

# EUROPEAN HD RADIO ALLIANCE (EHDRA)

## Past, present & future activities

Presentation for the

**EHDRA HD Radio™ Day Lucerne, October 2009**

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# Agenda

- Introduction
- History, main tasks of EHDRA
- Activities in the two first years
- Conclusions
- Questions?

## Introduction

**We need to strongly support the FM-Band for broadcasters**

- **For the next years FM will stay the most important technology for radio distribution**
- Europe is different and somehow (very) difficult for radio digitalization!
- But we are all here to find some viable solutions for the broadcasters!
- Broadcasters have other interests than the transmitter and receiver industries – for us it's important to support the broadcasters

# History, main tasks of EHDRA



- **With the first HD Radio trial-licenses granted in Europe** (started August 2005 with Switzerland, and many soon after that) the need for a common Europe HD Radio platform was desired among the different promoters.
- **An inaugural meeting at IBC Amsterdam in September 2007** drew more than 30 broadcasters and companies from related industries
- **Formally EHDRA was founded in OCT 07 at the HD Radio Days in Lucerne, Switzerland under Swiss association law** based on the IBC inaugural meeting

# Selection of actual EHDRA members & sponsors

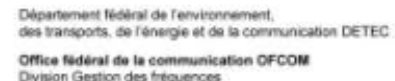
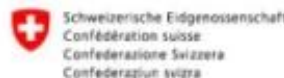


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RUOSS AG

CONSULTING FOR CATV AND ELECTRONIC MEDIA



Institut Integrierte Schaltungen

# History, main tasks of EHDRA



- **With the first HD Radio trial-licenses granted in Europe** (started August 2005 with Switzerland, and many soon after that) the need for a common Europe HD Radio platform was desired among the different promoters.
- **An inaugural meeting at IBC Amsterdam in September 2007** drew more than 30 broadcasters and companies from related industries
- **Formally EHDRA was founded in OCT 07 at the HD Radio Days in Lucerne, Switzerland under Swiss association law** based on the IBC inaugural meeting
- **The actual executive committee is consisting off:**
  - **Chairman - Jürg Bachmann**, Goldbach Media, Küsnacht, Switzerland
  - **General Secretary - Markus Ruoss**, Ruoss AG und Radio Sunshine, Switzerland
  - **General Director - Andrea Sentinelli**, Data Technology Consulting (DTC), Poland
  - **Treasurer - Scott Stull**, VP-BBD, iBiquity Digital Corporation (formerly Perry Priestly)
- **The next General Assembly will take place in spring 2010**

# Main tasks of EHDRA

- **General awareness and knowledge about HD Radio in Europe**
- **Operational implementation and coordination of rules (CEPT-ECC/ITU/?)**
- **Elimination of hurdles for the introduction of the technology**
- **HD Radio standardization for Europe (ETSI)**
- **EHDRA HD Radio Day and other events for the members and invited guests**
- **HD Radio knowledge base for members and exchange of views**
- **And of course ....diminish preset minds in Europe** 😊

# Activities in the first 2 EHDRA YEARS

## **ETSI** EUROPEAN TECHNICAL STANDARD INSTITUTE

- **NWI** (New Work Item) **opened at ETSI in June 2008**
- **Later in the year it was agreed:**  
*First a **System Requirements Document (SRD)** for Band II digitalization has to be created. This effort will serve as a shared resource when official liaisons are established between ETSI, CEPT and ECC.*
- **In the meanwhile the SRD and the NWI is in a voting process for approval due October 24st 2009**
- **iBiquity is in the lead, EHDRA supports for the European aspects**
- **Longer process** (as usual when it is about an Europe born standard) **expected, (estimated one more year)**

# Activities in the first 2 EHDRA YEARS

## **ECC** Electronic Communications Committee

- One of the **TASKS** of FM PT 45 frequency on digital broadcasting issues is:

*“Study future possibilities for the digitalization of the sound broadcasting Band II, taking into account current digital sound broadcasting systems and systems under development and compatibility with services in adjacent bands”*

- The deadline for this report was **October 2009**, but is delayed to **spring 2010**
- EHDRA is actively involved in this task, thanks to a **LoU** signed with the **ECC**
- More active EHDRA support is necessary and on its way:
- **Motivate** some more administrations for additional input statements to **PT FM 45** about future use of **Band II**
- Create **INPUT-DOCUMENTS** with focus on **HD Radio** field trial-results and **economic models** for market implementation
- **Study** and prepare an eventual input paper about receiver profiles

# Activities in the first 2 EHDRA YEARS

FM HD Radio events, workshop and field trials

First EHDRA information booth at Medientage Munich 2008



interview with [www.Radioszene.de](http://www.Radioszene.de)

## Baja Mare workshop and HD Radio demonstration

[BAJA MARE-ROMANIA](#)  
[October 23<sup>rd</sup> and 24<sup>th</sup> 2009](#)



The collage includes logos for RUOSS AG, HD Radio, and 2M prima telecom. It also features two presentation slides: one titled 'The Digitalisation of the FM Band - FM HD Radio for Europe' by Markus A. Ruoss, and another titled 'Presentation on the HD Radio Introduction and Development in Ukraine'.





