

KEEPIN' IT FRESH

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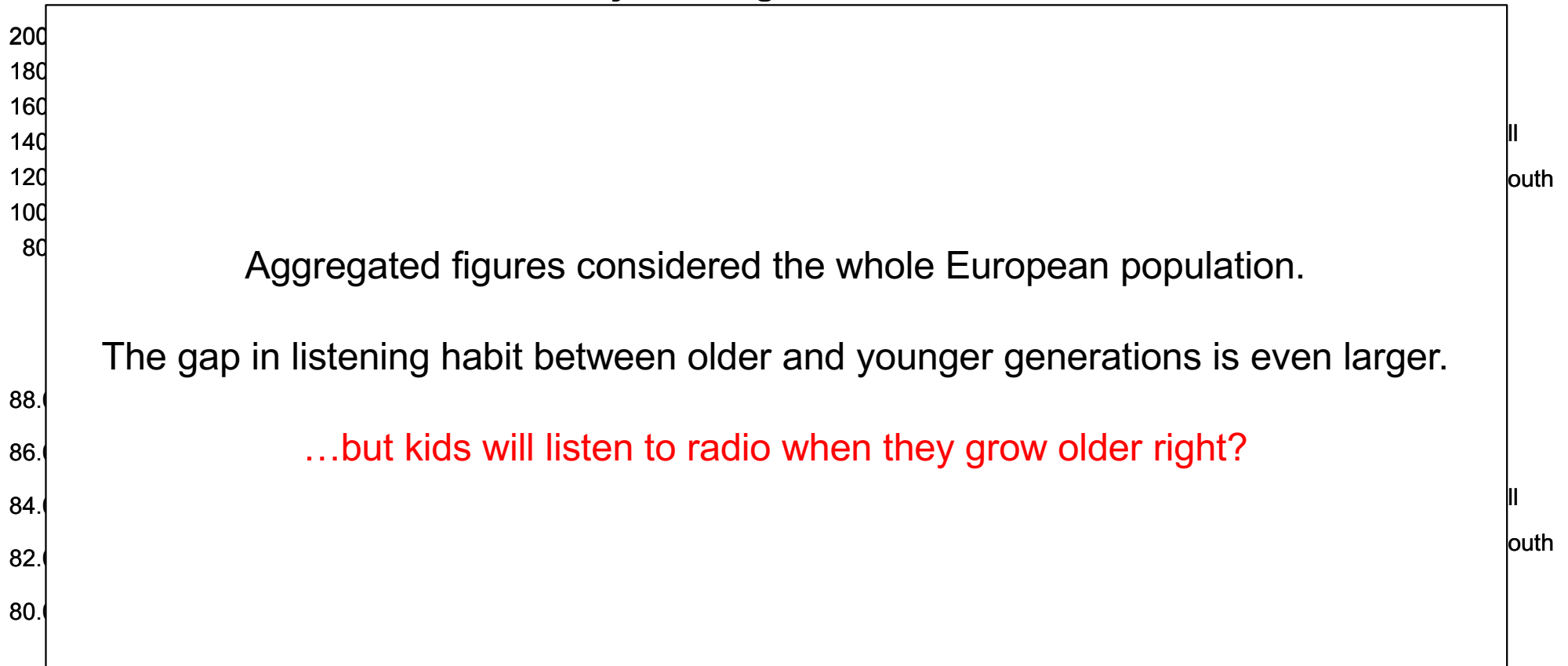
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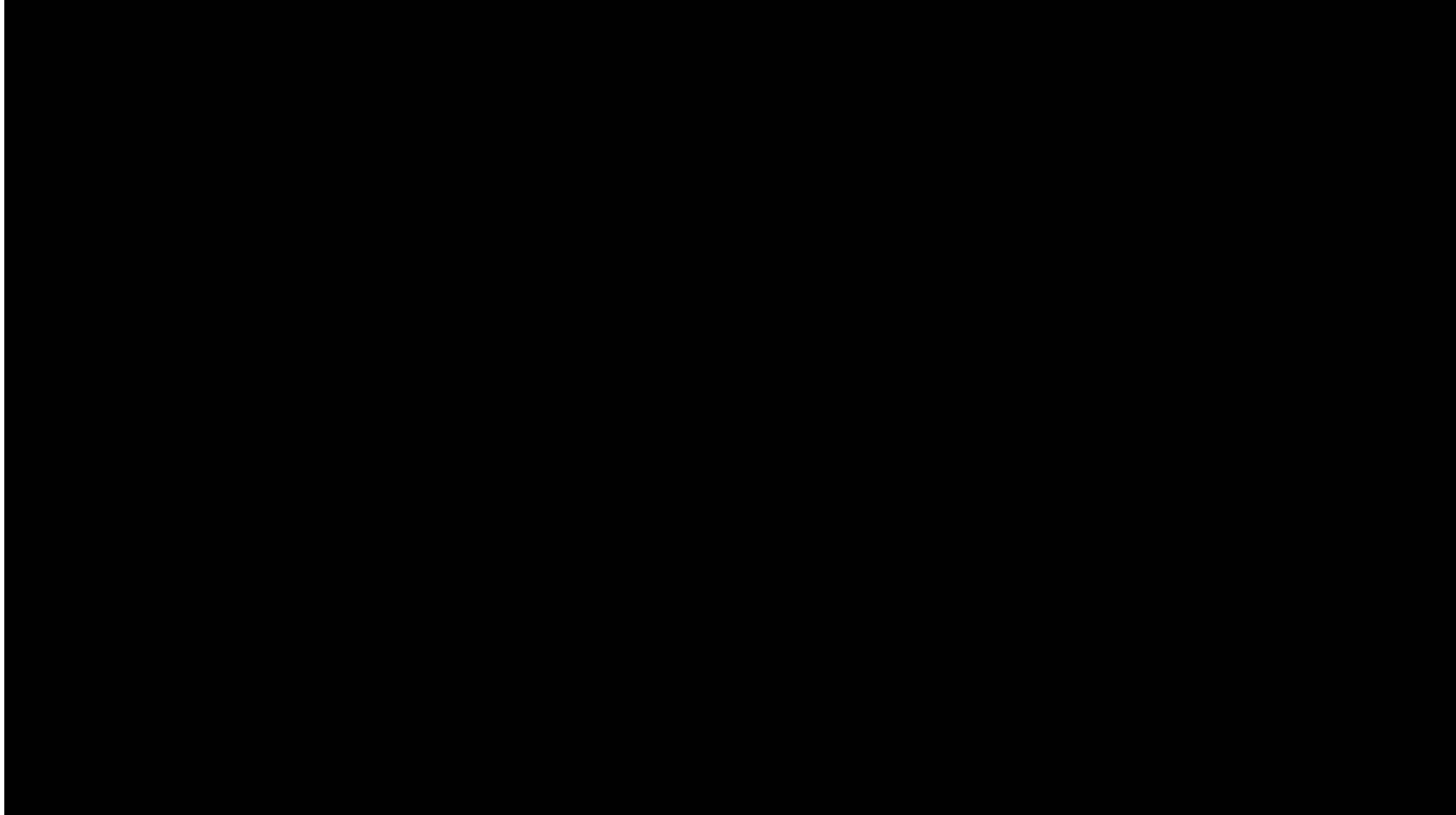


