EBU

EUROPEAN DIGITAL RADIO

MATS ÅKERLUND

EBU NEW RADIO GROUP

EUROPEAN AUTOMOTIVE EVENT

BERLIN 14.11.12

EBU VIEWPOINT

THE FUTURE OF DIGITAL RADIO

”The European Broadcasting Union (EBU) believes
in a future for radio that is digital, multiplatform and hybrid”

(October 2011)

EBU PRINCIPLES

Digital broadcast is key to radio´s future

The internet complements broadcast radio; it does not superside it

Europe needs concrete national digital radio policies

HYBRID RADIO

”from ordinary recievers to smartphones”

”with a screen showing extra information”

”broadcast and internet”

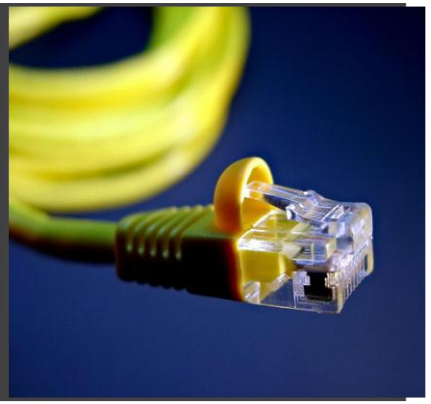
”two technologies complementing each others”

EBU

Broadcast works for the mass market
Low Cost, Ubiquitous, Free

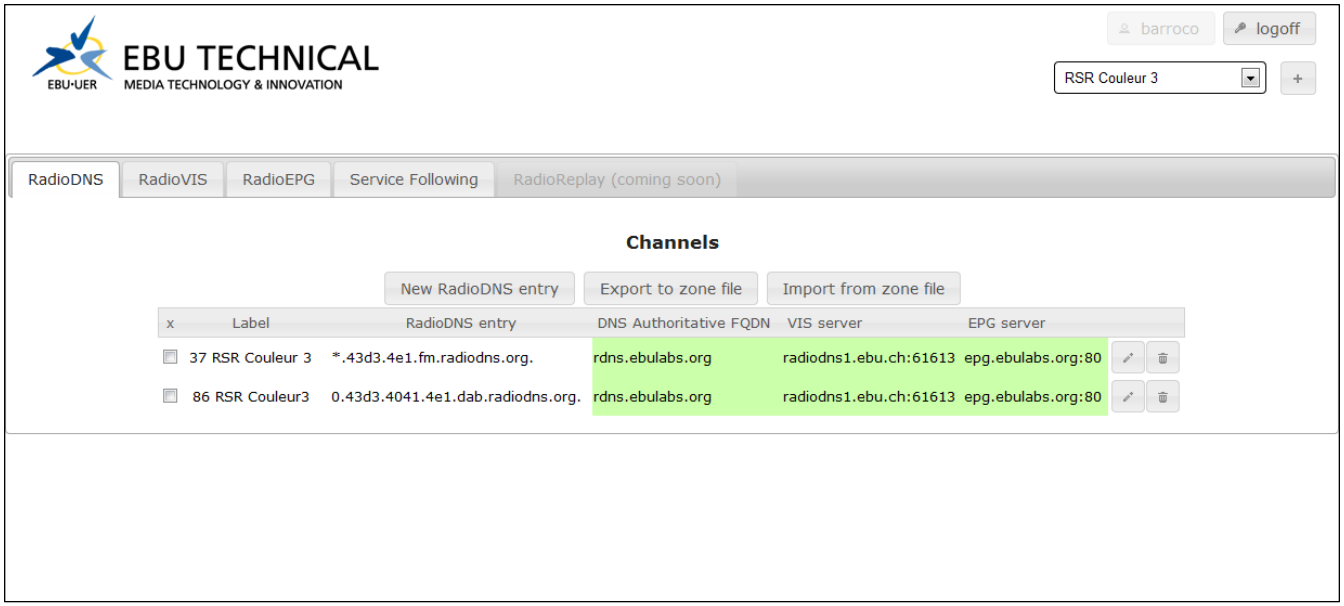
+

The Internet adds value
Enhanced content,
Personalisation & Transactions



EBU RADIODNS MANAGER

ONLINE PLATFORM TO ACTIVATE



EBU ACTIVTIES

Participation in WorldDMB, RadioDNS, DRM, IMDA

Organising events: Digital Radio Conference, Multimedia Meets Radio, Radio Summit, Radio Week

