



The European Digital Radio Forum

Lieven Vermaele

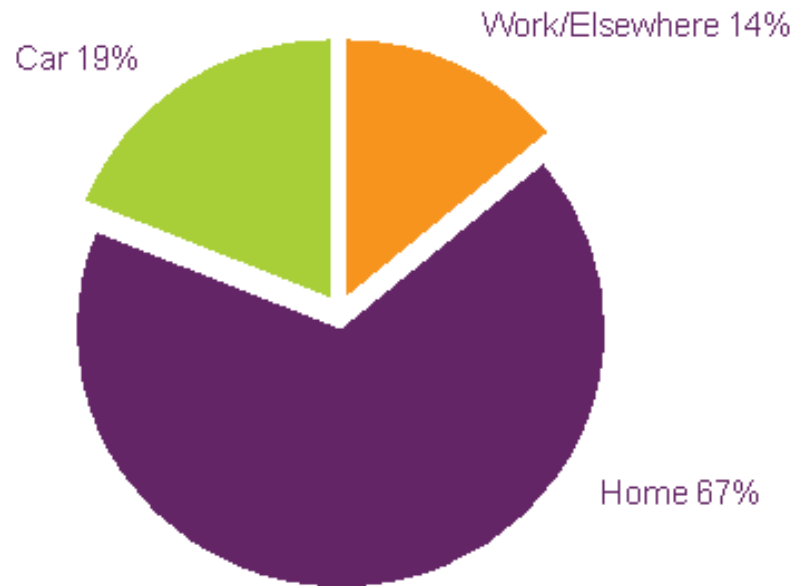
The EDRF is the collective grouping of those organizations developing open standards for digital broadcast and internet radio.

They are the EBU, WorldDMB, DRM, RadioDNS, and (for non lobbying issues) the IMDA.

Overview

- Radio
- Broadcast Radio
- FM Radio
- Broadband radio
- Broadcast and broadband radio
- Digital broadcast Radio
- Green broadcasting
- Spectrum
- Requests

Radio is popular and everywhere a UK example*



Source: RAJAR / Octagon, All Adults (15+), Apr 2009 – Mar 2010

- people listen to 20.5 hours of radio a week
- the number of people listening is higher than ever at 90.6% (46.5 million people) adults listening once week

* Source: Ofcom CMR10

Broadcast Radio is key

- is the *cheapest* medium available to the consumer
- ensures ubiquitous *free* access for *all* citizens
- is *robust* - it is the medium citizens turn to in a *crisis*
- protects the *anonymity* of the user



FM is inadequate

- **Expectations:** Listeners have become used to a richer experience than analogue radio offers
- **Devices:** Most radios now have a display and are often integrated into other devices
- **Innovation in radio:** Without digital broadcasting radio is condemned to a future without innovation



>> A digital broadcast platform is a requirement – with appropriate spectrum



Broadband Radio is not an alternative for broadcast radio

- Broadband delivered radio services (Internet Radio) offers a *great variety* of services
- **Reach?** In UK only 15% of listeners have **EVER** accesses Internet Radio services
- **Universal?** Radio listening cannot be restricted to home, and mobile broadband represents an expensive and spectrum inefficient listening option
- **Efficiency?** Distribution costs over Internet not consistent with current broadcast cost structure

Broadband Radio and Broadcast radio

- Internet cannot deliver the same content to a mass audience.
 - Internet Radio complements but can't substitute broadcast radio.
 - IR can provide radio archives, on demand, apps etc.
 - IR can provide the 'long tail' of more specialized radio stations.

- Technology now available (RadioDNS) to allow listener easy access to Internet content (apps, information, niche channels, ...) related to a radio station.



- >> **Connected of hybrid radio**
A 'marriage made in heaven'



Digital Broadcast Radio

- **Efficient:** Costs of broadcasting fit the economic model of mass market radio programming
- **Everywhere:** Broadcast radio can be in the cheapest standalone device, or integrated into a highly functional media device.
- **Value for all:** Digital broadcasting offers the opportunity to improve the value of radio to listeners and advertisers
- **Future oriented:** Digital Broadcast Radio would ensure a vibrant future for radio

Spectrum for Digital Radio

- With radio usage patterns, digital radio needs a harmonized European-wide spectrum plan
- Band III is currently allocated to Radio (and TV in some countries) in GE06 plan
- DAB/DAB+ in Band III
- DRM+ is a candidate for replacing FM in Band II
- DRM is a candidate for below 30MHz

