

EBU TECHNICAL



Digital radio in Europe Market situation

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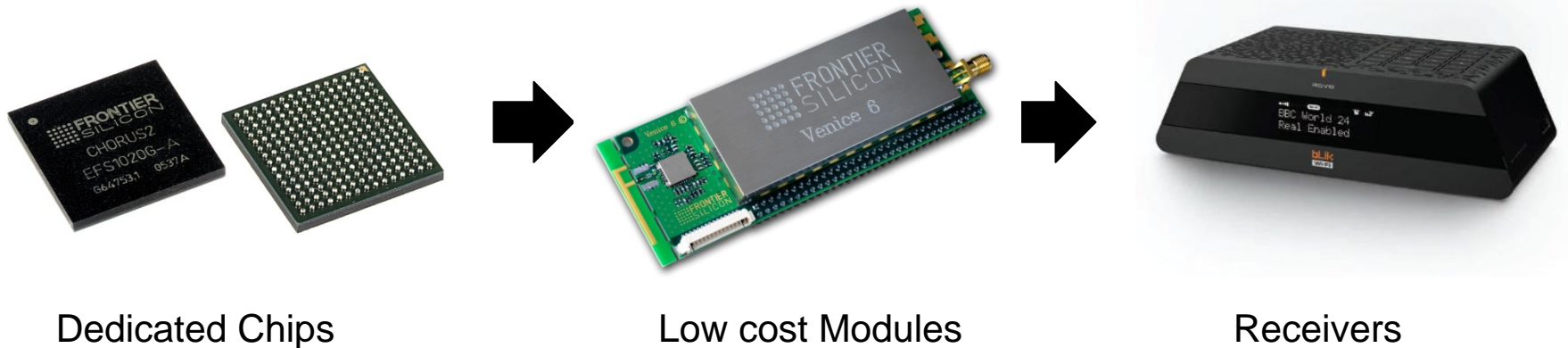
European Broadcasting Union



What is the market situation?

