

# Digital Dividend in Spain

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Digital Dividend EBU Workshop

# 1 ASO is a real fact in Spain

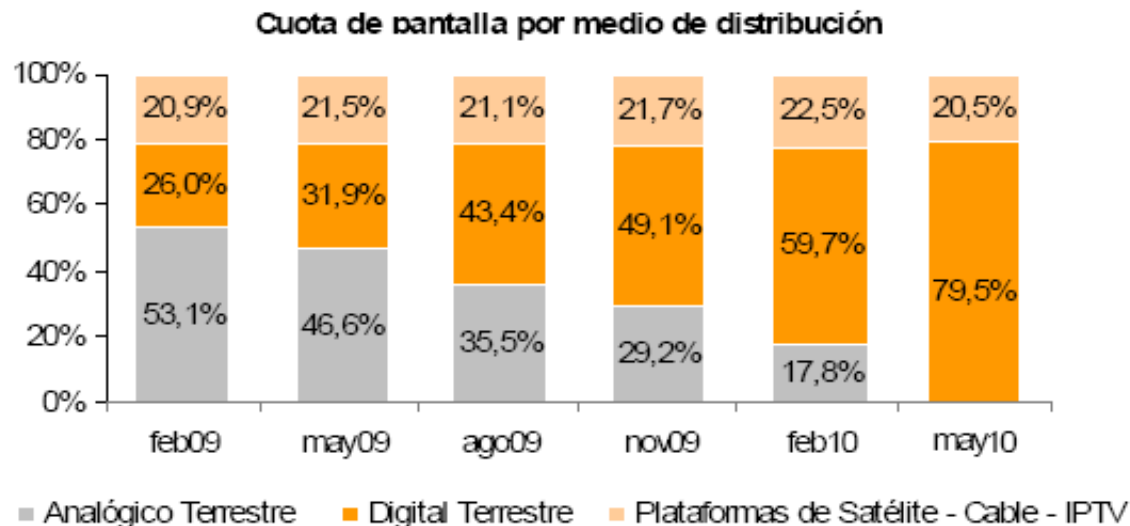
... since April 3rd, 2010. And ...

- DTT has replicated the same analogue coverage that we had prior to the analogue switch-off, it is above 98,5% of the population.
- Positive Economical impact for the local industry. DTT has mobilized, in the period 2006-2010, more than 12 billion € to foster activities in more than 10.000 companies, especially in those devoted to telecommunications and DTT equipment installation, and stabilized around 40.000 jobs.
- DTT is attracting advertising revenue. Investment in Advertising on Terrestrial TV during 1stHalf of 2010 has been 7.4% higher than the same period of time on 2009.
- RTVE initiative of HD over DTT has been followed by major commercial channels since last week, and also regional broadcasters. Also DTT Premium is available (3channels).

# 1 ASO is a real fact in Spain

... since April 3rd, 2010. And ...

- Screen share of DTT reaches the leading value of 80%. So, even the social impact of migrating and updating installations, citizens adapted massively to DTT even though other options were available. This is a clear sign that DTT is perceived as providing a social value.



Fuente: Kantar Media



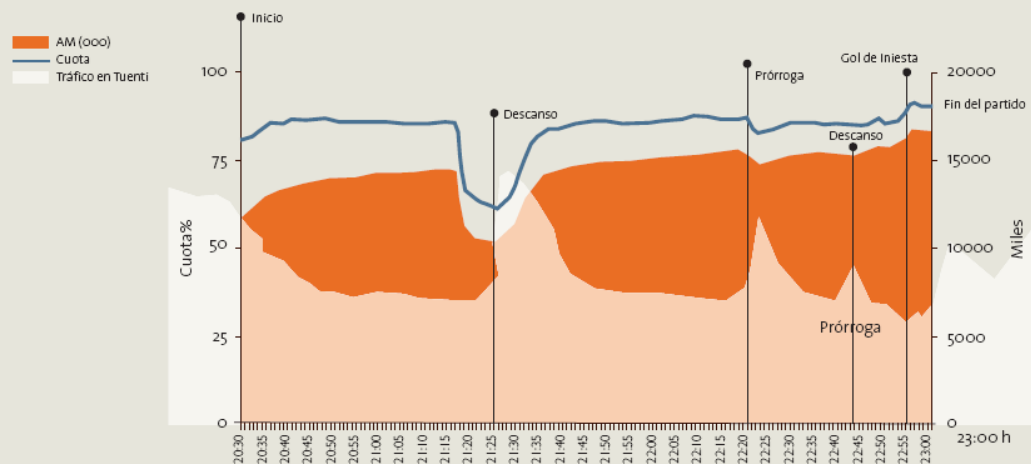
# 1 ASO is a real fact in Spain

... since April 3rd, 2010. And ...

