

PEOPLE NEED RADIO RADIO NEEDS DIGITAL



Terrestrial Radio broadcasting is a cornerstone of our society. European citizens listen to 2 hours and 42 minutes of Free-To-Air radio daily.



Radio digitization is the required step to modernize and maximize the growth potential of the medium, improving the quality and quantity of the service to better respond to listeners changing needs.



The terrestrial broadcasting network is resilient during natural disasters, national emergencies and when mobile connectivity is restricted. It is a vital asset in keeping the population informed in emergencies or when public safety is endangered.



Radio is always accessible across Europe, it only requires a FM receiver. This capability must be retained in the digital era.



Internet connectivity can enhance radio capabilities, but radio can't rely solely on the internet. It's not efficient and effective for both broadcasters and listeners.
Internet is a complement to broadcasting, not an alternative

POSSIBLE SCENARIOS

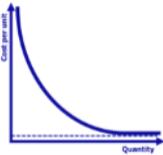
EUROPEAN ROLL OUT OF DIGITAL RADIO. DIGITAL RADIO IN CARS AND HANDHELD DEVICES BY DEFAULT.

RADIO ACCESS



This scenario ensures the best geographical coverage both nationally and cross country. It is important that people can receive news and information wherever they are and on whatever device.

ECONOMIES OF SCALE



The possibility to address the whole European market would foster competition and the production of newer and inexpensive radio receivers.

LISTENING COSTS



This would guarantee universality radio throughout Europe on whatever device with the free to air model. Listeners would enjoy live radio for free.

INNOVATION



This would guarantee universality radio throughout Europe on whatever device with the free to air model. Listeners would enjoy live radio for free.

LOCAL EMPLOYMENT



With the possibility to create new stations, and cross platform services a growth of job opportunities is to be expected.

NATIONAL ROLL OUT OF DIGITAL RADIO. DIGITAL RADIO IN CARS AND HANDHELD DEVICES OCCASIONALLY.

RADIO ACCESS



Access to free to air radio on the move both nationally and cross border is very limited. As a result streaming is the only available option with direct consequences on high access cost and poor network resiliency.



ECONOMIES OF SCALE

The benefit of economies of scale would be very limited. Digital radio would have a fragmented market and would be present only in a number of countries.



This would guarantee universality of radio only on traditional receivers. Connected cars or handheld devices will require internet access, leading to a much higher cost for listeners.

INNOVATION



This scenario would see a limited number of digital radio adopters and only on traditional radio. This is the worst case scenario and the introduction of new functionalities will be very limited.

LOCAL EMPLOYMENT



Only the content production would get benefits. With the possibility to create new stations, a growth of job opportunities is to be expected.



Digital Radio Toolkit

To build the case for digital radio, the EBU's Radio Unit commissioned the Media Intelligence Service to examine the key success factors for radio digitization. http://www3.ebu.ch/files/live/sites/ebu/files/Publications/EBU-MIS_Digital-Radio-Toolkit.pdf



Digital Radio 2016

This report is the first of a yearly report to support the EBU's Digital Radio Initiative. <http://www3.ebu.ch/files/live/sites/ebu/files/Publications/EBU-MIS%20-%20Digital%20Radio%20Report%202016.pdf>



EBU Rec. on Digital Radio Distribution in Europe

The advantages of harmonising the timetable for deployment of digital radio across Europe are mentioned in this recommendation. <https://tech.ebu.ch/files/live/sites/tech/files/shared/r/r138.pdf>



EBU Digital & Hybrid radio

There is renewed momentum across Europe behind the transition to digital radio, and more to come as integration in smartphones improves. https://tech.ebu.ch/files/live/sites/tech/files/shared/factsheets/ebu_tech_fs_radio.pdf



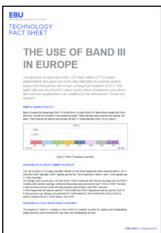
Radio in cars is changing gear

More and more car manufacturers are offering Digital Radio as standard for new cars. <https://tech.ebu.ch/files/live/sites/tech/files/shared/digitalradio/Digital%20radio%20in%20the%20car.pdf>



Digital Radio in smartphones

The European Broadcasting Union (EBU) is proud to be part of the launch of the first smartphone with built in digital radio capability. https://tech.ebu.ch/docs/digitalradio/Digital_Radio_in_smartphones.pdf



Use of Band III in Europe

The pressure on spectrum in the UHF band has given rise to the idea that Band III could be used for DTT instead. This guide tells you why this is not the case. https://tech.ebu.ch/docs/factsheets/ebu_tech_fs_band_III_use.pdf