

## **Mobile networks not the solution for digital radio**

### **A study by TDF, the French broadcast network provider, shows the potentially high costs to broadcasters of delivering radio over the mobile network**

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Listening to the radio via mobile networks will result in prohibitively expensive costs for broadcasters and service providers, according to a report released last week by TDF. The study aimed for a realistic projection of the costs involved in a migration scenario from broadcast to mobile network radio listening.

The study shows average radio listening in France in 2009 was 179 minutes per day; this will remain the same in 2018, but of these 179 minutes the average listening via mobile networks such as 3G and LTE will have increased to 39 minutes per day. Currently 80% of all French radio listening is to 20 stations from the big four groups (Radio France, RTL, NRJ and Lagardère). The projected costs for supporting these 20 stations on the mobile network, based on these 39 minutes of radio listening per day, is expected to be €74 million. This equates to €3.7 million per station a figure which if the mobile operators passed onto broadcasters would make the business of radio unprofitable. TDF go on to show that each extra minute of listening to radio will cost each station €260 per day.

The study is a clear indicator that mobile networks cannot compete against a dedicated broadcast transmission system such as the DAB family of standards. Broadcast digital radio offers broadcasters not only the opportunity of one-to-many which is highly cost effective but also, importantly to public broadcasters it is free-to-air.

Jorn Jensen, President of WorldDAB comments, "This study clearly shows that radio over mobile networks is not the future for radio due to potentially high costs incurred by the broadcaster. The DAB family of standards offers the most cost efficient solution so listeners can continue to enjoy free to air radio. Broadcasters continue to choose the DAB family of standards as their main channel for delivering radio in the future; the Italian radio industry has recently confirmed its commitment to digital radio on this platform".

The study comes as France is preparing the roll-out of DMB radio, where the initial deployment is due to start in Paris, Marseille and Nice in December 2010.

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**Notes to Editors:** The DAB family is the most successful set of digital radio standards in the world today. Created from the outset for mobile and portable reception of audio services, the standard has been developed to offer multimedia and video with DAB+ and DMB digital radio and DMB mobile TV. Collectively these are often referred to as the Eureka 147 Family of Standards, having originated as an EU funded Eureka project. The system is on-air in nearly 40 countries across Europe, Australia and the Far East. More than 500 million people are within range of DAB, DAB+ or DMB services, with over 1,000 services on-air. In Europe, digital radio is available in the UK, Denmark, Malta, Norway, Belgium, Germany, Switzerland and Spain with digital radio launches planned for France, Ireland, Hungary, Italy, the Netherlands and Czech Republic. The world's first DMB mobile TV services launched in South Korea in 2005 and is now one of the most successful markets in the world. DAB is also on-air in China as the only industrial standard for digital radio with DMB successfully used for mobile TV during the 2008 Olympics. Other DMB mobile TV services and trials are planned for Norway, Vietnam, Malaysia, Taiwan, and Indonesia. In 2008 the industry body responsible for the Eureka 147 family of standards, the WorldDMB Forum, created the 'Digital Radio Receiver Profiles' which specify a set of minimum requirements and features for different types of consumer digital radio receivers. The Receiver Profiles ensure interoperability of new receivers and services between countries whose broadcasters may be using different combinations of DAB, DAB+ or DMB and creates a harmonised digital radio and multimedia market across the world.

For a translation of the TDF report, please contact the WorldDMB Project Office.

#### **About WorldDMB**

WorldDMB is an international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.