



Modifiez le style du titre

Roll-out in France

WorldDAB General Assembly

Berlin, 6 November 2018



CSA Strategy

- Based on **nodes** (big cities), **arcs** (main roads) and a **proactive schedule**
 - Relies on listeners practice: listening to radio in car or at home
 - Focuses expenses on densely populated areas (improve ROI)
 - Local & Metropolitan roll-out


	Metropolitan Roll-out (1 call)	Local Roll-out (multiple calls)	
	Metropolitan frequencies	Regional frequencies	Local frequencies
Arcs	✓ ✓ ✓	✓ ✓	✓
Nodes	✓ ✓	✓ ✓	✓ ✓ ✓


- With around 2 million cars sold each year in France, DAB+ integration in cars is a key indicator.

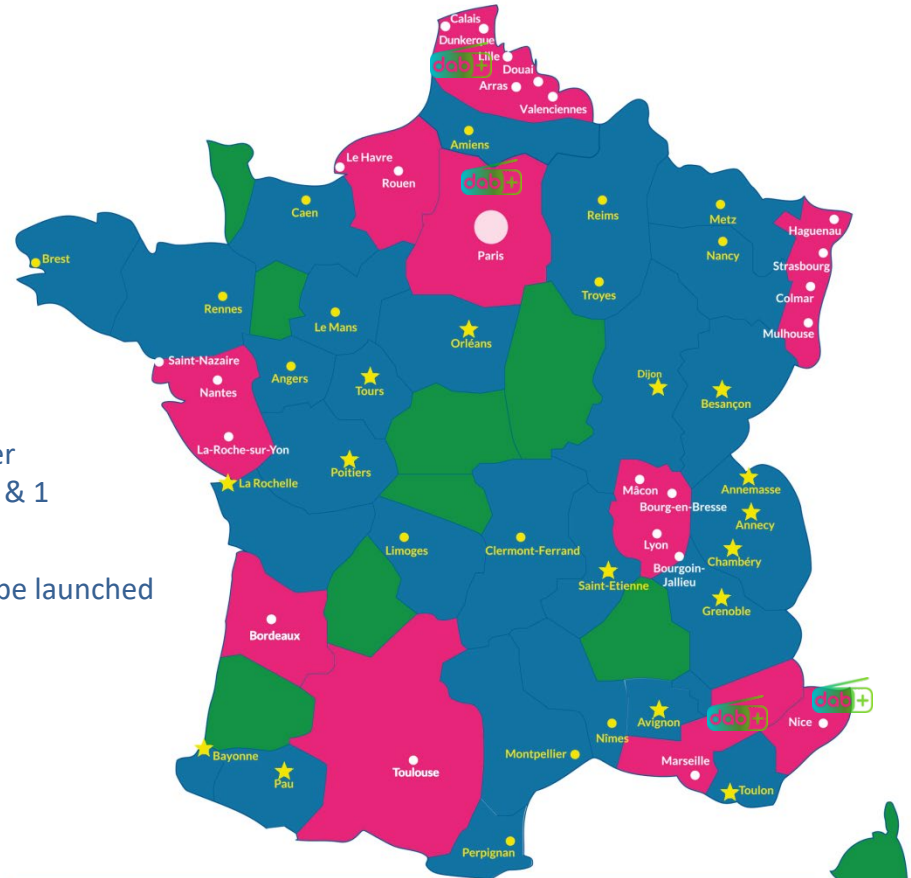


Local calls for tender

 Calls for tender launched before July 2018

 27 regional areas of the next two calls for tender addressing 30 big cities (1 launched in July 2018 & 1 foreseen in 2019)

