

Sweden's Liberal Party sets out Policy on Digital Radio Transition

London, April 19, 2011: Sweden's Liberal Party, part of the country's four party alliance government, has called for the public broadcaster, Sveriges Radio, to be given the opportunity to start the transition to digital radio through a direct subsidy from the Broadcasting Fund.

Announcing its policy for radio this week in a document entitled "A Liberal Investment in the Future of Radio", the Liberal Party said: "We need to know the government's aim to invest in digital radio."

The report says: "Norway and Denmark have already begun the transition to digital radio, as well as Britain and France. The Swedes, who are keen to see themselves as early adopters, risk being left behind. We want to ensure a coordinated start with Swedish radio and private radio jointly launching a transition to digital radio."

"But the transition to digital will be costly and neither SR nor commercial radio can be expected to bear the necessary investment during the current economic conditions. With regard to our proposal to allow for Swedish Radio to participate in a transition to digital radio, it is natural to refer to the substantial surplus in the broadcasting fund. Our assessment is that there is room for many years ahead to finance the increased costs the digitisation of Swedish Radio brings."

The report also says that "concession fees" for commercial radio licences should be lowered. In Sweden, anyone wishing to broadcast radio must pay a licence fee and a second, fixed fee – the concession fee - set by the Swedish Radio and TV Authority.

Christer Nylander, the Liberal Party spokesman on cultural affairs, says: "The concession fees for commercial radio must be lowered more than the government has announced in the state budget for 2012." The report cites changing conditions and the need for economic relief for broadcasters to enable "quality and future investments" as reasons for lowering the fees.

WorldDMB President, Jørn Jensen says: "The news this week from Sweden is very encouraging. With Denmark and Norway already well on the way to a digital transition, Sweden's positivity is most welcome. While the commitment of Swedish Radio to digital radio is well established, the measures suggested by the Liberals in this report would do much to lift the financial burden on commercial broadcasters, allowing them to invest further in a digital future."

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For more information contact Caroline Seville, WorldDMB Project Office on 020 3206 7848 or caroline.seville@worldDAB.org

A translation of the report is available here:

http://translate.googleusercontent.com/translate_c?hl=en&prev=/search%3Fq%3DChrister%2BNylander%26hl%3Den%26sa%3DX%26tbo%3D1%26rlz%3D1R2GGLR_en%26tbs%3Dqdr:w%26prmd%3Divnso&rurl=translate.google.co.uk&sl=sv&twu=1&u=http://www.folkpartiet.se/ImageVault/Images/id_16072/scope_0/ImageVaultHandler.aspx&usg=ALkJrhTypPAzSWOgN-pwH1cQb_zU6odcQ

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. 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.

Notes to Editors: The DAB family is the most successful set of digital radio standards in the world. Created for mobile and portable reception of audio, multimedia and video services, the family includes the compatible standards DAB, DAB+ and DMB digital radio and DMB mobile TV. Collectively these are 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. 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. 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.