

Spectrum demand for terrestrial broadcasting in Europe

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European Broadcasting Union

Association of public service media organisations



80+ active Members from 56 countries 40 associate Members around the world 470+ TV channels and 900+ radio channels 195 mil TV households and 600+ mil viewers every week More than 60 mil people visit EBU Members' web services every day

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This presentation is about the radio frequency spectrum!

Can we agree that

- Spectrum management is a means to an end.
- The benefit of the end user is paramount.
 - increasing choice, high quality, low cost
- Users care about services, not technology.
- Services can be accessed in many different ways.
- The radio spectrum cannot be manufactured.
- The available spectrum should be used to maximise the benefits for the end users:
 - maximum choice, maximum quality, minimum cost

About Public Service Media (PSM)

'Public service media use money to make programmes and provide public services, and not the other way around!'

Public value is ensured through the pubic service remit

- Content obligations information, education, entertainment, culture and identity, cultural diversity, social inclusion, citizenship, public sphere
- Editorial and economic independence
- Maximum availability with minimum costs for the viewers and listeners.

Delivery of media services (1)

Once upon a time ...



Delivery of media services (2)



Delivery of media services (3)





The terrestrial broadcasting networks are a key delivery infrastructure for public service media in Europe.



No other delivery platform combines all these features to the same degree as DTT.

EBU work on terrestrial broadcasting



The UHF spectrum allocations





Exabytes per Month

78% CAGR 2011-2016



What growth is economically viable?

BROADCASTING



AN

BROADBAND

- universal coverage
- free-to-air
- guaranteed quality
- technical excellence
- cost efficient
- European standards
- economic value
- social value

- broadband for all
- any service, anywhere, any time
- unlimited choice
- global connectivity
- economic growth
- global standards

This is a false dilemma!



- average DL speed ~3 Mb/s
- maximum DL speed is higher
- UL speed is much lower



1. Include broadcasting receivers in mobile devices (smartphones and tablets)





- 1. Include broadcasting receivers in mobile devices (smartphones and tablets)
- 2. Facilitate cooperation between terrestrial broadcasting and mobile broadband networks

3. Enable spectrum sharing

- broadcasting and PMSE
- broadcasting and mobile broadband
- PMSE and mobile broadband
- 4. Promote the use of technology that is optimal for a specific service to be delivered

Spectrum needs for broadcasting

... depend on the specific circumstances in each country.

- European countries are very different in terms of the size and diversity of terrestrial broadcast market.
- Spectrum allocations should encourage further development of technology and services.



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Thank you for your attention!

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