South 180 FUTURES STRATEGY IMPACT

Case studies from the DAB+ Public Policy Toolbox

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South 180

PUBLIC POLICY FRAMEWORK TO DRIVE THE IMPLEMENTATION OF DAB+

STRATEGY

- #1 Set a plan
- #2 Involve relevant players in an industry body

LICENSING

- #3 Link analogue and digital licences... and revoke
- #4 Freeze new tenders in analogue
- #5 Stimulate leading analogue groups to embrace DAB+
- #6 Deregulate with caution
- #7 Create business opportunities and reinforce public service
- #8 Make room for local and community stations

TRANSMISSION

- #9 Impose coverage obligations
- #10 Subsidise transmission costs
- #11 Fund coverage in tunnels
- #12 Eradicate unlicensed DAB+ broadcasts
- #13 Foster / dictate MW switch–off
- #14 Plan FM switch–off... if necessary

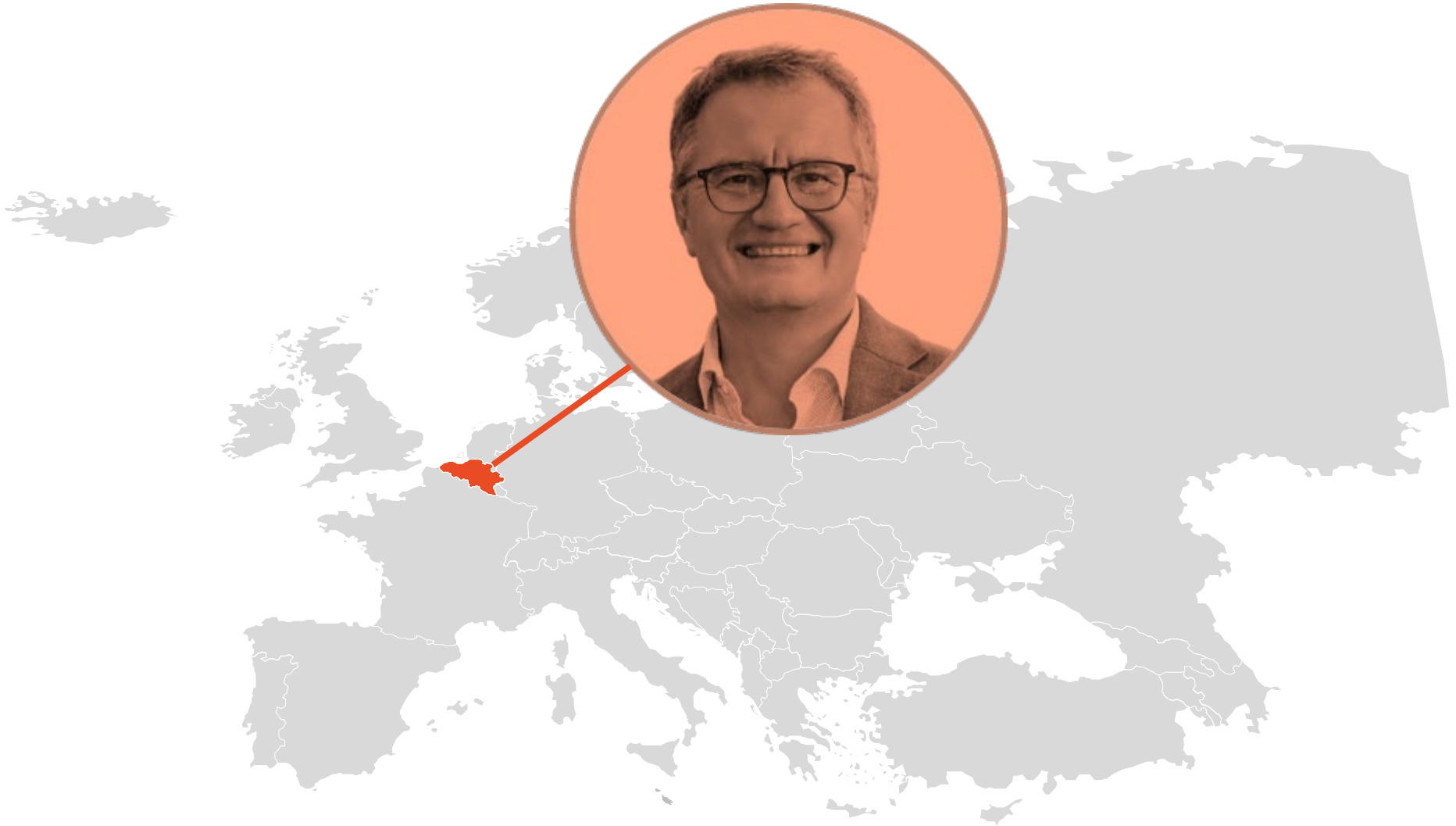
RECEPTION

- #15 Promote a wide and affordable range of devices
- #16 Mandate digital tuners in vehicles
- #17 Regulate prominence in receivers
- #18 Future–proof devices
- #19 Enhance emergency warning systems
- #20 Subsidise other transition costs