Strategic groups: EDRF, DRP

Gathering developers: Radiohack

Developping tools and services

Case studies

Innovation, showcases

THE EURO-CHIP

FM
DAB
DAB+
DMB

For all devices across Europe

THE EURO-CHIP

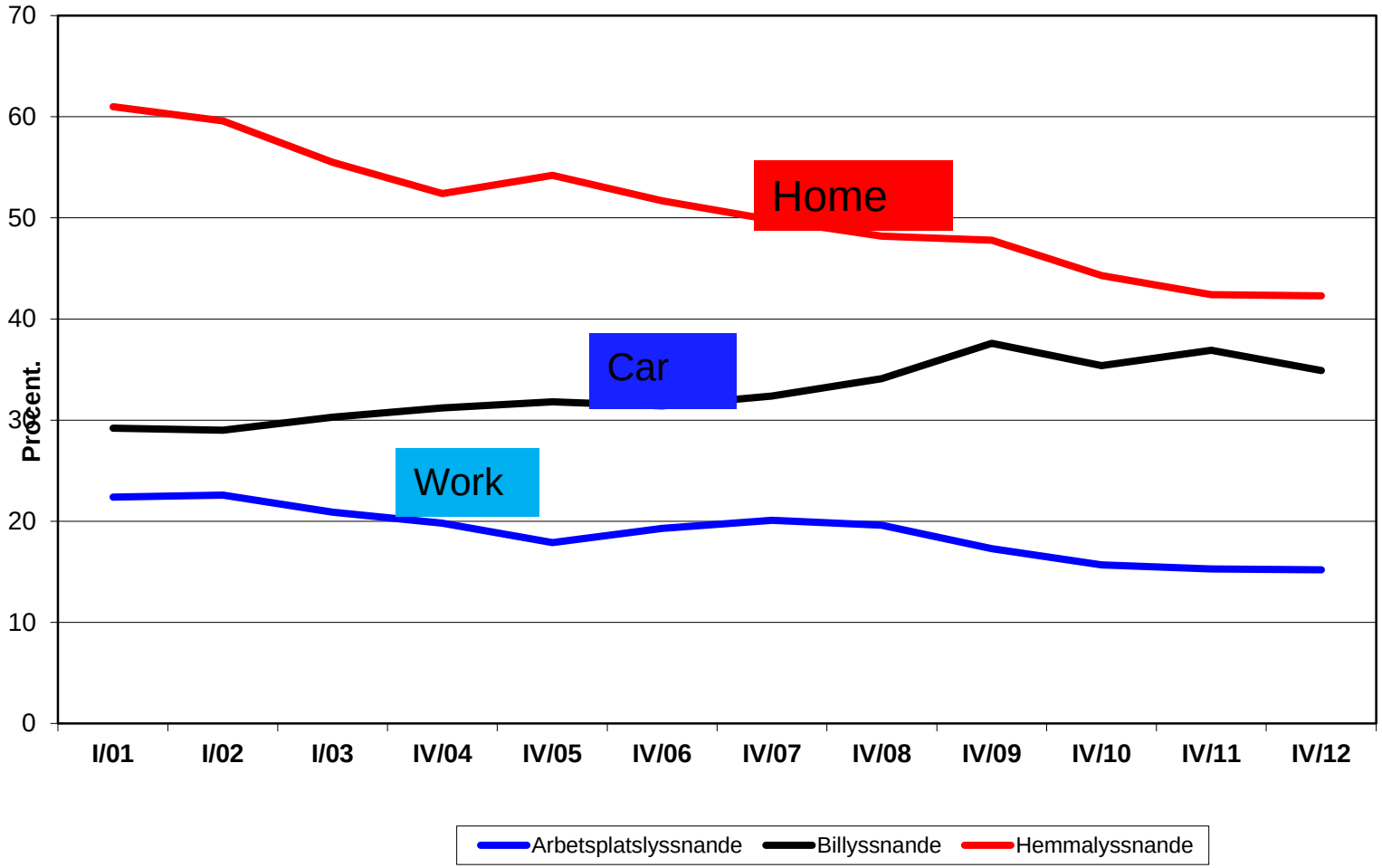
- We support the Euro-chip in all devices as a minimum requirement
- We believe that everybody gains from this initiative: consumers, broadcasters, carmakers and electronic manufacturers

The Euro-Chip offers:

