



# Putting a DAB tiger in the French engine



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*François-Xavier Bergot, Deputy Head of Radio Directorate, CSA*



# Outline

- Speeding up DAB local roll-out
- Thinking of a metropolitan roll-out
- Mandatory integration of DAB chips into radio receivers



# Local Roll-out Last Steps

- January 2013: licences issued to 107 radios in Paris, Marseille & Nice.
- June 2014: broadcasting starts in these 3 zones.
- June 2016: call for tender in Lille, Lyon and Strasbourg (21 multiplexes)
- June 2017: licences issued in Lille to 51 radios (7 multiplexes, 76 slots assigned over 91)



## Local Roll-out Foreseen Next Steps

- July 2017: possible launch of call for tender in **Rouen & Nantes** (Toulouse delayed).
- September 2017: issue of licences to radios in **Lyon & Strasbourg**. Issue of licences to multiplex operators in Lille.
- Q4 2017: possible calls for tender in **Bordeaux, Toulouse, Paris, Marseille, Nice**. Issue of licences to multiplex operators in Lyon & Strasbourg.



# Lessons from local roll-out

- Regional multiplexes, designed for outdoor mobile coverage, & multiplexes in big cities are attractive to radios.
- Multiplexes covering few people are not attractive to radios. However CSA is under pressure to include these multiplexes in calls for tender and then to deliver licences.
- It is slowing roll-out: to make DAB successful, we have to speed up.
- Focus only on very big cities to create a DAB momentum?
- A 4-year process (2016-2020) against a 7-year one (2016-2023)?
- A new local roll-out schedule could be proposed in next weeks.



# Creating a DAB momentum based on cars

- FM is a success in France.
- The price to pay: only 3 PBS get a metropolitan coverage in FM
  - although there exist around 50 « nationally focused radios » (either public, either private)
- Car accounts for 30% of radio listening. Around 2 millions of new vehicles sold each year.
- Infotainment systems in car are evolving. CSA does believe that maintaining a privileged access to radios committed to pluralism is good for radios, listeners and French democracy.
- DAB can offer a coverage along main roads to at most 26 « nationally focused radios »
- Current step: private hearings about metropolitan roll-out
- Foreseen next step: public consultation



## Refining roll-out strategy

- Local roll-out focused on big cities only (knots)
- Metropolitan roll-out focused on main roads (arcs) with a schedule taking into account local roll-out?



## DAB integration: a milestone, not an end

- According to law, radio receivers must include a DAB chip 6 to 18 months after DAB coverage reaches 20% of population
- 20% may be reached in 2018
- This is expected to give a significant boost to DAB take-up