



# France : digital radio report

*Geneva, 11<sup>th</sup> February, 2015*

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- ▶ **A brief history of this report**
- ▶ **Key elements**
- ▶ **Directions taken by the CSA**
- ▶ **Next steps**



- ▶ **The CSA has adopted, on 21<sup>st</sup> January of 2015, a report on the evolution of radio broadcasting modes in France**
- ▶ **This report is focused on the role of the digital terrestrial radio (DAB = RNT in french)**
  - **A draft was adopted on December 3<sup>rd</sup>, 2014 and submitted for a public consultation**



- ▶ **More than 20 technical preparatory meetings with representative organizations, professional associations, electronic communications operators...**
- ▶ **More than 40 contributions received between December 2014 and January 2015 on the preliminary draft report**

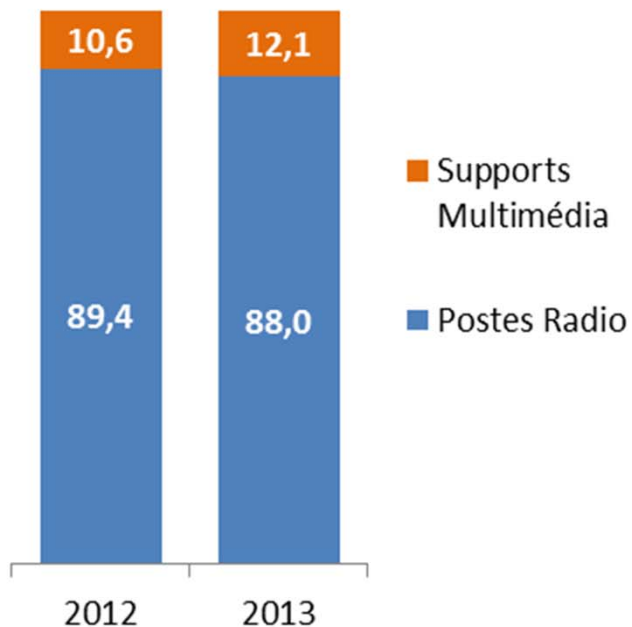


- ▶ **A map of radio broadcasting in France in 2015**
  - **AM: a historical analog broadcast mode with no real possible evolution**
  - **FM: the mode used by most of the radios which undergoes a slow erosion**
  - **IP Radio: gaining market share but still with a slow evolution**
  - **DTR: services “on air” since summer 2014 but in only three areas and without several "historical" public and commercial services**

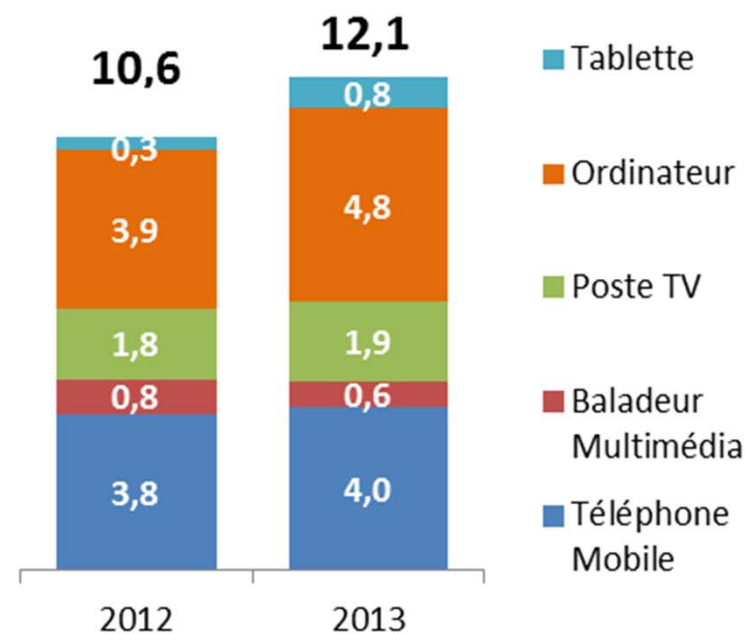
# Radio platforms



Part d'audience selon le support de réception (en %)



Zoom sur les supports de réception multimédia (en %)



Source : Médiamétrie, Global Radio 2013, Volet 2. Individus de 13 ans et plus. Lundi au vendredi, 5h-24h. 126 000 Radio – 6 semaines entre Sept et Oct 2013



- ▶ **FM is the reference broadcast mode of the radio, but with uncertain development margins**
  - A listening mode which is still ultra dominant but with a tendency to erosion, especially among young people
  - A large base of receivers already set
  - Optimization opportunities of the analog spectrum, however, appear reduced, particularly in large cities



- ▶ **IP Radio is an asset to the radio medium, but may lead to big changes for the radio sector**
  - **The resource is almost unlimited**
  - **Its business model, however, is still uncertain (broadcasting costs)**
  - **Mobility still raises unsolved technical difficulties**
  - **Issues of free use and anonymity of radio listening are also highlighted by some players**





- ▶ **Digital terrestrial radio (RNT): a potential to be defined between FM and IP**
  - **Intrinsic qualities superior to FM**
  - **An available and identified spectrum resource**
  - **An economic equation yet to be defined: receivers, financing of simulcast...**



- ▶ **The direction taken by the CSA: digital radio (RNT) has its place in the different radio access modes**
  - ▶ **The final report was adopted unanimously by the members of the CSA**
  - ▶ **The CSA proposes to set up the strategy on a balanced and complementary vision of the different radio access modes...**
  - ▶ **... and announced the launch of preliminary procedures (of calls for tenders) in 2015**



- ▶ **This report was sent to the French authorities (Government and Parliament)**
- ▶ **It also contains proposals for legislative changes (rules on the designation of multiplex operators, broadcast standards, associated data ...)**
- ▶ **[It asks the public authorities to decide on the role of the PSB as regards DTR]**



- ▶ **Calls for tenders will include several areas**
  - ▶ **2 areas where digital radio trials are ongoing: Nantes and Lyon**
  - ▶ **Border areas, heavily populated and where radio landscape is less rich, yet to be defined more precisely: Lille, Strasbourg ...**
  - ▶ **Additional areas that will be defined after a consultation process with stakeholders**



- ▶ **The first calls for tenders may take place as early as 2015**
  
- ▶ **The CSA also plans to work on other aspects of DTR:**
  - ▶ **Opportunity of a call for tenders for a distributor (vs editors)**
  - ▶ **Interest and opportunity of the DTR in the French overseas territories**



**“ If DTR is a dead end, it will be acknowledged.**

**If DTR is a hope, it will be achieved.”**

**President O. Schrameck, 27th January 2015**