

A satellite-style map of Europe and its surrounding regions, including parts of North Africa, the Middle East, and Iceland. The map shows green landmasses and dark blue oceans. The text is overlaid on the map.

A STRATEGY FOR WORLD-DMB IN EU AFFAIRS

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Objectives

- Secure and maintain DAB/DMB position as one of Europe's leading standards for mobile broadcasting
- Help develop a regulatory framework conducive to the rapid take up of mobile broadcasting

Challenges - Overview

- Standards mandation could harm the prospects of DAB, DMB and of innovation
- Spectrum policy could restrict mobile broadcasting to spectrum bands unsuitable for DAB/DMB
- Confusion about what is perceived as “standards war” could lead to loss of support for DAB/DMB

Challenges

- Commission to publish
 - Legislative proposals (November)
 - Digital Dividend Communication (November)
 - Follow-up to Mobile Communication (early 08)
- No understanding of digital radio
- Insufficient understanding of DAB/DMB performance and prospects

Challenges

- Perception: It is urgent to act to avoid mobile broadcasting in Europe benefiting non-European industry
- Perception: Without agreement on a single standard there will be no mobile take up
- Perception: DVB-H as a European open standard would deliver interoperability and benefit to EU industry

Challenges

- EU could mandate DVB-H
- Even if EU does not mandate DVB-H, it will give it strong preference
- “DAB is about radio – we don’t have a problem with radio – the EU has nothing to do with radio”

Tasks - Policy

1. Contribute to the EU debate on

- Regulatory Framework review (spectrum policy)
- Mobile Broadcasting
- Digital Dividend

Tasks - Profiling

2. Enhance communication to decision-makers and politicians about
 - Benefits of DAB/DMB
 - Drive for successful launch of mobile services in cooperation with other players and technologies
 - Need for a multi-standard universe, interoperable at the level of consumer device

Tasks - Alliances

3. Coordinate with other industry fora to develop perception of coherent Europe-wide drive for mobile take up

What more can DAB/DMB members do?

- DMB/DAB members can form an EU Strategy Group to provide
 - Steer and Oversight
 - (some) representation support
- Work should be organised in projects with finite timelines, supervised by specific group members

Method

- WorldDMB will provide the resource to do the work, including in Brussels:
 - Planning and implementation
 - Policy drafting
 - Event organisation
 - (most) representation and contact work