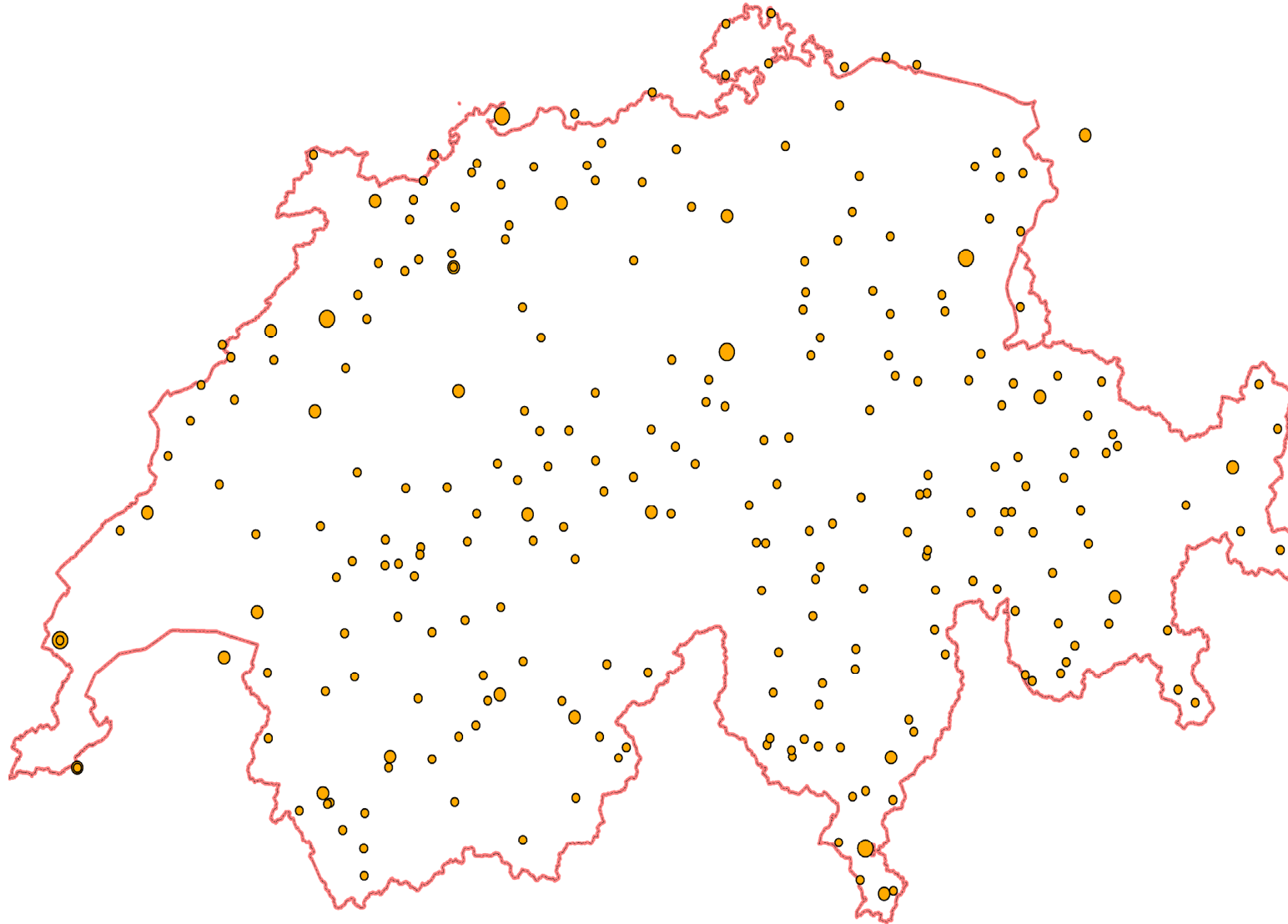
Digital broadcasting = green broadcasting

