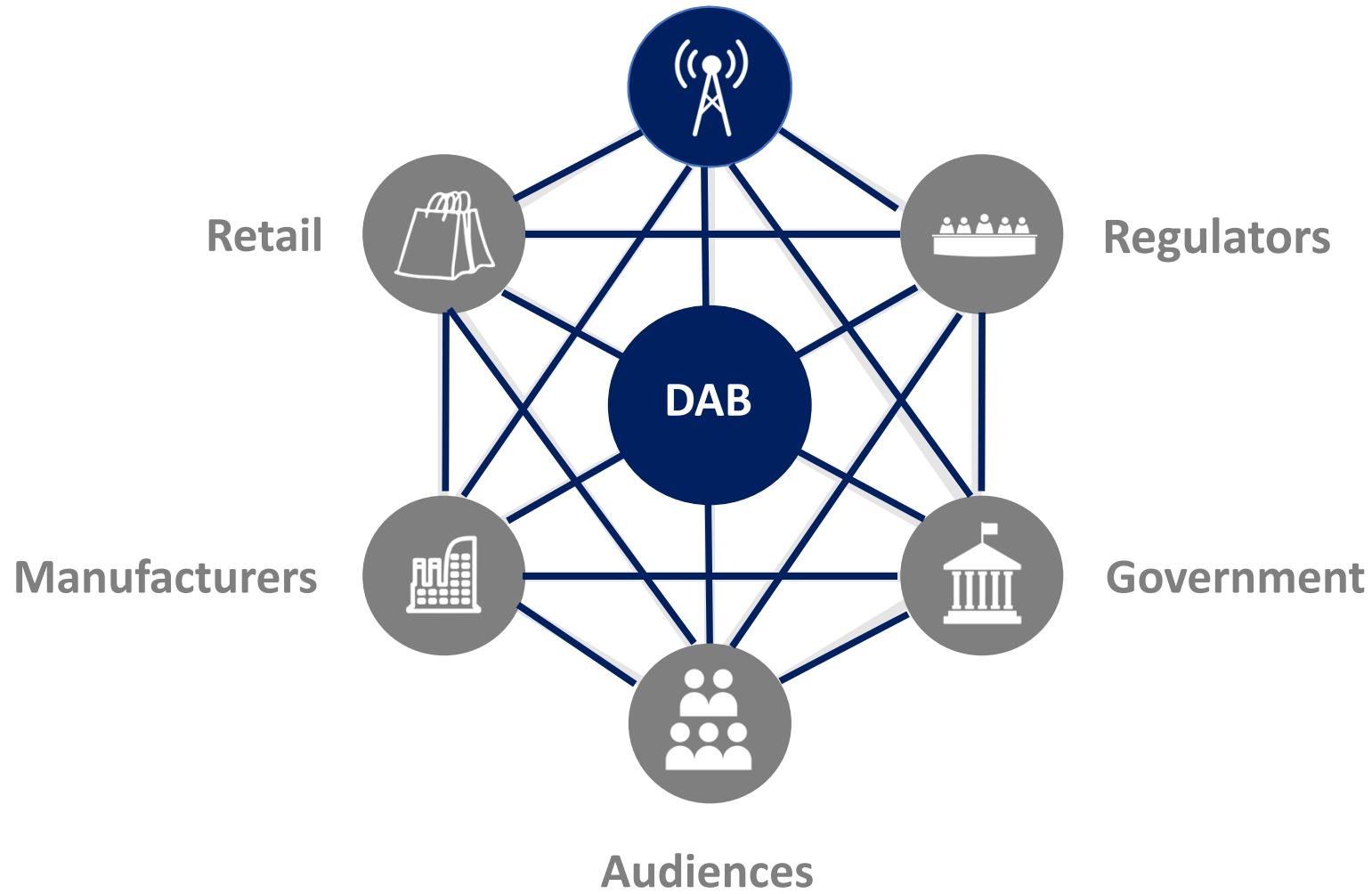
...radio broadcast is reliable/stable

...broadcast is located in time/space

CHECK THE
CONNECTIONS



**Broadcasters:
Commercial and Public**



EBU

OPERATING EUROVISION AND EUORADIO

R 138

**DIGITAL RADIO
DEPLOYMENT
IN EUROPE**

EBU



1. Live Radio is of **vital societal and cultural importance** throughout Europe
4. Radio is **consumed by the vast majority of Europeans** every week
5. Radio is consumed **at home, at work and on the move**
6. ...**free-to-air and cost-effective**... particularly in cars ... no data charges
7. Broadband networks are a means of providing ... **additional services**...
8. ...development of analogue FM offer ... is limited by a **lack of ... spectrum**
11. Digital terrestrial radio has been proven to be **energy efficient**
12. Digital terrestrial radio standards are **already in use** in Europe
13. DAB receivers are **widely available at reasonable prices.**

EBU

1. The needs of all radio services ... be considered ... including future linear and non-linear service expansion and available spectrum
2. Digital radio broadcasting in VHF Band III, where it is available, be established and DAB+ ... be used for new services
3. For countries wishing to deploy digital radio broadcasting in other frequency bands ... DRM may also be considered.
4. Digitization be accompanied by consistent use of additional features...
5. Additional hybrid services be deployed alongside linear radio services
6. Conditions for digital switchover be defined, agreed and ... communicated
7. Countries coordinate timetable ... to reduce cross-border inconsistencies...



EBU



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Head of Radio, European Broadcasting Union

Warsaw, May 2018

