

***Digital Radio in Italy:
Which profile? When? Implementation issues***

*Giuseppe Braccini
Business Planning and Development - Director*



Rai Way's Highlights

Rai Way is a Rai Group's company

Rai Way owns signal transmission and broadcasting networks for the **Public Broadcasting Service (PBS) in Italy**

Extensive Broadcasting network inclusive of the **3 Television networks, 2 DTT MUX, 3 Radio MF networks** with a coverage in excess of **99% of the Italian population**

2,340 managed sites and 1,866 owned structures (1,015 transmitters and 7,875 repeaters)

Total Revenues: (year 2007) **€187,9 Mln** (€149,6 Mln from Rai and €38,3 Mln from Business clients) . Total **people: 652 units**.

First large scale operator for Broadcasters in Italy

Rai Way - Strategies

**Strategic guidelines
for digital radio**



**Develop, deploy and operate the
digital radio network for RAI
(PBS)**

**Develop, deploy and operate the
digital radio network for Commercial
Broadcasters**

Establishment of ARD



ARD- How to promote digital radio



The Association intends to:

- **Draw up regulatory proposals** aimed at fostering the transition to the standard system for digital audio and multimedia broadcasting;
- **Set common rules for signal broadcasting** which network operators would have to comply with;
- **Forward proposals for the set-up of minimal technical standards for receivers;**
- **Make testing methodologies** available to broadcasters to test and verify equipment and applications;
- **Divulge** among its members all relevant **information about the highest level of development of the industry's technology;**
- **Promote communication campaigns and events** targeted to the industry's operators (broadcasters, network operators, content and service providers, equipment manufacturers, etc.) – as well as consumers and listeners.

Digital Radio roll-out schedule and coverage

The RaiWay's expectation

(% of population)

	2009	2010	2011	2012	...over (analog TV's switch-off completed)
RAI	~60%				~80 %
National Broadcasters	~60%				~80 %
Local Broadcasters	~5%	~15 %	~40 %	~60 %	~80 %

