

Radio Digitalization in Europe

Agenda

- **Start of Digitalization – media politic statement**
- **Digitalization in Europe: Technologies**
- **Digitalization of FM**
- **Digitalization in Europe: Countries**
- **Summary**

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Start of Digitalization

- Broadcasters were used to a universal technology: FM
- Thanks to technological progress this will no longer be possible in the future
- Different technologies will be available – with more or less the same performance
- But they differ concerning running costs and investments
- The public broadcaster has nearly immense financial possibilities
- With this money the radio digitalization was financed so far
- The smaller private broadcasters couldn't keep abreast with these financial opportunities
- A new situation with two camps will threaten: the public broadcasters and the big private broadcaster will distribute their programs in a digital broadcast; the smaller broadcast will hope into IP radio and get new dependences
- **Both camps have to accept that FM will be the prevailing technology for radios also in the future.**

Start of Digitalization

- Because FM will stay the most important radio technology all scenarios of switching off are stupid or have to serve to determinate goals
- It is not acceptable that through digitalization the radio landscape will change completely in the direction to have in future only public broadcasters and big private broadcasters
- We want to portray the actual radio landscape also in the future, digital world
- With this demand we agree with the EU Commission: Mrs. Reding emphasizes always that there will be not only one European standard for the distribution of digital radio
- We are completely against the plan of the World-DMB-Forum and of the EBU, who want cancel most of the smaller radios
- Market and listeners have to decide which programs they want
- **But: every technological decision is also a media political decision**

Start of Digitalization

- These statements are important before we start our technological discussion
- The private broadcaster support clearly the upkeep of FM
- More: as the public broadcast has invested so much money in the digitalization of the radio distribution we request that he has to use now this investments and let the FM frequencies to the private radios. In this way the radio landscape will get more interesting – also on the commercial side
- We will struggle against all switching off scenarios and will in the same time unmask all the arguments of the advocates of such strategies
- We also stand up against public paid circles make feel unsure industry, organization and consumers and rave of scenarios which are far away from the reality of most private stations

Start of Digitalization

- So far the media political statements
- Now we start with the technological discussion
- The digitalization of radio distribution has other rules than the digitalization of TV distribution
- Until now all technologies for radio digitalization cause many costs without any earnings
- For private broadcasters this is not an option
- Until now for the **radio stations** DAB is not a successful story but a flop
- Who sells DAB as a success story disseminate false facts
- Fatal is that many broadcasters have notices this and hope now on IP radio
- Internet gives many chances: but internet is no broadcast!
- Instead of broadcaster privileges internet causes new contracts with providers
- Instead of assured emission new dependence of price models of telecom enterprises who have an other business model than broadcasters

Digitalization in Europe: Technologies



- For the digitalization of the radio distribution following technologies are on disposal
- **DVB-H for Radio**, but in this case DAB/DMB is to prefer
- **DVB-T2 for Radio**, but also in this case DAB/DMB is to prefer
- **Satellite Radio**, new date of launch, ONDAS believes in a success, we don't
- **IP-Radio** is an important completion but not a substitute for the terrestrial digital distribution for broadcasters with license and service tasks.
- Danger: of cost reasons radio try to find other frequency capacity which is not used and get in in new dependences

Digitalization of FM: Technologies

According to the ECC Digitalization Report (FM PT 45) four different technologies are on disposal:

- **DRM+**, is already standardized, no ITU-R, no receiver market, no low cost implementation strategy in FM Band, also in 2 or 3 years no low cost simulcast option for Switzerland (this is a pure market view, from the technological side DRM+ is the best technology)
- **FMeXtra**, since the field-trials in Germany no more activities are known; inactive in the workgroup. Concentrate on point-to-point applications. No opportunity for Switzerland, too much loss of capacity
- **T-DAB** is nonsense and no simulcast option
- **HD-Radio**, is the most promising candidate for the moment, but also the most combated on the technological as well as of the regulation side (UK-OFCOM/F/BRD and especially DMB/ITU/EBU), hard work also in future. Fortunately GE 84 accepts differing agreements between neighbours

Digitalization of FM



- We notice that administration have only a low interest and the private broadcaster are not perceptible at all (except EHDRA). This is a handicap for the private broadcasters.
- From a global point of view only HD Radio is a serious platform for the digitalization of FM

Digitalization in Europe: Countries

Switzerland

- Investments of the public Broadcaster SSR
- Demand of the private Radio Association refused
- Involvement to Swissmediacast
- Field trials with HD Radio

Germany

- Big investments from the public Broadcaster
- Now all credits are blocked
- More from Sebastian Artymiak an 3 40 PM

UK:

- Homeland of the DAB success
- Financial disaster for the **private Broadcasters**
- No successful radio program
- Plan of Lord Carter: switching off of FM when in 2013 50% of households and car radios will employ DAB is illusory and has to be combated from a media political side

Digitalization in Europe: Countries

France

- First tests with HD Radio, braked off for political reasons
- The goal is now DMB, but DMB is not a radio technology
- They want to be a shining example in Europe, but nobody seems to follow

Italy

- Planned to force DAB and oppress all other technology
- Committed even the Alliance of small radios
- For the moment the situation is quiet

Spain

- Wanted to realize DAB, turned out to be a fiasco
- Listeners want their private radios, and these cannot invest in DAB

Austria

- DVB-T and DVB-H are more interesting for the sector
- More from Austria from Christian Stögmüller later

Denmark

- Unrealistic switching off FM scenarios, DAB is flopping

Digitalization in Europe: Countries

Countries of Eastern Europe

- Except some trials with DAB and HD Radio, no remarkable genuine activities. The private radio broadcasters, probably because of the actual economic crisis, there is no substantial interest in the radios digitization. In this countries there is therefore still very much potential to be developed

EU generally

- Switching off scenarios arise from time to time
- Are insubstantial, because they don't come from the EU Commission
- But from spokespersons who realize that DAB will not have any success and would like to stifle the very unlike FM

Private broadcasters have to resist against such trends

- We don't have a struggle against DAB, we think this will be resolved automatically
- Our struggle is for a digital broadcast technology
- So that we don't come in a new dependence from the telecommunication industry

Summary

- The production of our radios programs runs in a digital way since many years. For the digital distribution we are completely at the beginning. The last 10 years didn't bring any results
- Stay in guard of the interests of the public and the big private broadcasters. On the way of digitalization of the radio distribution and the influence of the device market they try to disappear the small radio stations. The first step is the realization of DAB and the second the switch off of FM.
- **Take care to FM; FM is the only broadcast technology, what can be managed by most of private broadcasters**
- The digitalization of FM brings a surplus to many radio broadcaster
- The public broadcasters should concentrate themselves on DAB+ in which they invested so much money and leave the FM frequencies to the private broadcasters

Thank you



- Questions?
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