- Spanish victory on the football world cup. During the Final DTT reached a record of 91% screen share and almost 17 million viewers with a quality of service that, networks other than broadcast, for instance broadband networks are far to achieve for such a volumes of viewers.



Minuto a minuto partido final Holanda-España. Emisión en Telecinco, Canal+ y Canal+ Liga. Tráfico Tuenti



Fuente: [www.periodistas21.com](http://www.periodistas21.com). Elaborado por Barlovento Comunicación según datos de Kantar Media.

## 2 Digital Dividend on the scene

As presented on June 2010



MINISTERIO  
DE INDUSTRIA, TURISMO  
Y COMERCIO

### Nota de prensa

Comparecencia del ministro Miguel Sebastián en el Senado

### El Gobierno regula el uso del 'dividendo digital'

- El proyecto del Real Decreto que se presentará próximamente al CATSI establece que a partir del 1 de enero de 2015 la banda de frecuencias de 790 a 862 MHz quedará reservada para servicios distintos al de televisión, como los de banda ancha en movilidad
- Esta decisión sobre el llamado 'dividendo digital' permite aumentar la competencia en el mercado de los servicios móviles, incrementar la oferta de nuevos servicios innovadores, mejorar la calidad y reducir los precios para las empresas y ciudadanos
- El dividendo digital contribuirá al crecimiento económico, la generación de nuevos empleos y al incremento de la productividad. Según la Comisión Europea, en España el valor incremental de la utilización del dividendo se estima entre 12.000 y 16.000 millones de euros, el equivalente al 1,5 % del PIB.

- Announcement was followed by a Public Consultation covering Digital Dividend as well as refarming of 900MHz and 1.800MHz and the new 2,6GHz band.
- 32 companies answered and it was consensus on UMTS on 900MHz, neutral technological principle for 800MHz and 2,6GHz
- And it was no consensus in other topics ..

## 2 Digital Dividend on the scene

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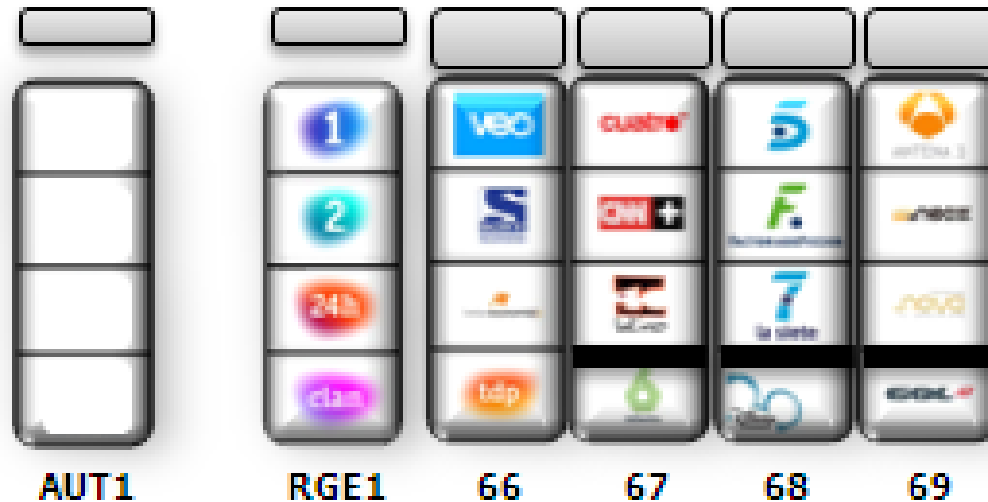
- It is considered that operators who are awarded will offset the costs involving the release of the band's use of television.
- The digital dividend has 30 MHz paired and it is proposed a bid in 6 blocks of 5 MHz paired with open, objective, transparent and non discriminatory.
- It is considered that the lack of free frequencies below 1 GHz (900 MHz and 800 MHz) and the excellent conditions of propagation of these bands, makes it advisable to set a limit of 20 MHz paired as the maximum availability of these frequencies by the operators.
- The tender would be held in 2011, and will incorporate the principles of technological neutrality and service (fixed or mobile) and the secondary market.
- The concessions will have a duration up to 2030.