~500
radios

12 radios

Near future promotional program

The RaiWay's proposal

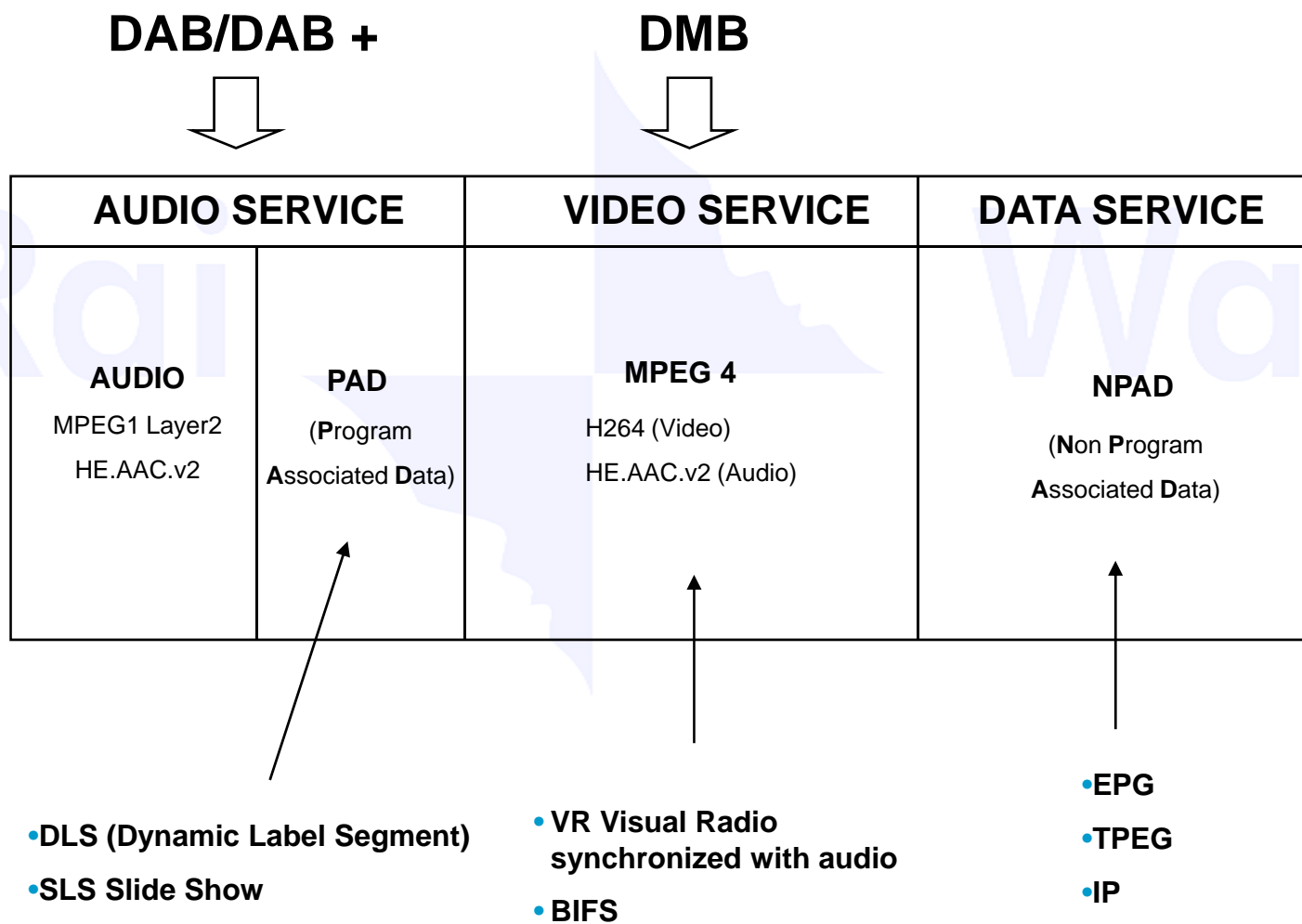
	Nov 2008	Feb 2009	Giu 2009	Oct 2009
Communication	Web site set-up	Extend promotion on web		
Receivers	Dialogues and agreements with manufacturers and brands/importers			
	Tuning of ARD Certification's methodology			
		Start of ARD Certification		
Services development		Coverage and services certification (EPG, data programs, TPEG, etc.)		
			Services promotion with public events	

We need receivers!