# Activities in the first 2 EHDRA YEARS

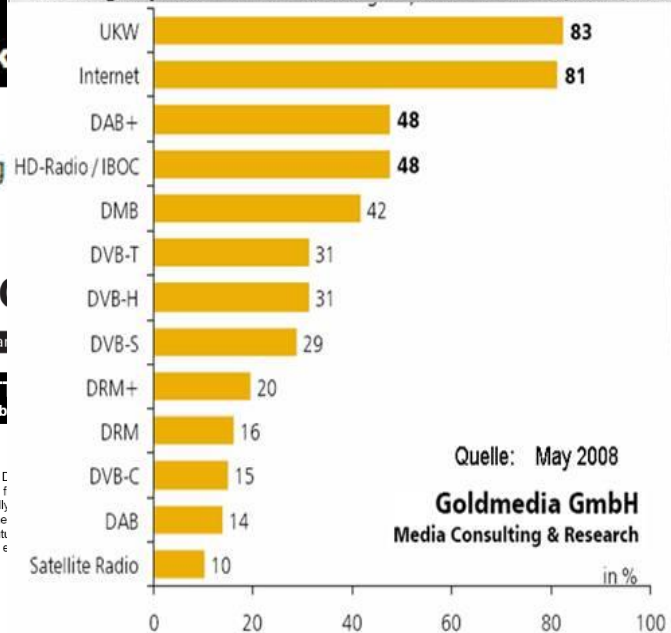
## EHDRA activities are noticed



**APR** Digital Radio: Fühlt sich so das Ende an?  
18. Dezember 2008  
Arbeitsgemeinschaft Privater Rundfunk

- Nach Lage der Dinge steht lediglich **HD-Radio als mittelfristig nutzbarer digitaler terrestrischer Vertriebsweg zur Verfügung**

Radio digital platforms with Potential for Success, Consulting Survey 2008




**RBR-TVBR.com**  
VOICE OF THE BROADCASTING INDUSTRY

**Broadcasters form European HD Radio Alliance**  
Another step in moving HD Radio worldwide: iBimutv Digital announces that its member broadcasters have formed the EHDRA.

**Many HD Radio™ receivers are now available! (Over 60 models [here](#))**

### HD Radio™ technology and EHDRA to exhibit at the Munich Conference

A year after the formation and several field trials, conferences and meetings, the European HD Radio Alliance (EHDRA) will present HD Radio technology at "Medientage München", one of the most

The Swiss regulator prepared the way for HD Radio transmissions, permitting new licenses for the private radio stations to broadcast hybrid analogue and digital signals simultaneously, over the same channel.

**Visit EHDRA at Munich Exhibition!**  
EHDRA will be present at the Medientage München (MTM) in Munich from October 29th to 31st. At this very important congress our team will inform you about all actualities of HD Radio development in Europe and the world.



**HD Radio®**  
EHDRA ● european alliance



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**NEWSLETTER**  
Volume 3 October

Dear EHDRA Members!

Some weeks ago the World EHDRA proclaimed the arrival of the first digital radio device – naturally, HD Radio! With this announcement the EHDRA Forum insinuates that the future of radio technology will belong to the DMB family.

**NEWSLETTER**  
02/September 2008

Dear EHDRA-Members!

The process of digitalization of radio is in a difficult stage. In Europe not one of the proposed technologies has been able to reach real success.



**HD Radio®**  
EHDRA ● european alliance

**NEWSLETTER**  
01/August 2008

Dear EHDRA-Members!

I welcome you in the European HD Radio Alliance (EHDRA). We founded this organization together with many of you last September in Amsterdam with the goal to implement HD Radio transmissions in Europe as soon as possible.

### HD Radio™ technology: a great chance for radio digitalization also in Europe.

**Visit EHDRA at Munich Exhibition!**  
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The discussion about digitalization in Europe is in a decisive situation: Most of the technologies for radio and television are ready and tested, but consumers

Europe is discussing with great engagement the future of its broadcast digitalization. Many opportunities are available.

Unfortunately, most of the different technologies being promoted seem to lack the potential to be truly successful.

Either the consumers are not purchasing the receivers or the costs of implementation are

show only low interest. HD Radio technology, already successful in the USA, could be a great chance also in Europe for private and regional radiobroadcasters.

only to test its performance but also to promote discussion on further topics such as regulation, receiver availability and pricing and opportunities for advertising.

Now that the first results are publicized and in discussion, we see that HD Radio technology could be very beneficial for many private and regional radiobroadcasters.



**Digitalmagazin.info**

Heute lesen, was morgen wichtig ist.

Nr. 506 / 3.Jg.

Mittwoch, 31. Oktober 2007

► **Radio: Europäische Rundfunkanstalten wollen HD-Radio forcieren - European HD Radio Alliance gegründet**

# Activities in the near future

- **Ongoing ECC/ETSI and implementation work**
- **Support of cross platform receiver profiles (IMDA/EICTA/EBU-Workshop)**
- **Extend basic understanding of the FM-HD Technology in Europe**
- **Get more EHDRA members! And reorganize the structure at the next GA** (Election year)
- **More events and HD Radio Workshops in specific countries and support of some trials** (Romania/Austria/Czech Republic/Poland/and ?)
- **After the first country in Europe adopts FM HD Radio technology, the EHDRA tasks may change more from technical side to more implementation-focused task.**

# CONCLUSIONS

Or what I learned as a non engineer:

- **FM HD Radio works as well in Europe as elsewhere in the world but with differences on a country-by-country basis and**
- **According to the different interpretations of the rules on the administration level (can make big difference even within the EC !)**
- **Some more work has to be done, especially on bridging the gap between “works fine in the field” and actual “theories and rules”**
- **However, in my opinion the Swiss pragmatic approach (see more this afternoon) is a good way for bringing us into the radio digitalization future**

HD-Radio is not a



( Egg laying cotton milk pig)

**But a simple, low cost and efficient radio digitalization solution for local and regional broadcasters with „diversification potential included”**

More information on : [www.EHDRA.EU](http://www.EHDRA.EU) , [www.HD-Radio.ch](http://www.HD-Radio.ch)

**Thank you for your attention!      Questions?**