

DIGITALRADIO

Österreich

# The Austrian Way to DAB+

WorldDAB –General Assembly

Nov. 9<sup>th</sup>-10<sup>th</sup> 2016

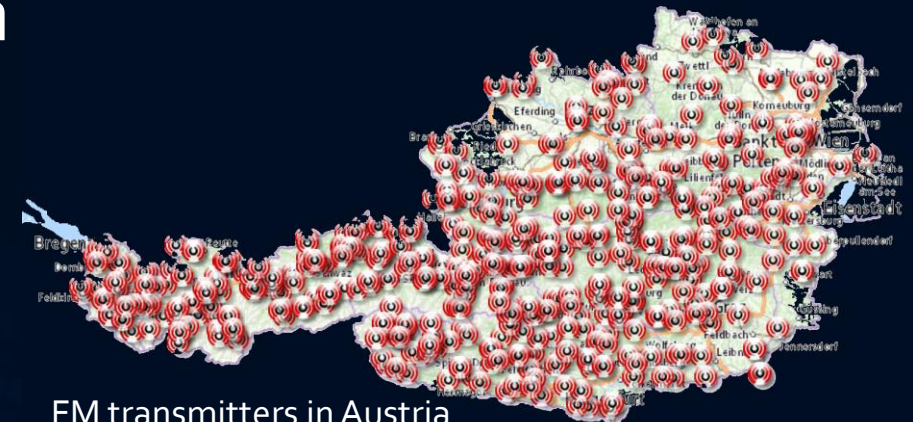
GERNOT FISCHER, 10.11.2016

## current status

- dual system for radiobroadcast since 1995 → private broadcast-licences beside the public ones. 2001 the regulation authority was founded → since then actual dual system
- public broadcaster ORF has ~70% marketshare with 3 nationwide and 9 regional state stations. ORF get fees from the households with radioreceivers and is also allowed to do commercial advertising.
- only one nationwide private radio – KroneHit – with 8% marketshare
- 22% of the market is shared by a couple of regional and local stations

- relatively high radio consumption in Austria, with 77 % daily listeners hearing 185 minutes (average), each household has 5,5 FM-receivers
- >450 FM transmitter locations in Austria at the moment, because of the challenging topography of this small country. There are also 290 tunnels longer than 500 m

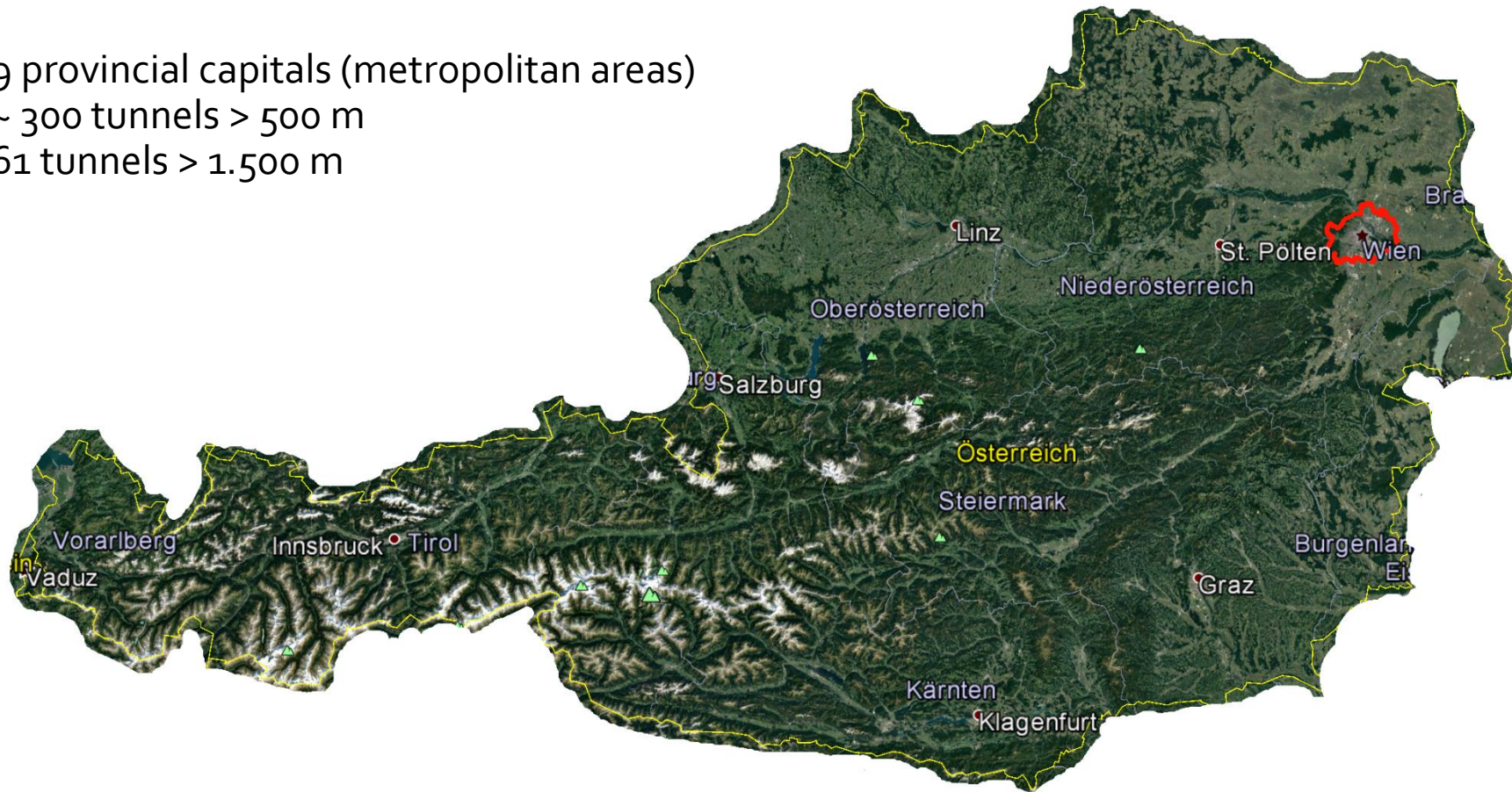
These are not the best starting parameters for  
DAB+ in Austria



