



DRC 2010

a brief report

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RTÉ
Ireland

2 Events

- Jointly hosted by RTÉ and BBCNI (Northern Ireland



A series of broadcasts from Belfast

- BBC Radio 1, BBC Radio 4, BBC 5 Live.
 - BBC Radio Ulster, BBC Radio Foyle.
 - RTÉ Radio 1, RTÉ 2fm, RTÉ 2XM, RTÉ lyric fm, RTÉ Pulse
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- A wonderful experience and a first for both broadcasters.



- Tim Davie, the BBC Director of Audio and Music, called on DRC10 to "provide clear leadership and confidence to build a digital future for radio".
- The Managing-Director of RTÉ Radio, Clare Duignan, said, "We have reached the limits of what the FM spectrum and associated business model may deliver in terms of variety ."



EBU Radio Members agreed three priorities for action over the next 12 months in order to accelerate the digitization of radio:

- To persuade the European Union to champion switchover policies at European level and to ensure that sufficient spectrum is allocated to safeguard radio's future.
- To advance partnerships between public and private broadcasters to develop original digital content and support public campaigns to make the case for digital radio.
- To foster effective partnerships between broadcasters and the automotive sector.