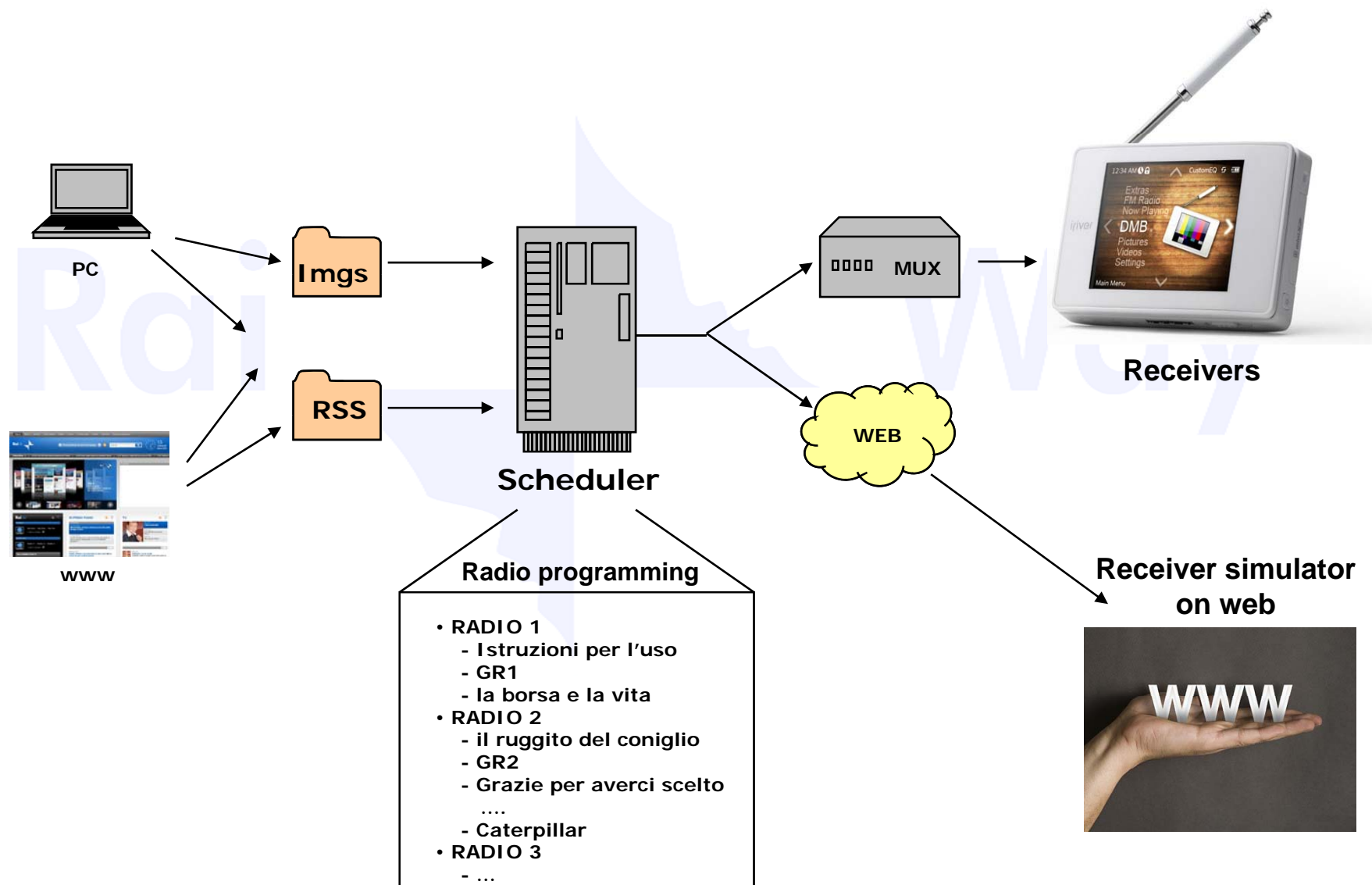
Receiver's features for the Italian market agree with Common European Digital Radio Profiles.

At the moment we are focused on *Profile 2 receiver* to test and to implement every kind of service, in order to promote the development of digital radio.

