



NMHH

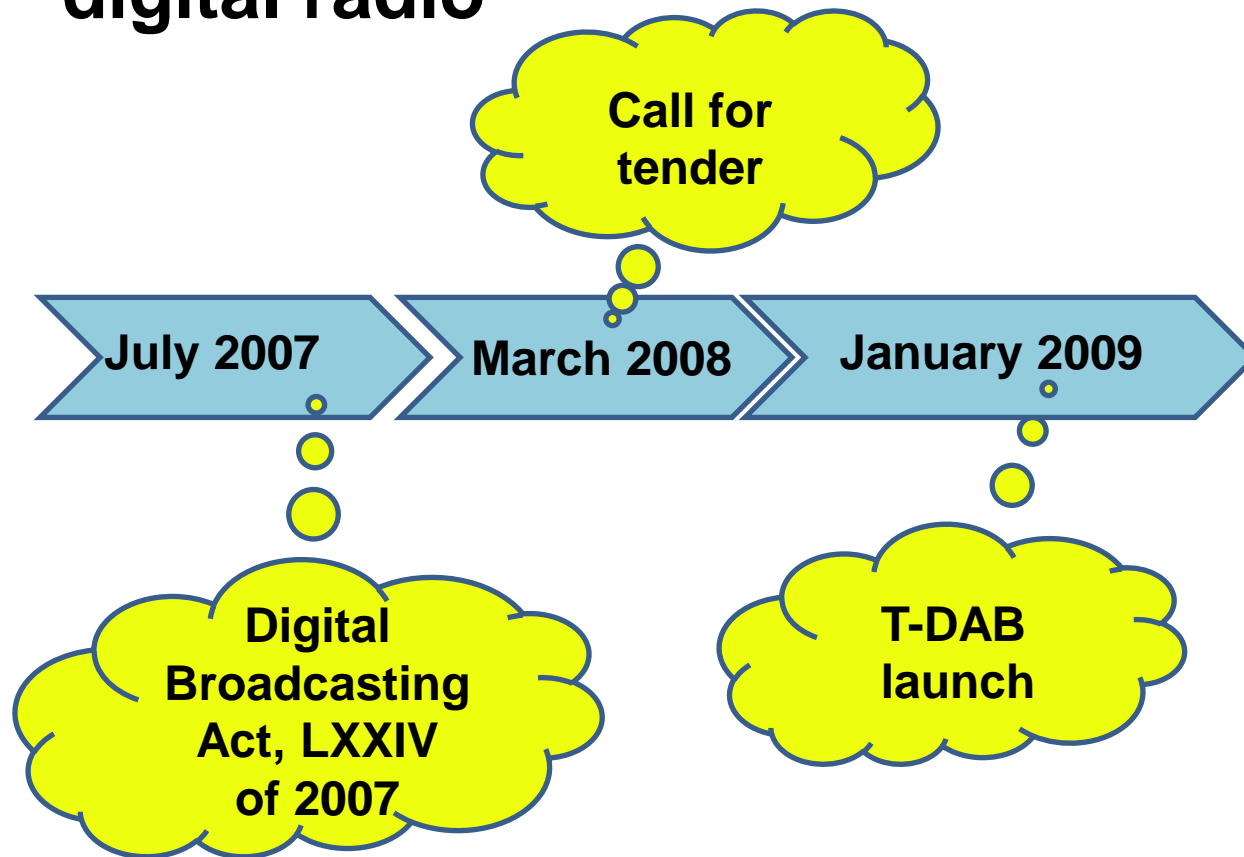
**National Media and Infocommunications
Authority • Hungary**

Status of developments for the digitisation of radio in Hungary

Maria Kissne-Akli
Head of Unit

- **Legal background to launching digital radio**
- **Tender for rights to operate one T-DAB multiplex in Hungary**
- **Launch of test transmission of the digital radio**
- **Status quo of the radio in Hungary**
- **Intentions of the Hungarian regulator**
- **Results of the poll**
- **The most important conclusions of Hungary on digital radio**
- **Conclusion**

Legal background to launching digital radio



Hungary was the first country in Central Eastern Europe to perform a successful tendering process regarding digital radio

Legal background to launching digital radio

- Regulation of broadcasting;
- More detailed regulation is needed on local radio
- More detailed regulation is needed on ASO
- Planned ASO date: 2014
- The operation right of digital radio multiplex should be awarded through tender;
- Elements of the call for tender are compulsory
- Supervisor is a parliamentary ad hoc committee
- Regulator is responsible for the technical, administrative and professional aspects

A yellow thought bubble with a blue outline and three smaller circles leading to it. Inside the bubble, the text 'Digital Broadcasting Act, 2007' is written in black.