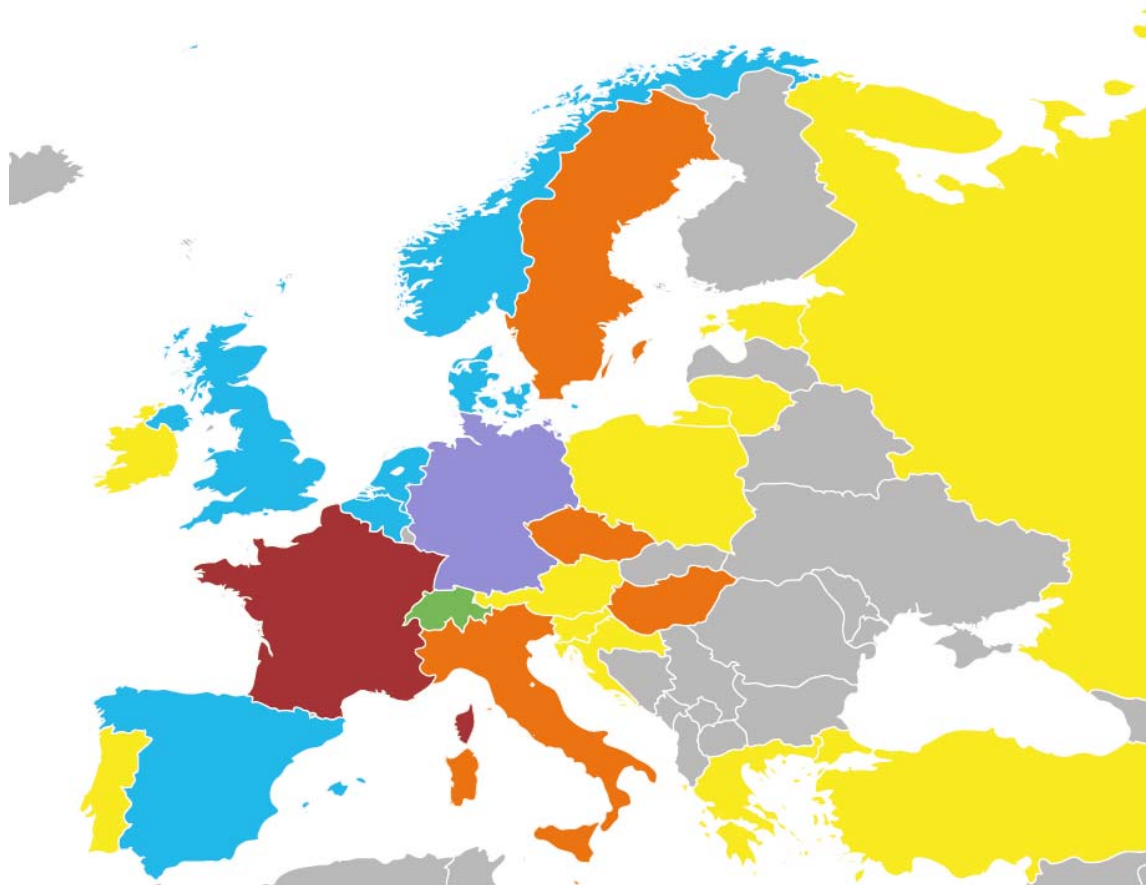


Receiver market situation



- Development costs are high and profit margins are low
- Manufacturers need to see a market
 - Broadcasters have to start and promote services (more than trials)
- Receiver models: DAB: ~350, DAB+: ~25, DRM: ~5,
Korean T-DMB: ~180
- Emerging multi-standard receivers (software based)

DAB/DAB+/T-DMB in Europe



+Australia: DAB+
+China: DAB
+South Korea: T-DMB
...

Source: worldadab.org



Receiver profiles for DAB/DAB+/T-DMB

- Digital radio profiles for DAB family in Europe defined by EBU, WorldDMB, EICTA (summer 2008)
- Objective: Harmonization in Europe
- Profile 1: Standard radio receiver
 - DAB/DAB+/T-DMB Audio
 - Simple text screen
 - Low cost, integration in all audio devices
- Profile 2: Rich media receiver
 - Colour screen
 - Advanced text, Pictures, EPG, BIFS, TPEG
- Profile 3: Advanced multimedia receiver
 - T-DMB video



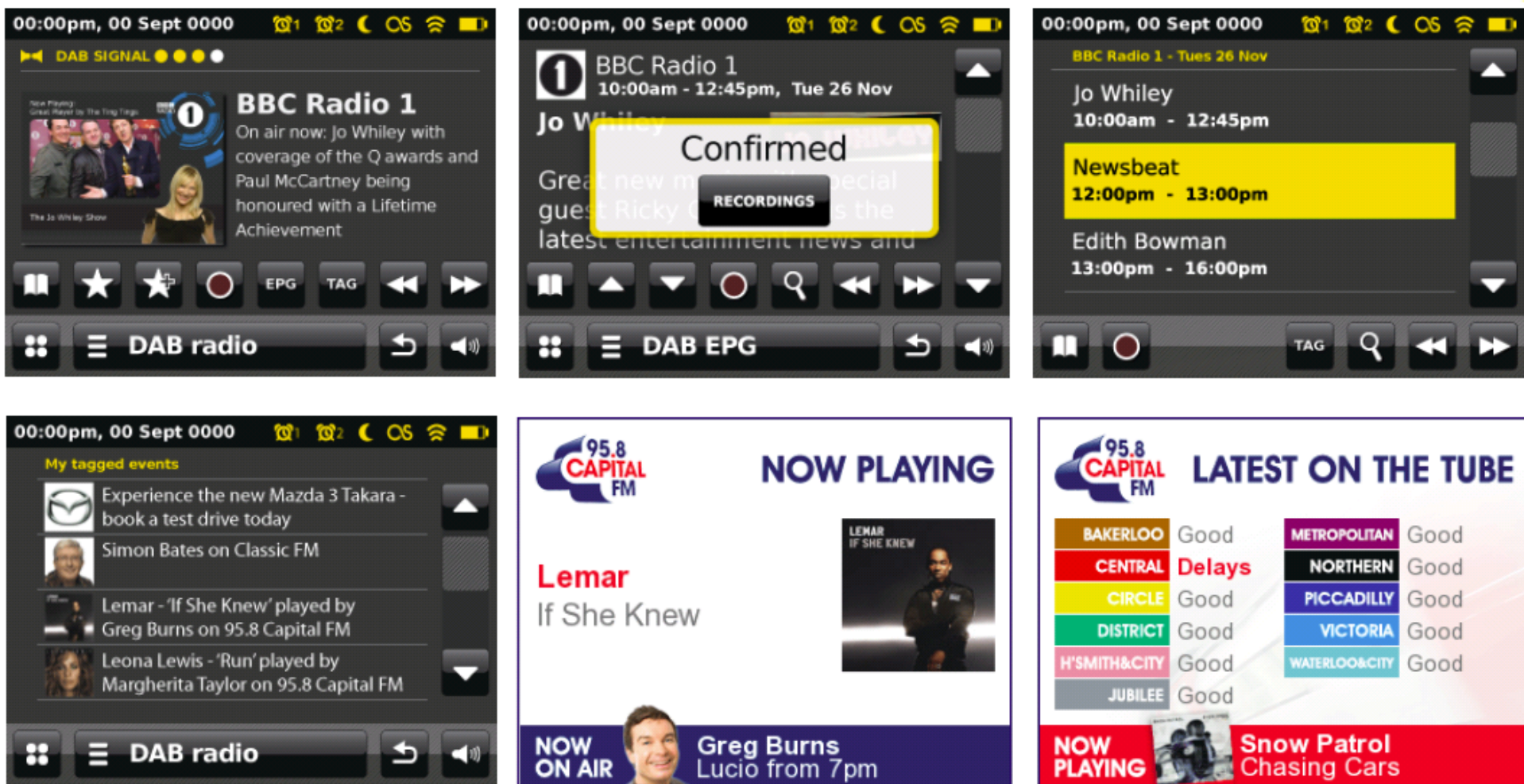
Addition of DRM/DRM+ to be considered when market ready