DAB/DAB+/DMB Italian Scenario

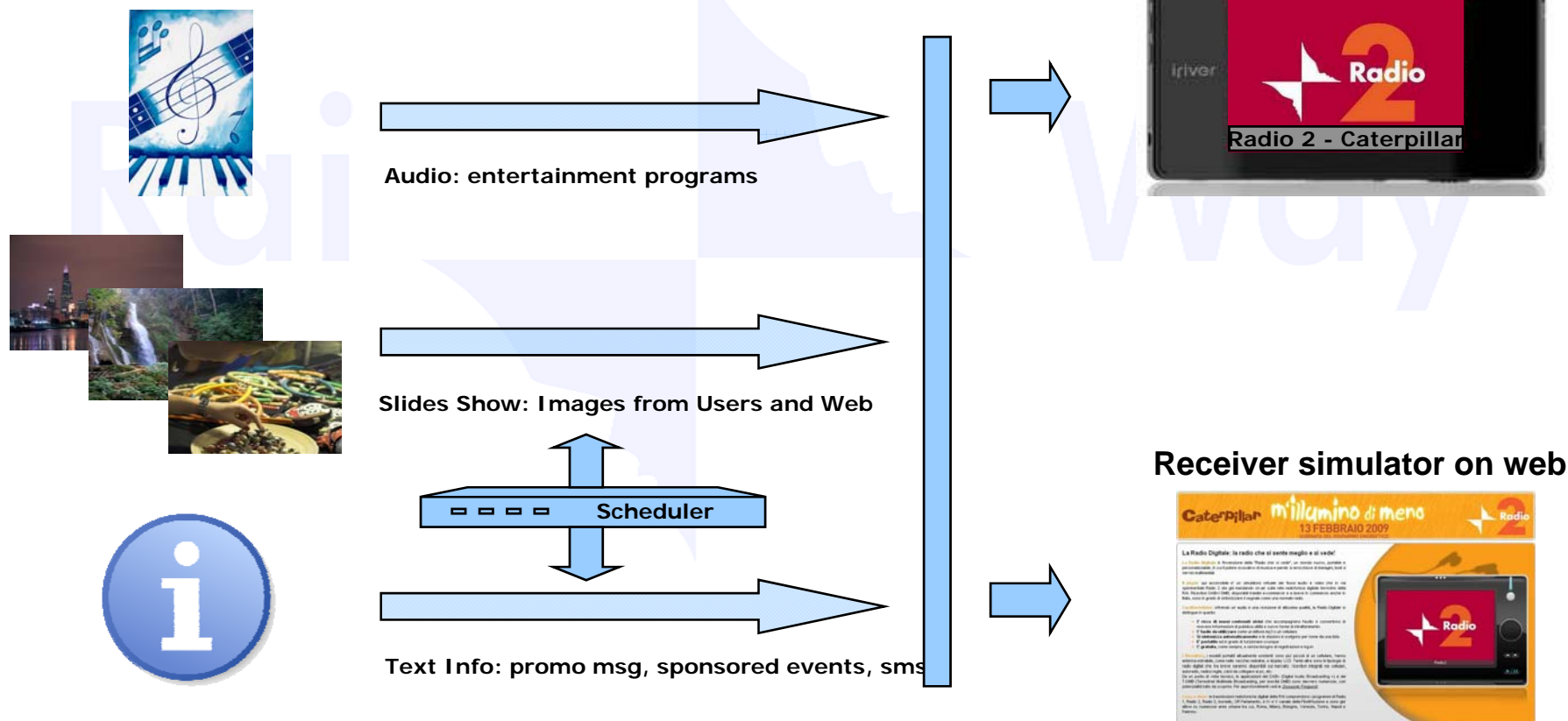


SLS/DLS - Rai Way's model

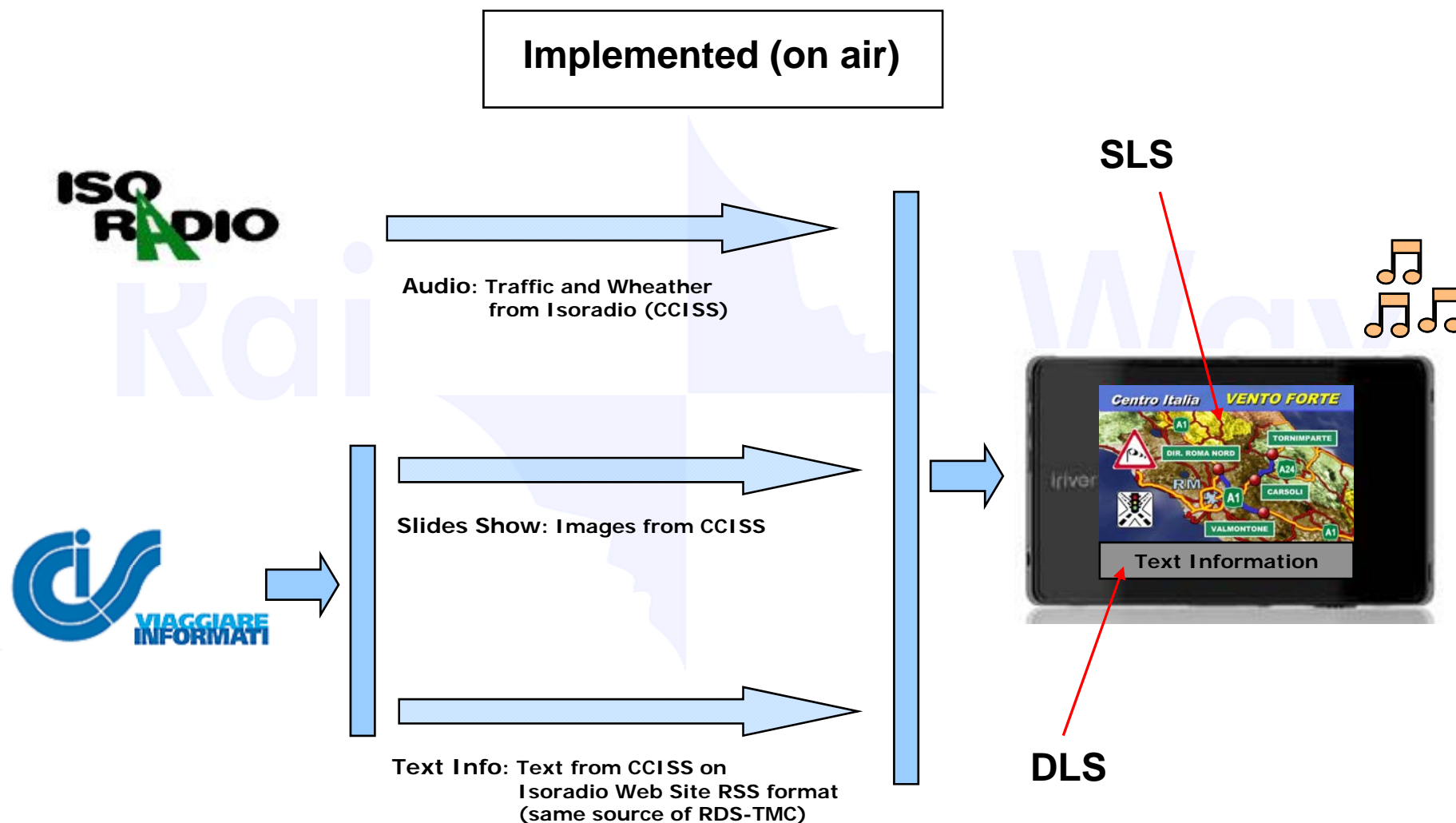


DAB/DAB+: SLS/DLS Implementations

Radio 2: Implemented (on air)
Radio 1: Coming soon (est. 30/03)
Radio 3: Coming soon (est. 30/04)