IS RADIO IN GOOD HEALTH?

Daily listening time in minutes



WILL KIDS LISTEN TO RADIO?



**PROMINENCE OF RADIO
IS AT STAKE**

**SELECT A REALISTIC
DISTRIBUTION
PLATFORM**

**DEVELOP A FRESH USER
EXPERIENCE**

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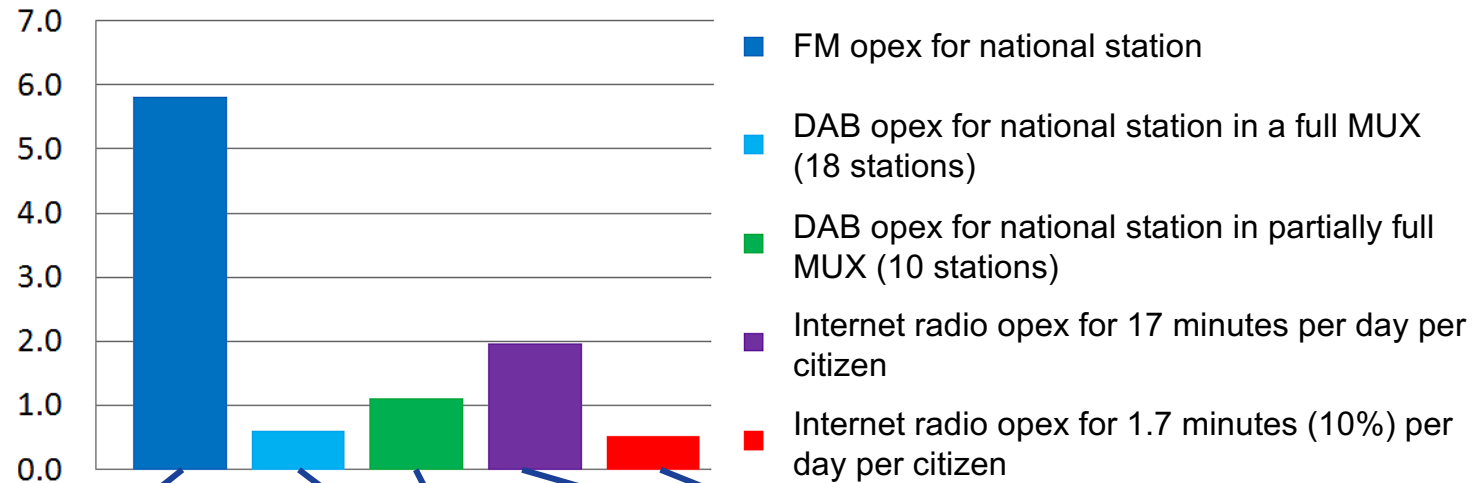
SELECT A REALISTIC DISTRIBUTION PLATFORM