Efficiency for all

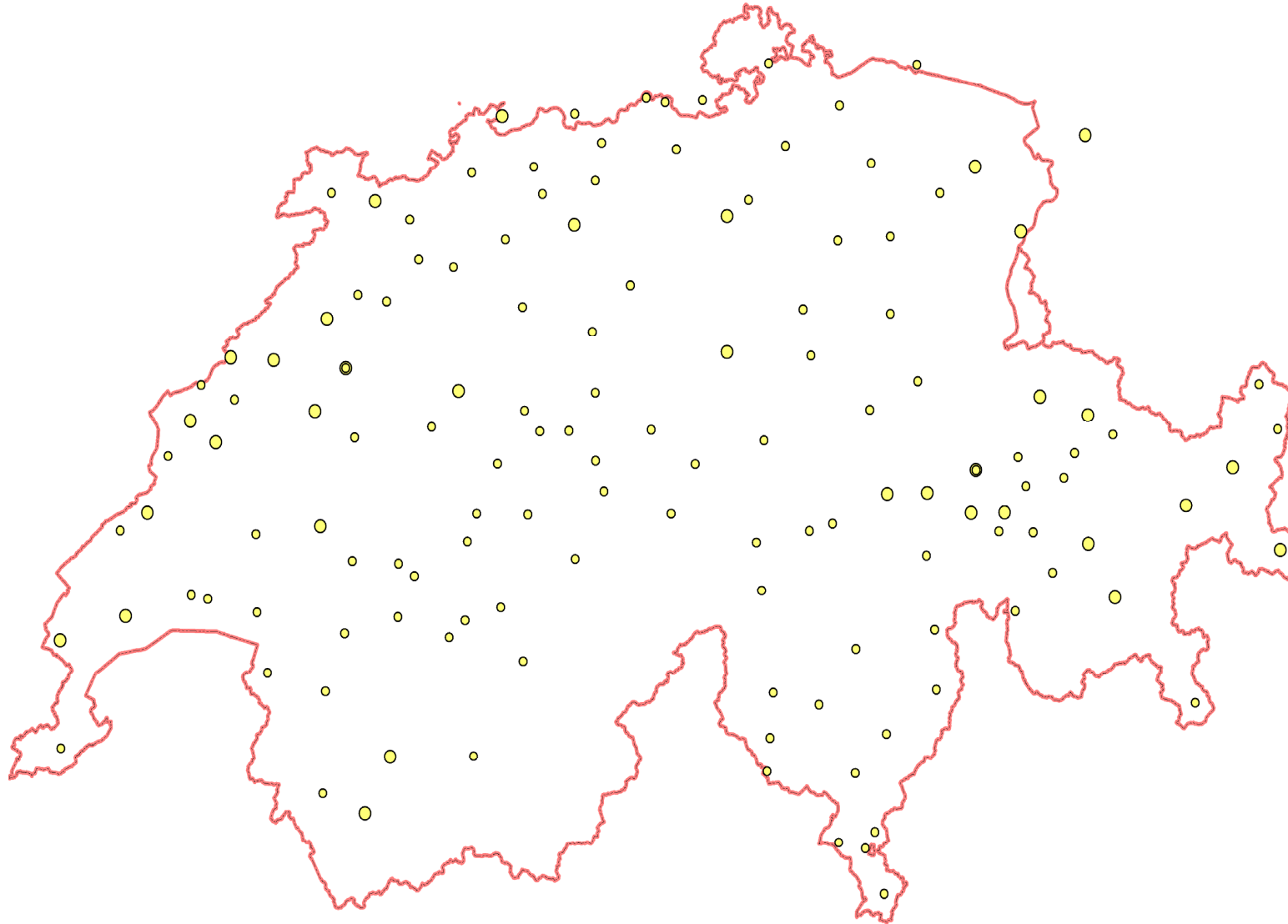
Switzerland:

- FM: FM networks carrying 3-5 programs per location consumed 40.8GWh in 2010
- DAB: 2.4GWh for DAB networks carrying 12-14 programs per location
- Over mobile broadband ...