**Digital
Broadcasting
Act,
2007**

The operation right of digital radio multiplex should be awarded through tender.



Tender for rights to operate one T-DAB multiplex in Hungary

- Had to publish the tender by the end of year 2008
- Strong multiplex operator model
- More favourable public access than 94%
- Minimum criteria for roll out: quicker implementation for extra points
- The public broadcasters are under the rules of must carry
- Must carry rule was not for the two commercial broadcasters being on nationwide analogue terrestrial network

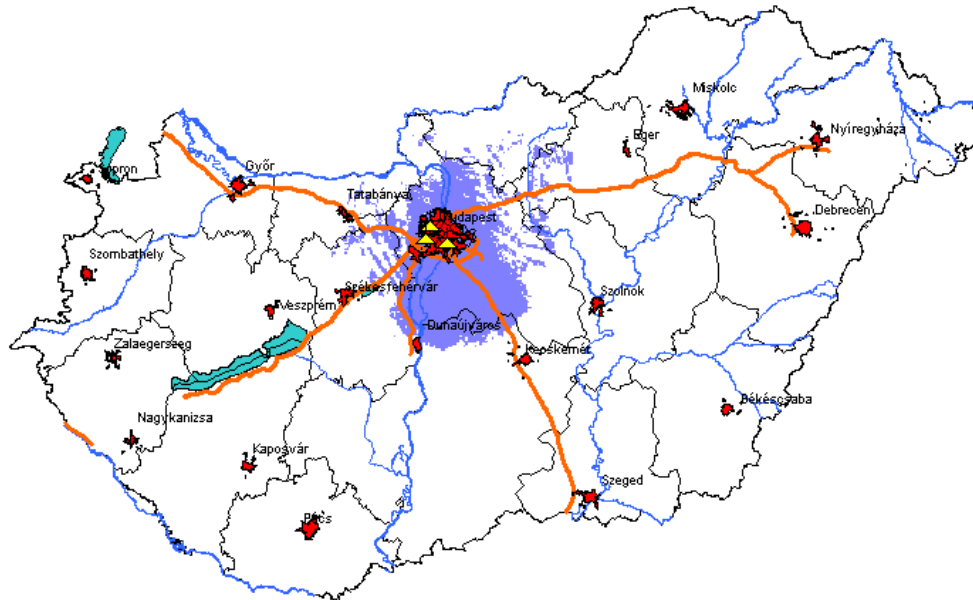


**Call for
tender in
2008**

The tender intended to encourage latest technology and provide supplemental digital services

Launch of test transmission of the digital radio

- Licence is granted until 5th September, 2020
- T-DAB operation was started in January 2009 with three transmitters
- Population coverage is 30% for mobile reception



T-DAB launch in 2009

The multiplex operator did not have any contractors to broadcast their programmes on the digital platform.

Revision of the operator's contract

Original schedule

Coverage % DAB+						
31 12 2008	31 12 2009	31 12 2010	31 12 2011	31 12 2012	31 12 2013	31 12 2014
31%	44%	44%	44%	44%	93%	94%

- **No contract with any of the radio broadcasters for digital service**
 - **Test transmission was continued**
 - **Network deployment was stopped**
- **Revision of the contract of the operator with the Authority in 2011**
 - **Modification of the deadlines of implementation of the network**
 - **Final date for reaching 94% population coverage: end of 2014**

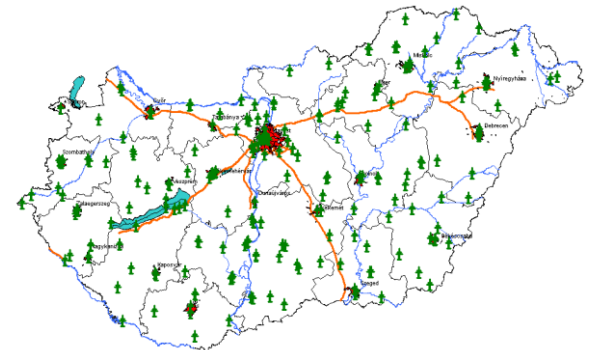
**The final date for reaching 94% population coverage
remained the end of 2014**