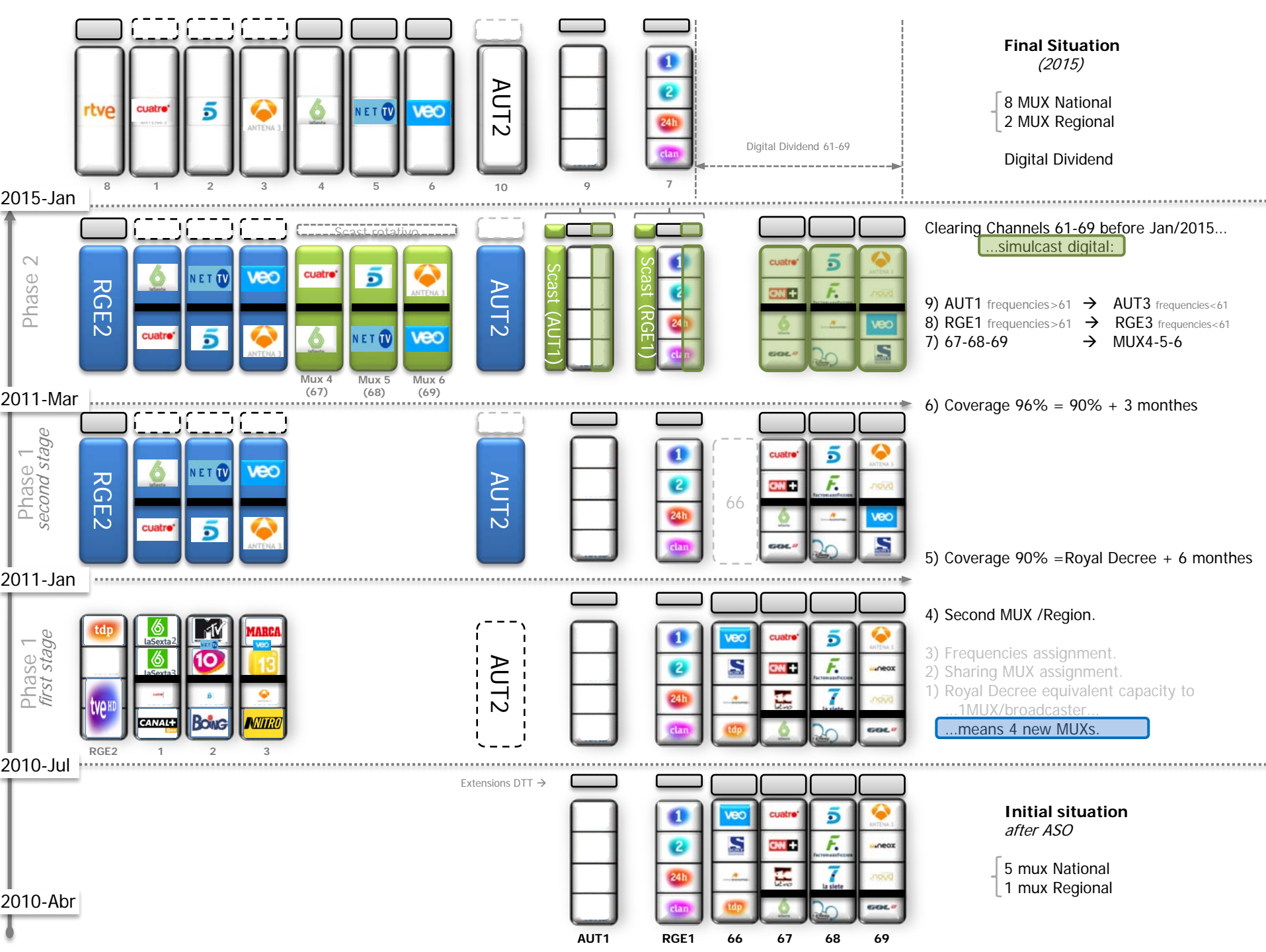
# 3 Practical implementation

## Spain as paradigmatic case

- Since the launch of DTT Spain has been highly efficient in terms of spectrum planning. 4 National SFN networks and 2 Regional SFN networks were rolled out, but just on what later become Digital Dividend:

Extensiones TDT →







# 4

## Summary (1/2)

It can be done, but ...

- Digital Dividend has a very important impact in two aspects:
  1. Migrations of all services that we have on the 800MHz band, something that is especially critical in Spain since we launched DTT on this channels mainly.
  2. Interferences issue from the new services to be allocated. Regulators should define protection conditions that new users of digital dividend spectrum should know in advance of any tender or auction process to avoid any interference to broadcasting signals. In that sense DigiTAG initiative is very much welcomed.

## 4 Summary (2/2)

It can be done, but ...

The good news are:

The success model of the ASO could be replicated with the Digital Dividend migration if we get the same commitment from all the stakeholders. But ...

- Very unlikely this may happen before 2015.
- Digital Dividend at 800MHz should be considered as the long term baseline framework of spectrum where DTT should develop as a competitive platform.

In conclusion, DTT may not deal with any other digital dividend that could be anticipated for many years, and ultimately we have to consider how the citizen will be better served.

Many thanks

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