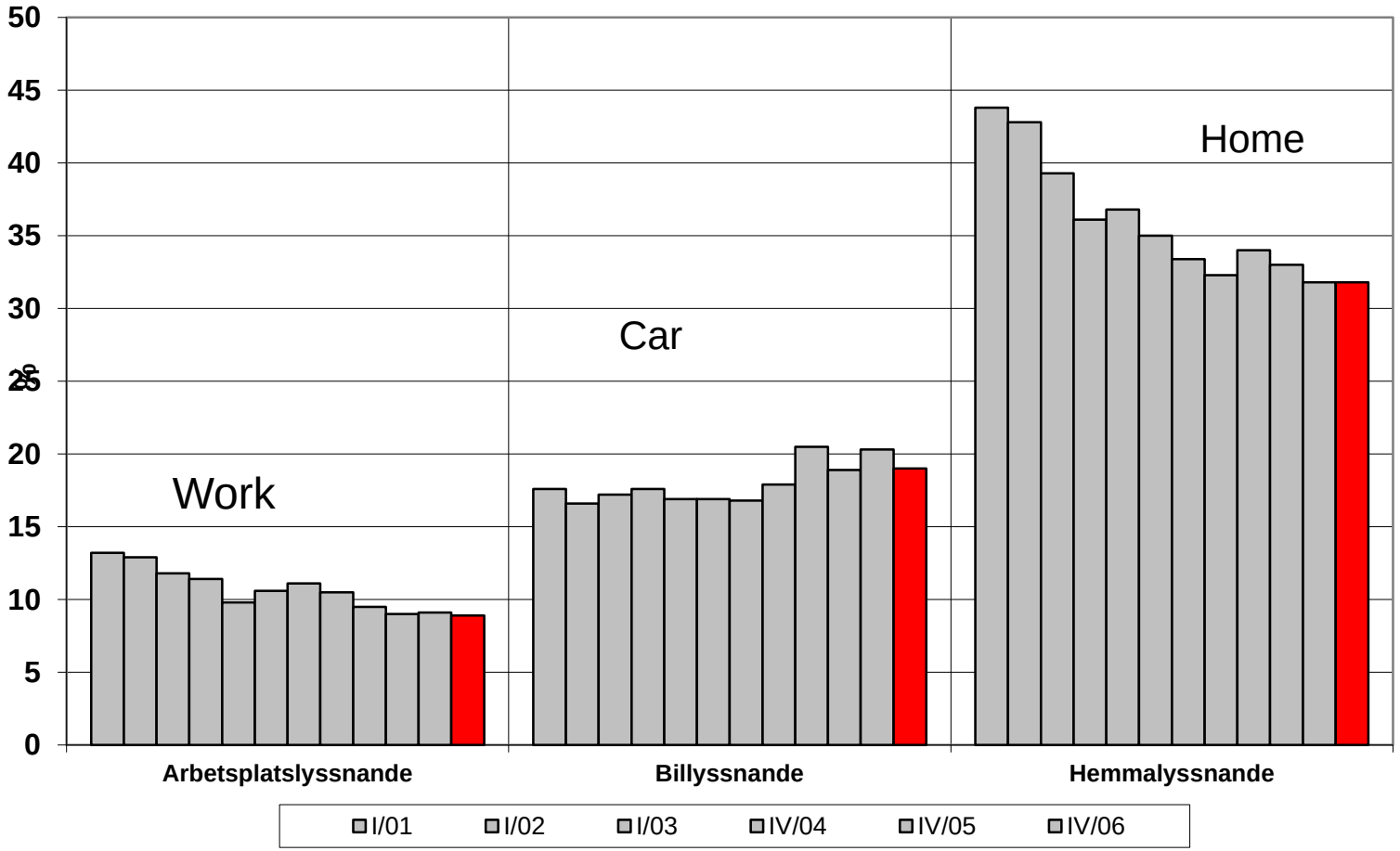
- Cost-free listening for consumers
- An Internal Market-friendly device for audiences
- Efficient use of media delivery networks
- Huge potential for combined media delivery channels
- Enhanced traffic safety across Europe
- The Euro-Chip is a simple answer to give radio a future in the digital economy and will facilitate the transition to digital radio