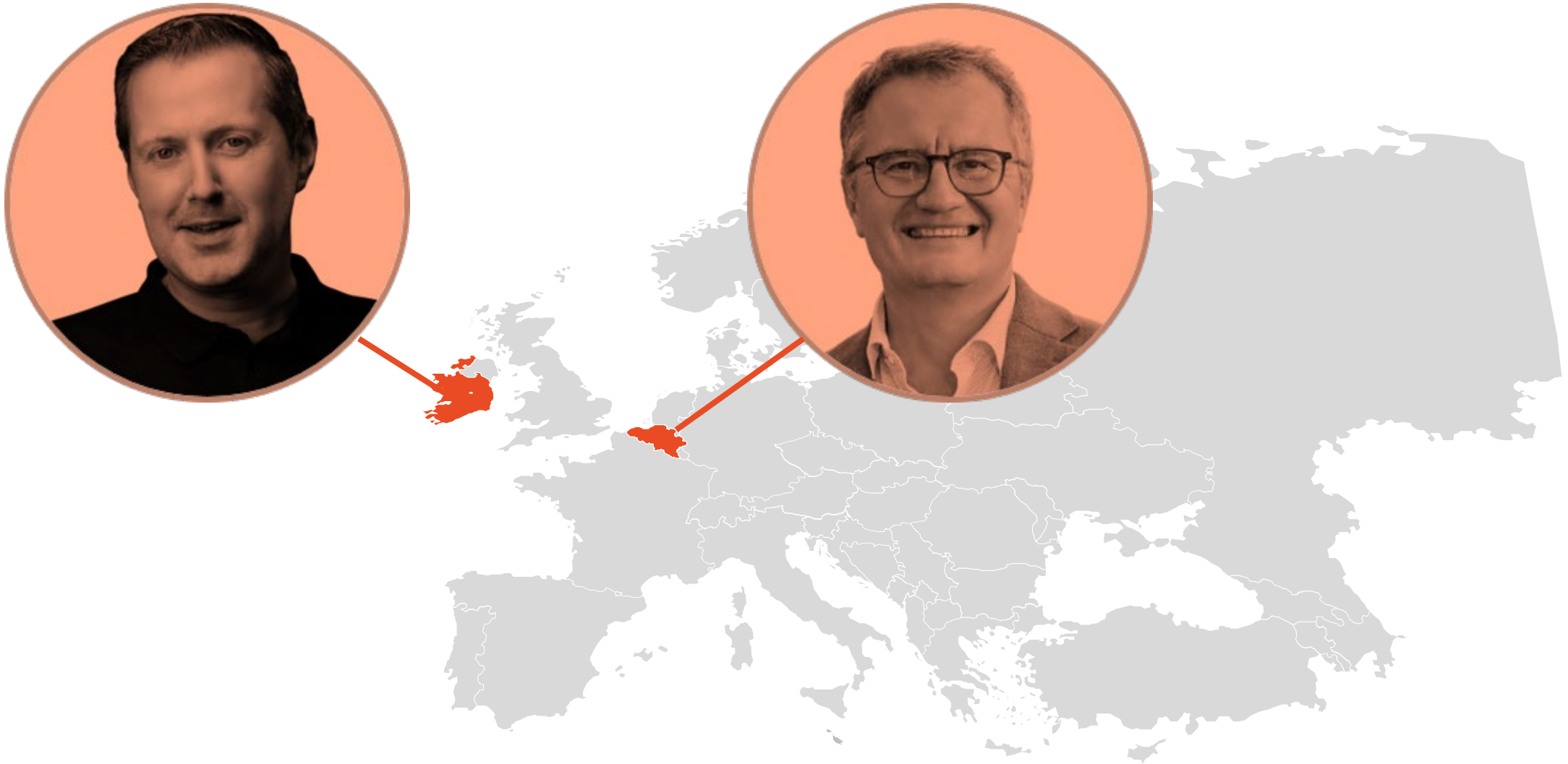
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