FM transmitters in Austria

# the topography of Austria

9 provincial capitals (metropolitan areas)  
~ 300 tunnels > 500 m  
61 tunnels > 1.500 m



Graphic: Google Earth

# why did we start the DAB+ initiative?

- Initially, the theme came from Regulator RTR as a topic of the European Commission. A Working Group „IG Digitaler Hörfunk“ was installed in 2009.
- Some private radios, the Association for the Electrical and Electronics Industries (FEEI) and the University of Applied Sciences Technikum Wien recognized that terrestrial radio only in FM is not fit for the future.
- The group focused on the technical and economic advantages of digital audio broadcasting, visited some of the first DAB/DAB+ countries like UK, Norway and Swiss and founded the Association Digitalradio Österreich in 2013.
- Short time later we had more than 20 members and they were not only radio broadcasters: stakeholders from consumer electronic trade, CE-manufacturers and mediahouses.

# trial (2 years pilot phase)

2 transmitters (ERP: 10 kW / 7 kW)

15 audio programmes using some of the following features:

- DLS+
- picture-slideshow
- journaline
- EPG

~ 2.500.000 inhabitants

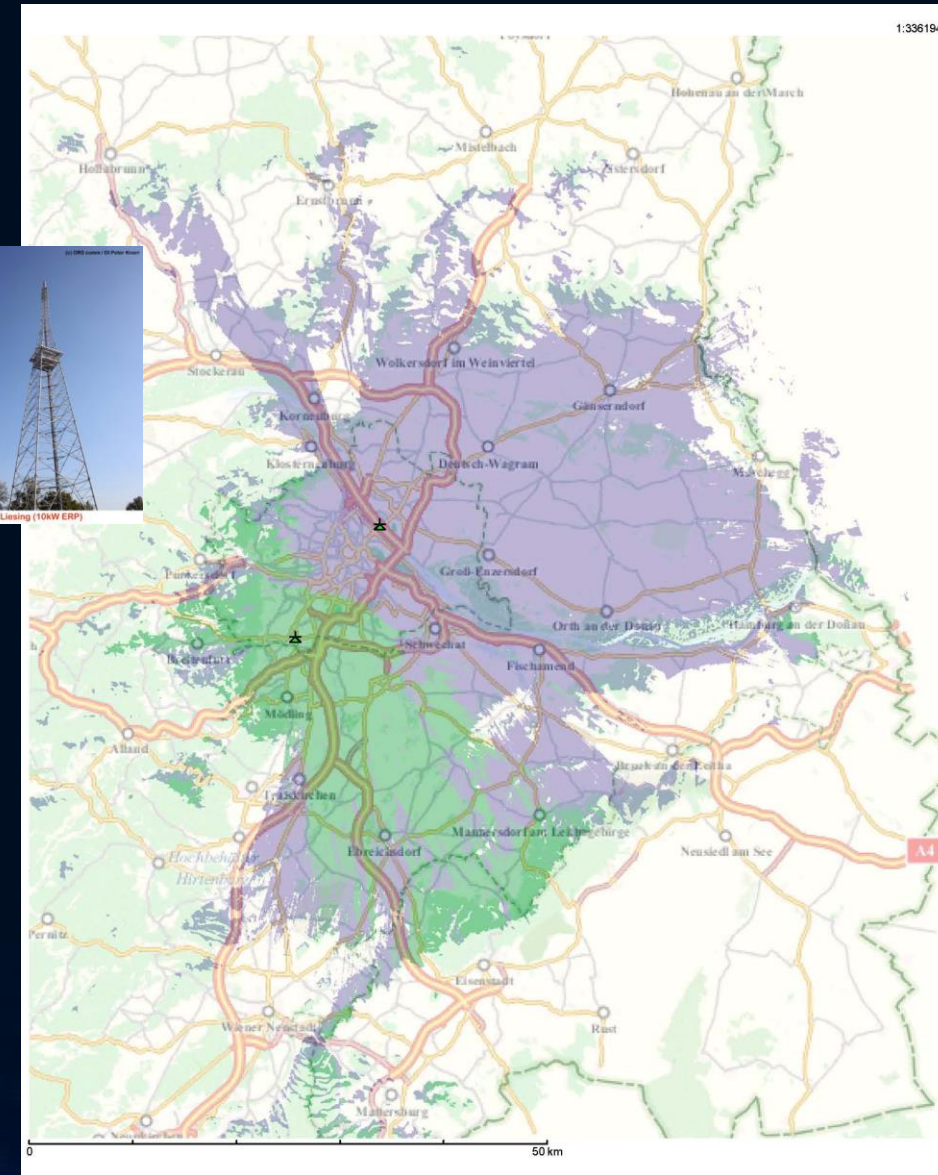
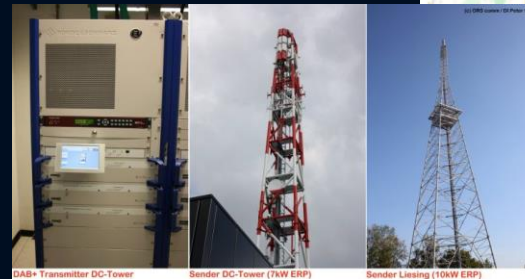
15% of the households has at least one DAB+ receiver

tests:

- field-measurements of signal-strength
- optimization with different protection level