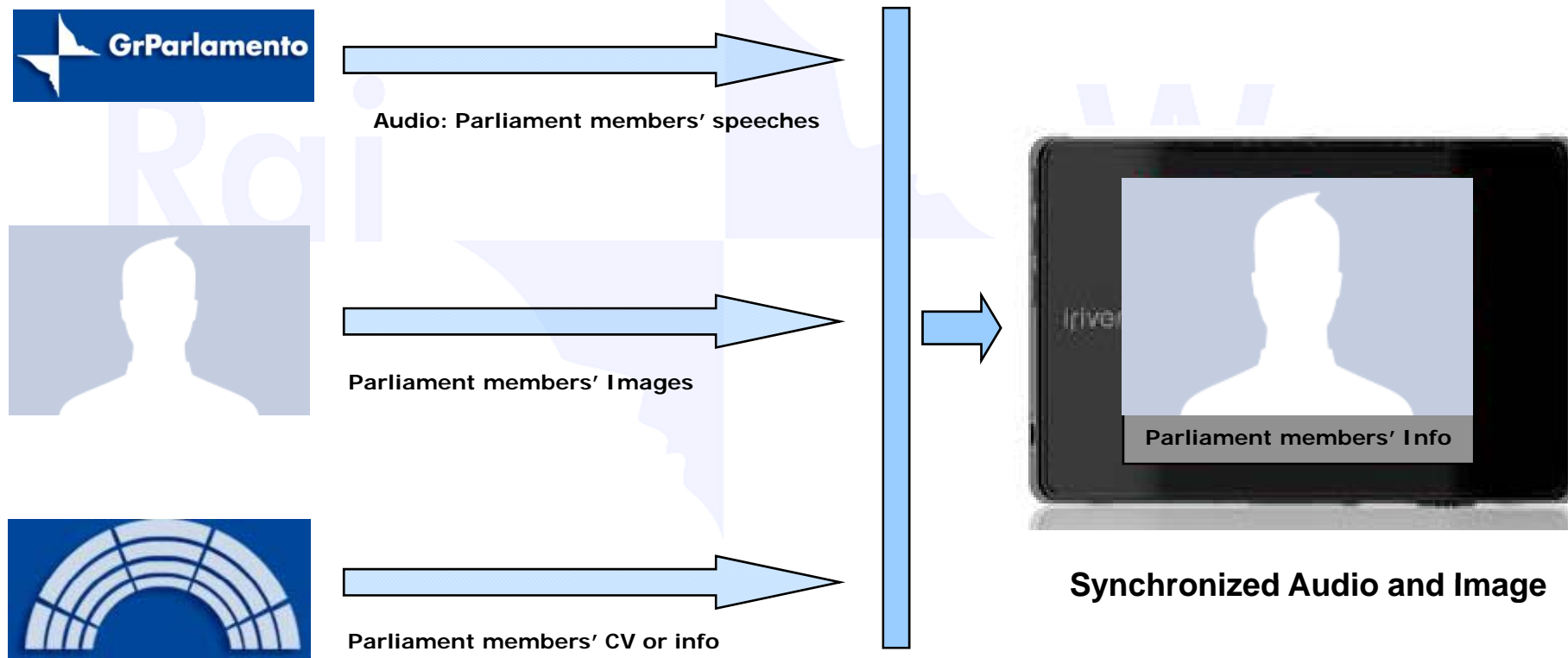


DAB/DAB+: Isoradio (Traffic information)