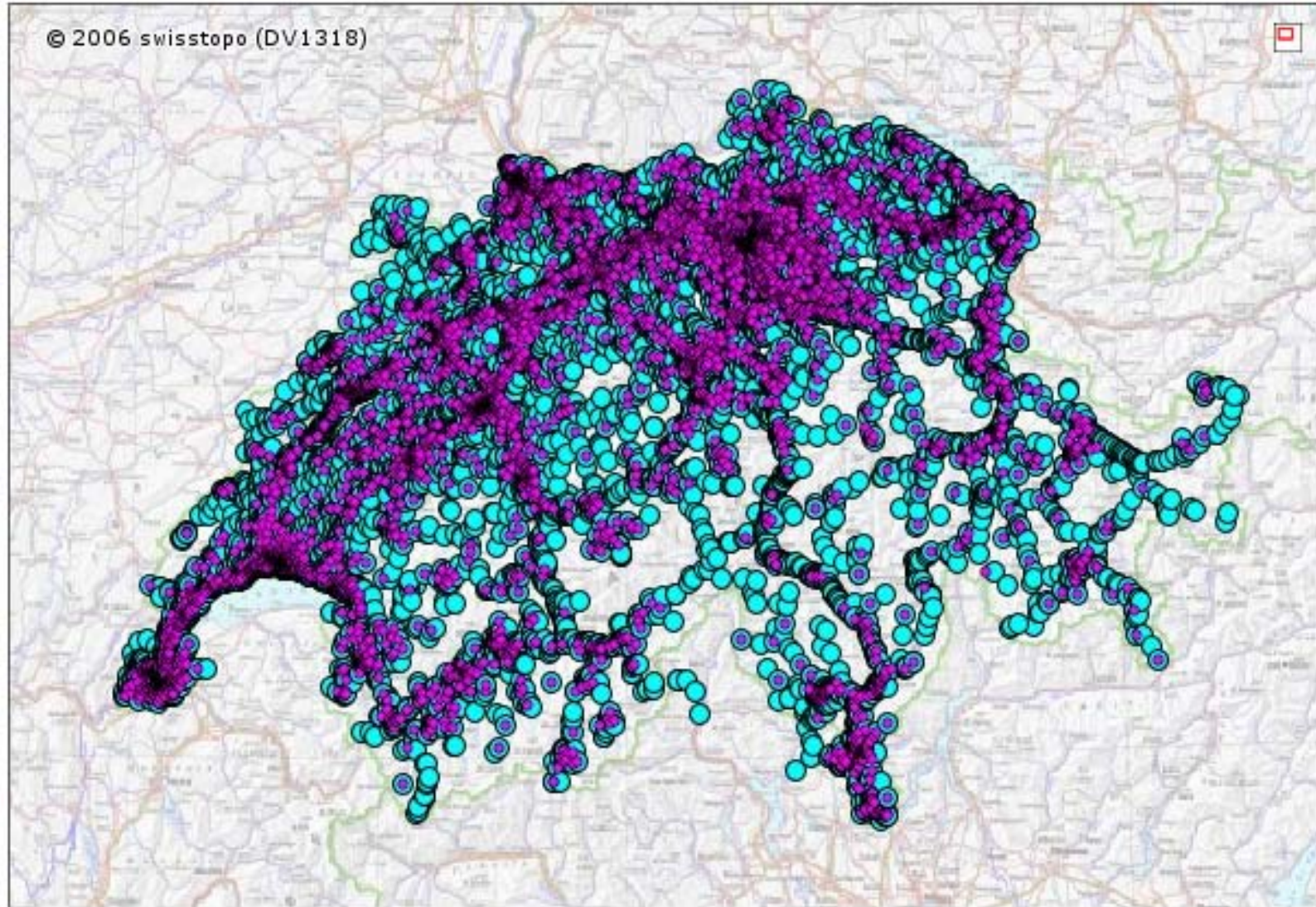
Public FM Networks



Public DAB Networks



GSM&UMTS stations



The RSPG 2010 report on digital radio

("The future of radio broadcasting in Europe:

Identified needs, opportunities and possible ways forward" (RSPG10-349)

- **Suggestions from the report**

- Studies already done should be used by the EU in order to find ways to promote (digital) radio.

(we believe that public awareness will follow industry' actions for digital radio)

- More certainty about the market is needed.
- An EU-wide coordinated approach with regard to the transition period may be desirable.

(we believe we need national policies, and coordinated timelines)

- **Frequently made consultation comment**

- Don't switch off analogue radio yet.

(a wider and better offer must be the reason why listeners turn to digital, not because analogue is switched off)

Requests

1. Digital ... broadcasting ... radio is part of the future

This migration will be painful for some operators, but is a long term necessity

2. Launch scenarios need to be in place to make it happen, and plans for digital radio introduction throughout the member states.

3. Specific harmonized spectrum for digital radio :

- Harmonized spectrum plan centering around the use of Band III for digital radio
- The migration of Band II from analogue to digital.



www.digitalradioforum.org