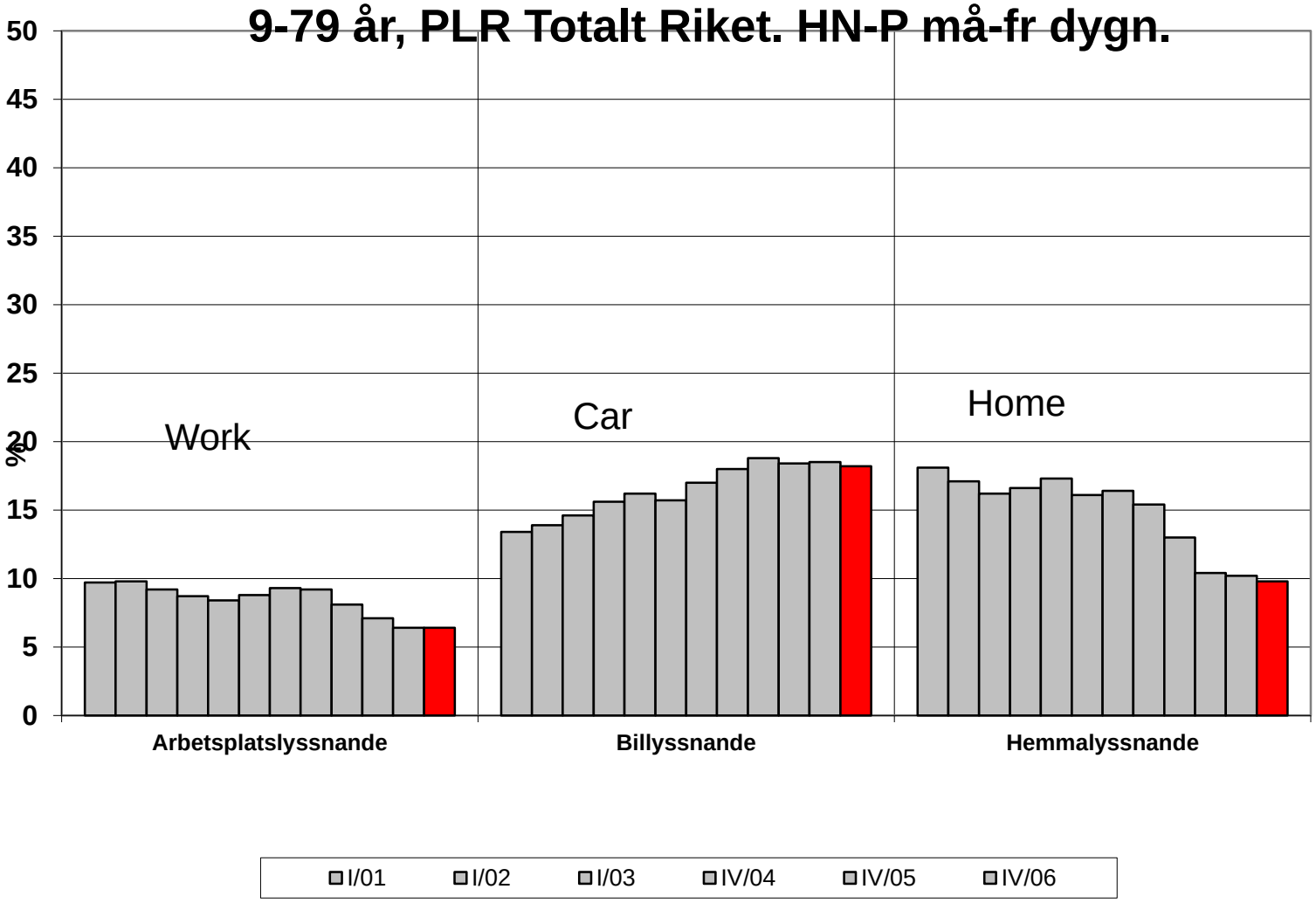
sverigeSRradio

Platslyssnande Radio Totalt 9-79 år, Riket. Må-fr Dygn.



9-79 år, SR Totalt Riket. HN-P må-fr dygn.




9-79 år, PLR Totalt Riket. HN-P må-fr dygn.
50
45
40
35
30
25
20
15
10
5
0
%
Work
Car
Home
Arbetsplatslyssnande
Billyssnande
Hemmalyssnande
I/01
I/02
I/03
IV/04
IV/05
IV/06

WHAT NEEDS TO HAPPEN NOW?

2013-2014

Technology?

There is a European standard

Leadership
National plans
Harmonization in Europe

Consumer perspective
Marketing

Cooperation

Decision

SWEDEN

September 2012:

State Committee on the future of public service (2014-2019)

Yes to digital radio

Consultations and political discussions

Decisions on Swedish radio and DAB + in parliament next year

Private radio gets their license for DAB + in a few months

Thank you!

mats.akerlund@sr.se

Chairman EBU New Radio group
Head of Digital Strategy, SR