

Från analog till digital marksänd radio

- en plan från
Digitalradiosamordningen



Background: How, not if

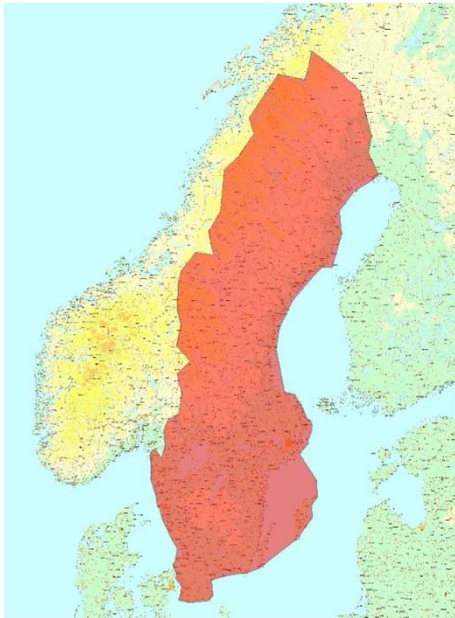
- **Public Service bill, Parliament, Spring 2013**
- **Directive – Industry coordinator for the digitalization of radio**
 - Plan for a switch-over from FM to terrestrial digital radio
 - Together with the Swedish Broadcasting Authority
 - In close dialogue with involved actors

Plan

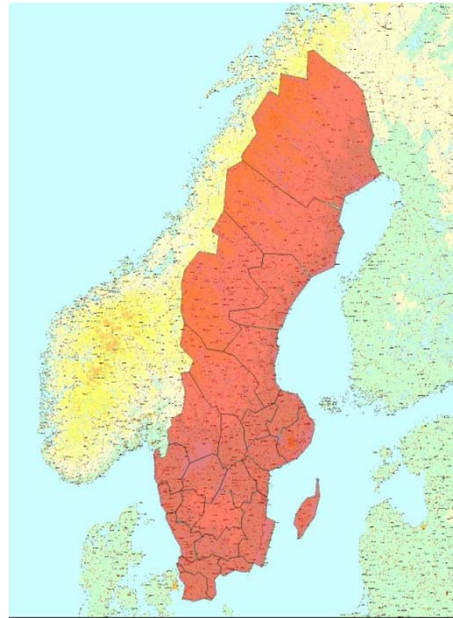
- **Common launch**
 - In two years
- **Extension of analogue licenses**
 - Conditional extension
- **Shutdown of FM in 2022**
 - Conditional



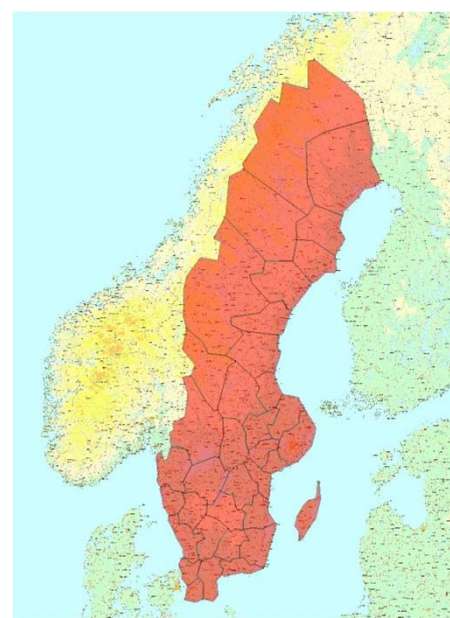
Frequencies



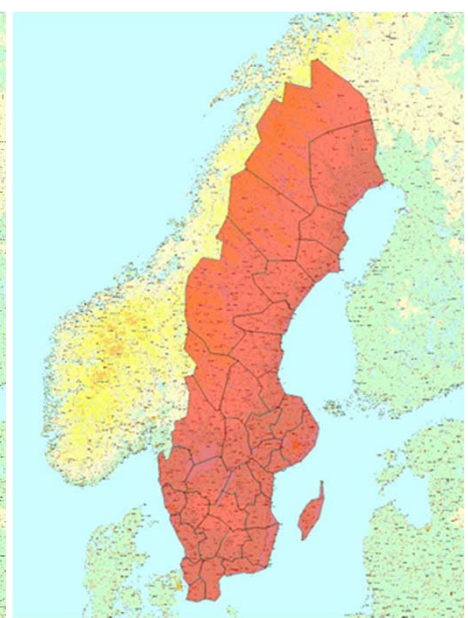
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2
SR & UR



3
Commercial



4
Commercial

Common launch

- Before Christmas 2016
- Transmissions cover 70 % of the population
- Separate distribution nets
- More radio



Extension of analogue licenses

- **Licenses for analogue radio expires in 2018**
- **Conditional extension**
 - Digital transmission
 - Cooperation on information
- **No fees**

Shutdown 2022!