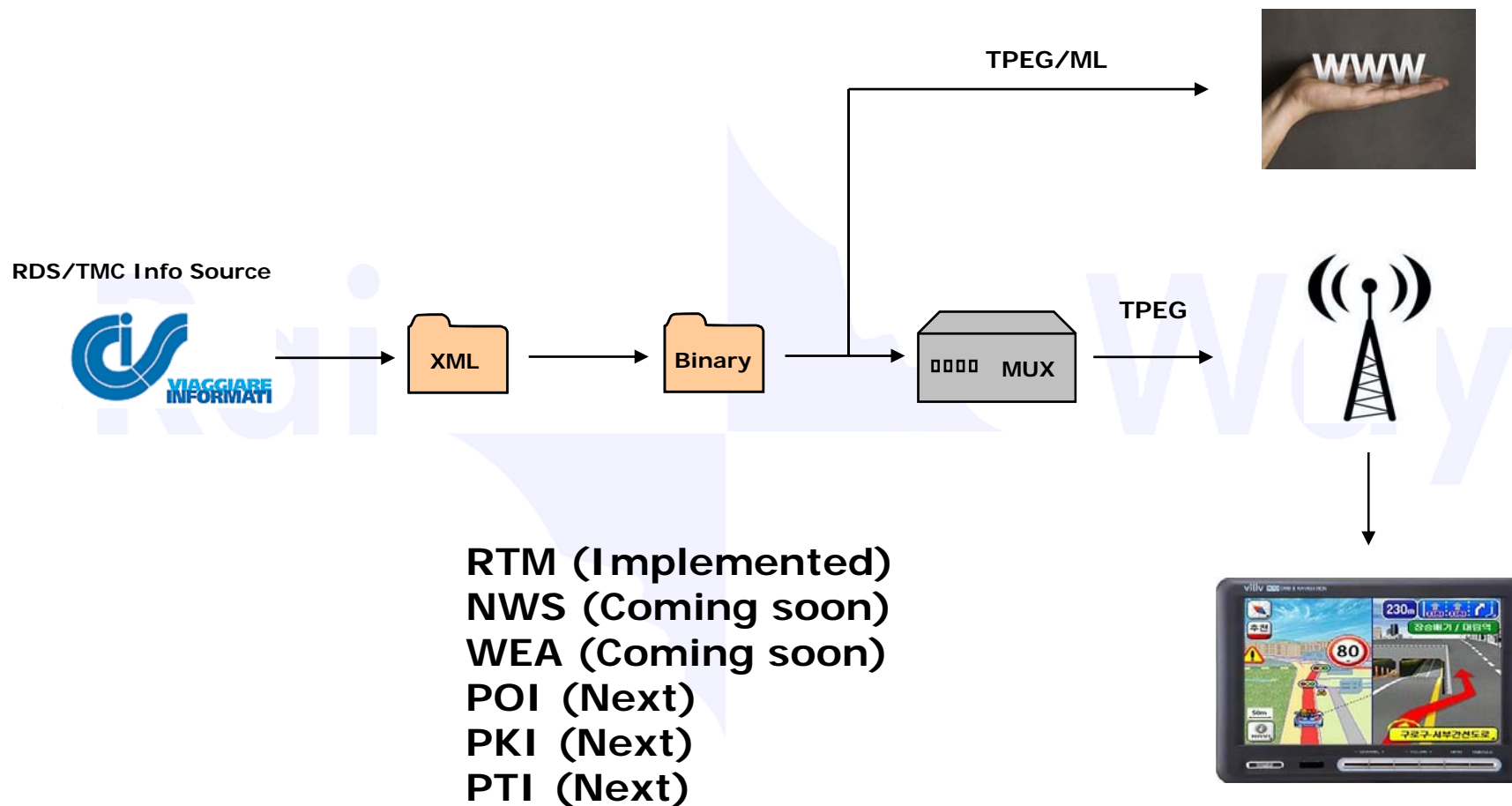


DMB/Visual Radio: GrParlamento

Coming soon (est. 30/04)