Status quo of the analogue radio in Hungary

- Hungary used the VHF band for TV broadcasting till 2013 (ASO) in some regions instead of T-DAB.
- One commercial nationwide radio broadcaster finished the operation in 2012

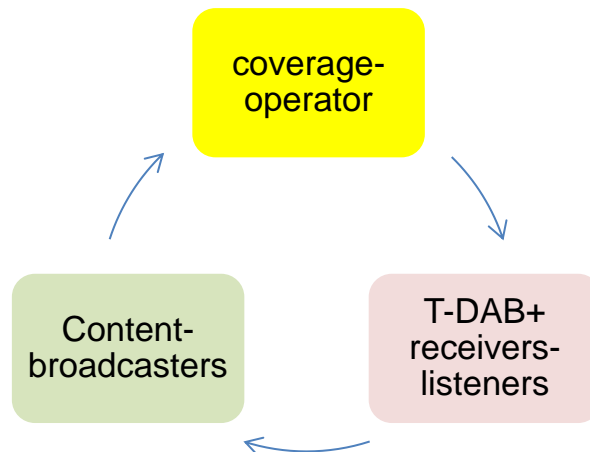


- There are four nationwide public radio programmes
- There is one nationwide commercial radio program
- There are almost two hundred regional or local radio transmitters
- There is no possibility of ensuring FM frequencies to further nationwide networks



Status quo of the digital radio in Hungary – Chicken or the eggs dilemma

- Hungary, as a first country in Central Eastern Europe, launched successful tender for digital radio in 2008
- Antenna Hungária has the right to operate one T-DAB multiplex until 5th September 2020
- The T-DAB mobile coverage is 30% of the population in the Budapest area
- 7 programmes are available on the digital platform



Intentions of the Hungarian regulator

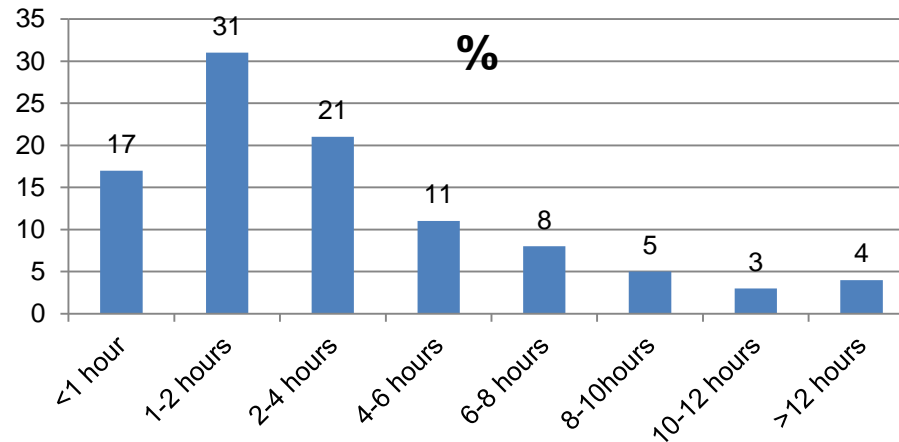
Considering that

- **commitment to deploy the network with 94% coverage by the end of 2014**
- **the licence for operating the T-DAB network is still valid only for 4 years**
- **neither the Hungarian nationwide radio broadcasters nor the local, regional broadcasters indicated any willingness towards the digital platform**
- **the listeners do not show any willingness to buy digital radio receivers**
- **there are examples in a lot of European countries introducing and spreading the terrestrial digital radio**

Hungarian regulator considers the necessity to evaluate the situation of the digital radio and to take decisions regarding its the future.

Results of the poll

- **Listening to the radio is quite high in Hungary as well**



- **65% of the adult population of Hungary listen to radio on a daily basis**
- **The primary venue is the home and the car**
- **Loyalty to the favourite radio station**
- **Listening to music and news programmes is significant**
- **Satisfaction with the number and variety of programmes**



The most important conclusions of Hungary on digital radio

The conditions of the Hungarian tender in 2008 were based on the economic benefits of the T-DAB.

Necessary conditions to the success:

- **Cooperation of players of the digital radio industry**
- **New programmes which are available only on the digital platform**
- **Attractive and affordable conditions for the commercial broadcasters**
- **Highlighted role of the public media**
- **Medium and long-term strategy**
- **Continuous and conscious communication towards the radio listeners**
- **Committed intent towards the digital radio technology and active participation in the digitization process from the state-side**



NMHH

**National Media and Infocommunications
Authority • Hungary**

Thank you for your attention.