- sound quality is tested with different data rates

future tests:

- TPEG – Traffic Informations
- EWS – Emergency Warning Functionality



# next steps to regular services

- the Authority will start a call for bids for up to 3 layers at the end of January 2017
  - 2 nationwide networks and one regional/local network
- funding questions: how much will the support from public funds cover? who will get public funding and for how many years?
- further steps depend on the elected network-operators (timeline and quality parameters) – how will the ensembles look like?



# DAB+ in Austria: awareness study

- most important radio receivers
  - normal radio/incar-receiver: 90 %
  - smartphone: 19 %
  - PC/laptop/tablet: 20 %
  - TV: 10 %
- 15 % of people in Vienna has at least one DAB+ radio at home
- 60 % of these people hear more than once a week via DAB+
- 50 % of DAB+ owners have paid less than 120 € (optimized price: 41€)





# Important Lessons Learned

- BEST CASE: PUBLIC AND PRIVATE AGREE IN GOING DIGITAL
- HAVE A CRITICAL LOOK TO OTHER COUNTRIES
- FIND THE RIGHT PARTNERS AND STAKEHOLDERS
- WORK TOGETHER WITH THE AUTHORITY
- FIND MORE THAN ONE NETOPERATOR TO OPEN A MARKET
- INVEST ENOUGH ENERGY TO CONVINCING POLITICIANS
- FOR MARKETINGPURPOSE SHARE A LOGO WITH OTHER COUNTRIES:



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