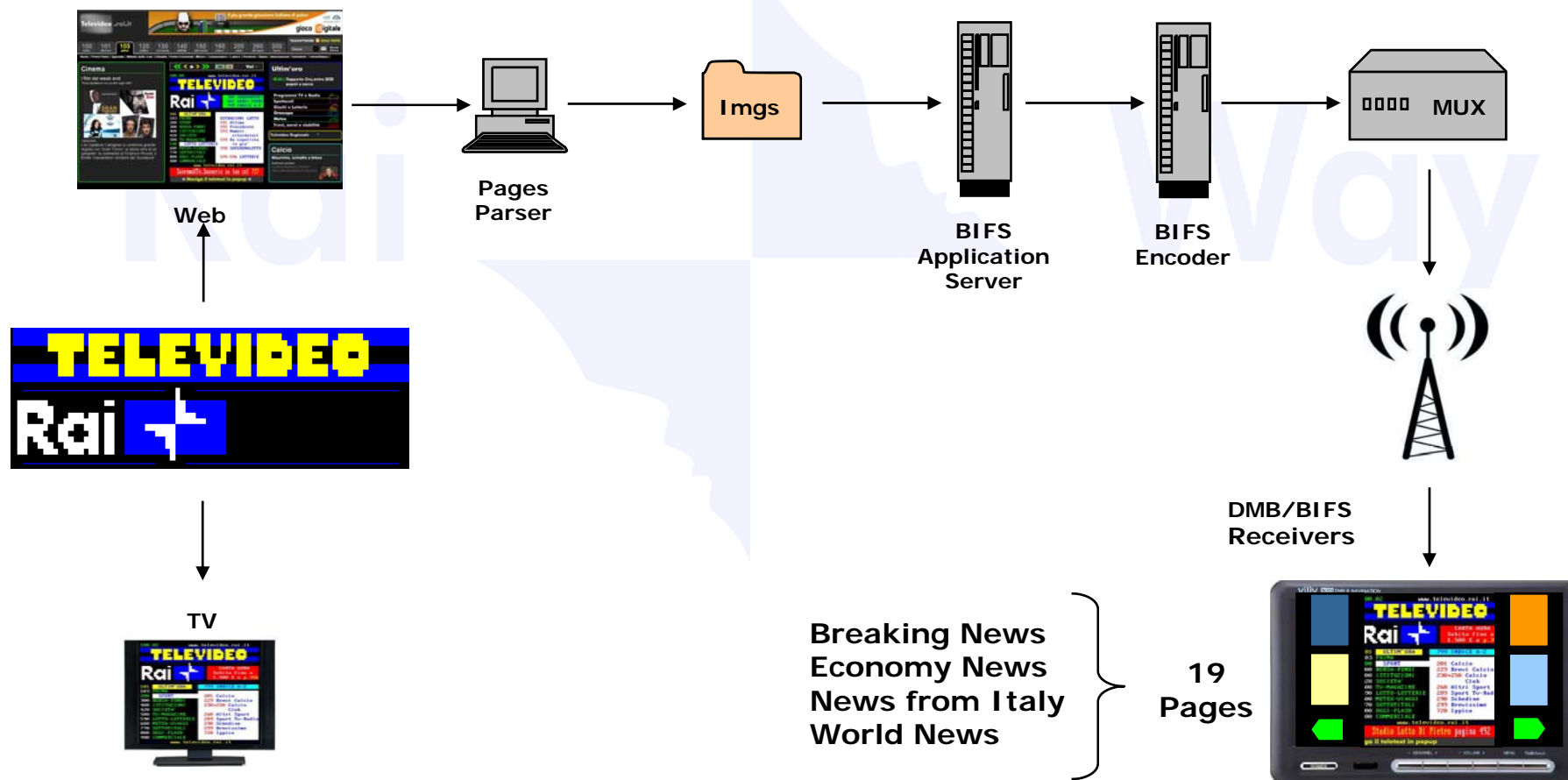


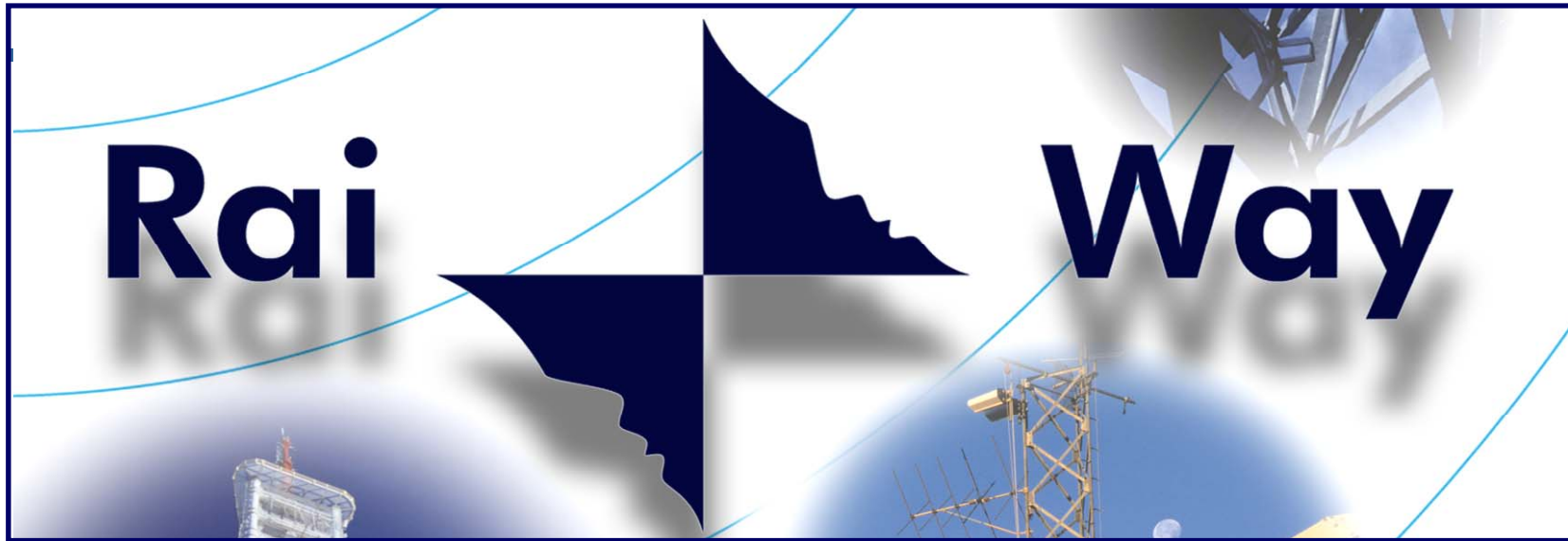
TPEG



BIFS

Implemented (on air)





Thank You.