 9 regional areas where a call for tender should be launched from 2020 on

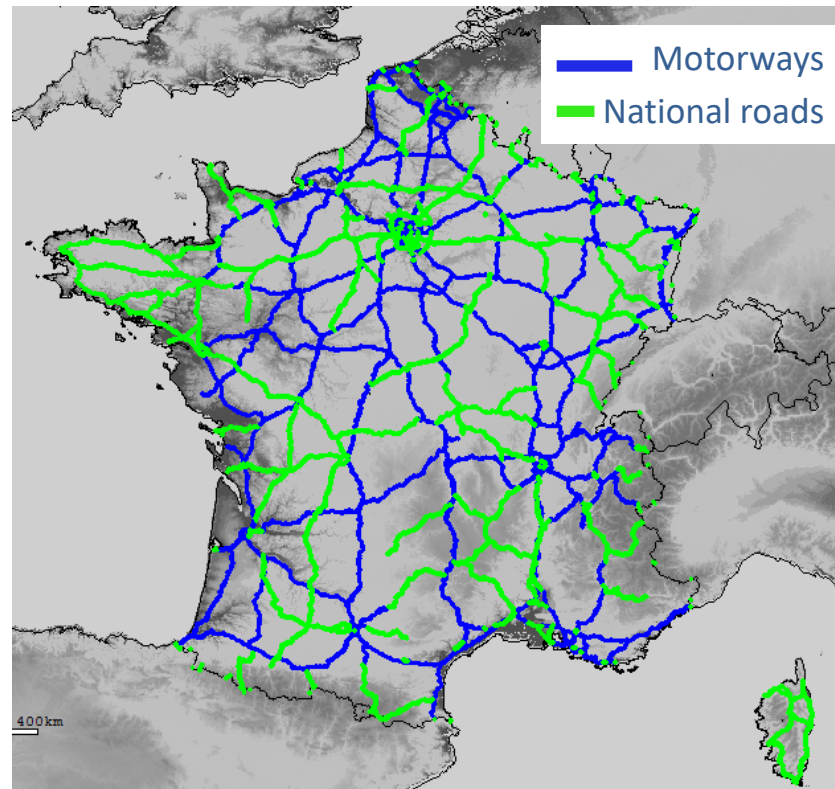
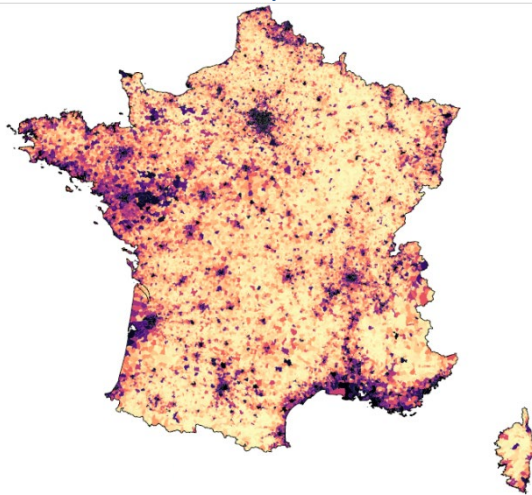


- ★ Cities included in call for tender launched in July 2018
- Cities where a call for tender may be launched in 2019
- Cities where calls for tender have already been launched (2012-March 2018)



Metropolitan call for tender

- ◆ Only for « national » broadcasters, not for local broadcasters
- ◆ 2 metropolitan multiplexes, that is at most 24 radios (+throughput reserved for 2 data services)
- ◆ Progressive coverage obligations focus on major roads (blue roads and, in Brittany and Corsica, green roads) and population with an outdoor reception criterium





Call for tender Agenda

- **Metropolitan call for tender launched on 25 July 2018**
 - Applications expected no later than **21 November 2018**
 - **Broadcasters licence delivery foreseen in Q3 2019**
 - **Broadcasting may start in H1 2020**
- **Local call for tender launched on 18 July 2018**
 - Application expected no later than **7 November 2018**
 - **Broadcasters licence delivery foreseen in Q3 2019**



Radio Long Run Perspective

- FM replaced by a mix of technologies
 - FM, DAB+, IP (3.5G, 4G, 5G, FttH, FttB, xDSL...)
- With a seamless user experience when switching from one technology to another one
- With DAB+ and IP, radio will enter the global digital media era
 - DAB+ keeps the broadcasting advantages in a globalized media offer



DAB+ integration: a milestone, not an end

- According to law, radio receivers must include a DAB+ chip 3 to 18 months after DAB+ coverage reaches 20% of population
 - ◆ 3 months for receivers able to display multimedia content
 - ◆ 12 months for all radio receivers except car receivers
 - ◆ **18 months for car receivers**
 - ◆ In any case, DAB+ integration in smartphones is not mandatory
- CSA has to check when DAB+ coverage reaches 20% of population
- According to preliminary estimations, 20% **may be** reached by end 2018.