Consequence of receiver profiles



- Listeners: Compatible receiver in Europe
- Broadcasters: Choice, Flexibility, Compatibility
- Manufacturers: Europe can now be seen as One market
 - New interest from car manufacturers, profile 1 receivers for 2009
- Profile 2 & 3 bring radio to the next generation
 - Profile 2 receivers expected in 2010 (early receiver: iRiver B20)

Profile 2 receiver examples



source: frontier silicon



Other initiatives

- Internet Media Device Alliance
 - Harmonizing the development of Internet based radio devices
- RadioDNS initiative (radiodns.org)
 - Linking between internet and broadcast devices
 - Specification for pictures (radioVIS), EPG (radioEPG) and tagging (radioTAG)
- Challenge: Integrate in a seamless way Broadcast and Internet networks in the receiver



Digital radio - Rollout requirements

- Government incentive
 - Allocation of spectrum, licenses
- Broadcasters to lead the way
 - Attractive content is the key
- Involvement of private broadcasters
 - Sometime difficulties due to slow take off at the beginning and extra costs
- Active promotion and marketing including retailers
- Rollout: UK, Denmark, Norway, Switzerland,...
- Pre-rollout: France, Netherlands, Australia, (Italy ?),...
- Announcements: Germany, Sweden, ...
 - More information on <http://www.worlddab.org> and <http://www.drm.org>



Conclusion



**WE NEED
YOU!**

- Digital Radio is an opportunity for broadcasters
 - Efficient, free to air, universal
- Technologies, spectrum are available
 - DAB/DAB+/T-DMB and later DRM/DRM+
- It is important to act NOW
 - Don't lose your primary distribution, transition is slow
- Key elements for success
 - Attractive CONTENT
 - Common action from broadcasters (private and public), government and operators
- Digital radio offers more features and flexibility
- Reorganization of production is necessary
 - Multimedia oriented production



EBU supports you

- Active representation in industry forums
 - WorldDMB (DAB, DAB+, DMB). Steering Board, Technical committee
 - DRM consortium. Steering board
 - Internet Media Device Alliance (IMDA). Participation.
- Dissemination of information, exchange of experiences
 - Presentations, seminars and IBC booth
 - Definition of receiver profiles for Europe
 - EBU/WorldDMB/EICTA summit on 19th March 2009, Geneva
- Publication of study, specification documents
 - “Digital radio opportunities” report
 - SIS report on digital radio in Europe
- DMC, SMC technical project groups (S/FB2, S/DIP, etc)
- Keep in contact with us, your participation is valuable !

More information...



“Digital radio opportunity 2008” report

Download on tech.ebu.ch
(EBU member login required)



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Thank you

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