- **Conditions 2020**
 - Coverage: PS 99.8 % (population)
 - Content: added value
 - Listenership: 50 % (of listeners)
 - Cars: conversion

Shutdown 2024?

- If the conditions are not fulfilled by 2020, what happens then?
- We decide for shutdown in 2024, and give ourselves two more years to work for a responsible transition.

Monitoring

- Swedish Broadcasting Authority will monitor the development and report to government.
- Assessment of the conditions in 2018

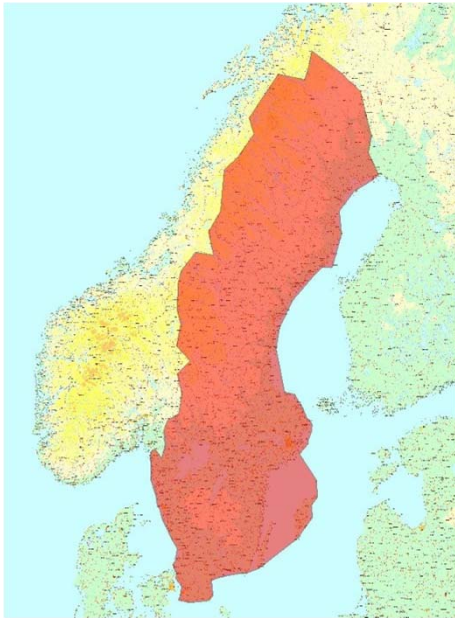


Community radio

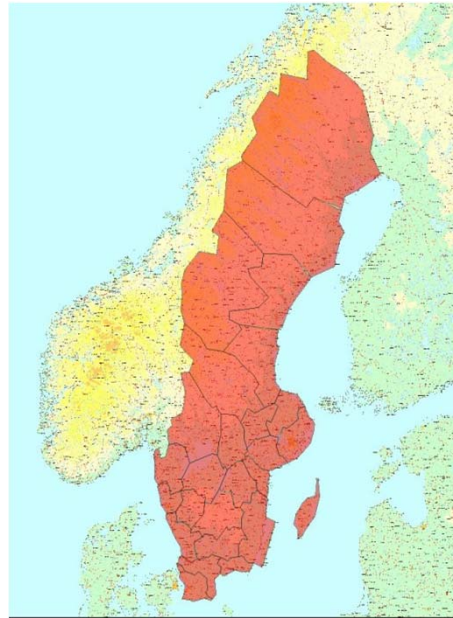
- Important media
- At present difficult to incorporate
- Will be allowed to continue broadcasting on FM for the time being
- Possibly a new media form in the long run



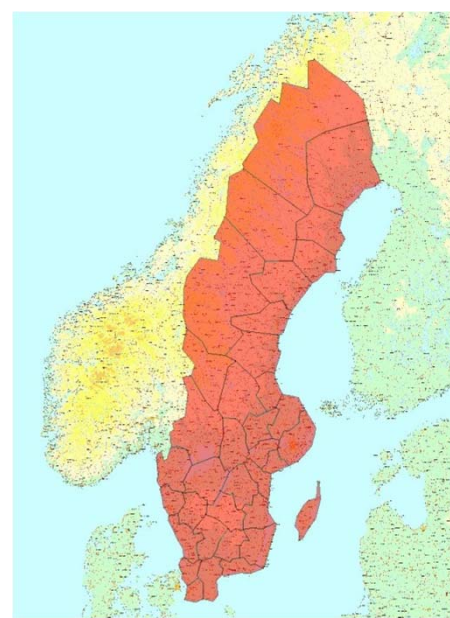
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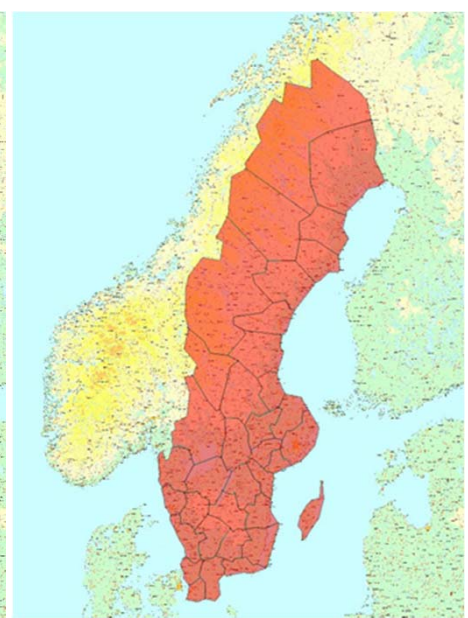
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Investments and costs

- **Commercial radio**
 - No fees
- **Public Service**
 - Parallel distribution costs financed through loan, cf. TV
 - 50 mn SEK (€5 mn) extra for content
- **Listeners**
 - New receivers

Consequences

- Lower energy consumption, higher efficiency
- Greater competition and increased freedom of speech
- Marginal increase in electronic waste
- New receivers
- Cars

Two page English summary

- <http://www.regeringen.se/sb/d/8317/a/250945>