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RADIO DISTRIBUTION COST ANALYSIS

OpEx comparison in M\$



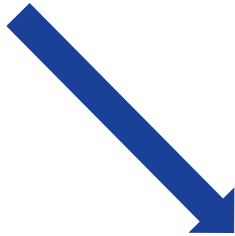
FM is by far the most expensive distribution technology

Due to multiplex technology, DAB is inexpensive. In the best case it could be 10 times cheaper than FM

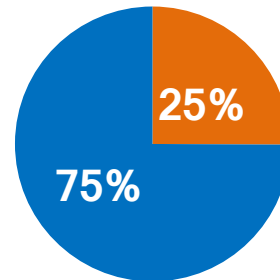
The expense for internet distribution is highly variable and can easily grow larger than DAB, similar to FM

RADIO LISTENING COST ANALYSIS

At first glance 25% is not high but... Realistic LTE radio listening is about **5%** of the total listening time and it accounts for the **25%** of the real expense.

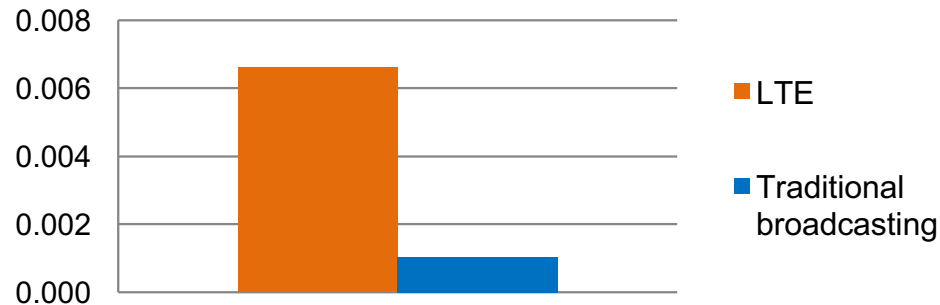


Yearly expense on radio (71 euro), realistic LTE radio listening



- LTE yearly expense to listen to radio (realistic case)
- Broadcaster licence allocated to radio

Listening cost per minute in euro



For listeners one minute of radio over LTE networks costs **seven** times more than listening on terrestrial broadcasting networks.

TECHNICAL REVIEW AVAILABLE ON TECH.EBU.CH



This presentation shows the outcome of the recent technical review.

Further explanations on methodology, assumptions and input figures can be found there.

https://tech.ebu.ch/publications/tr_2017_radio

DEVELOP A FRESH USER EXPERIENCE

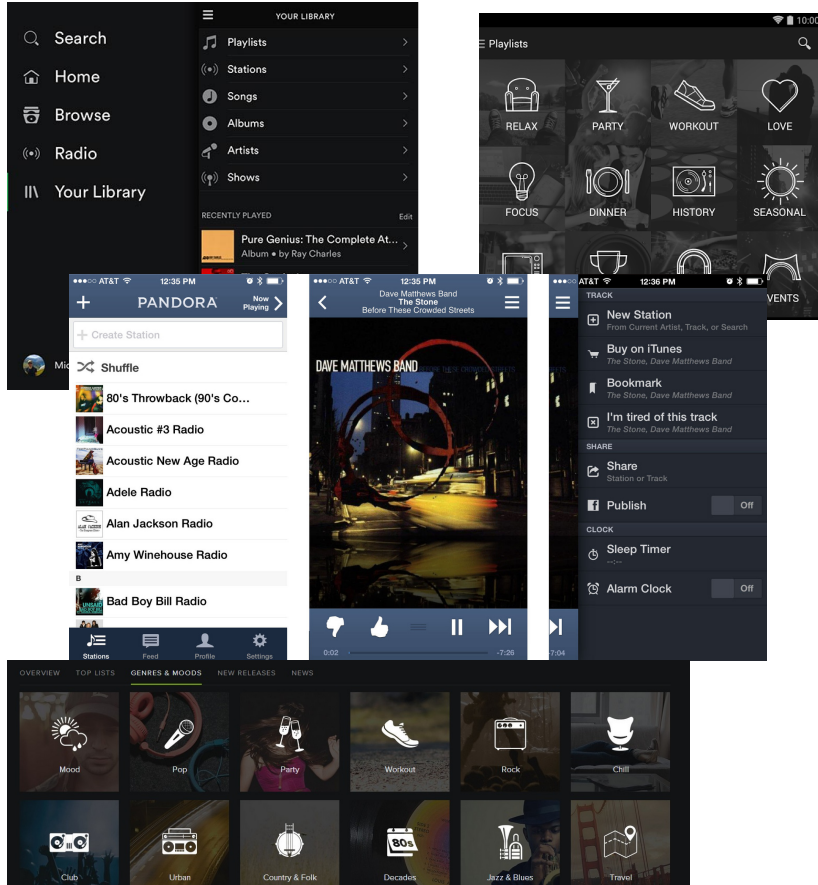
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MOBILE APPS VS TRADITIONAL RADIOS



VS

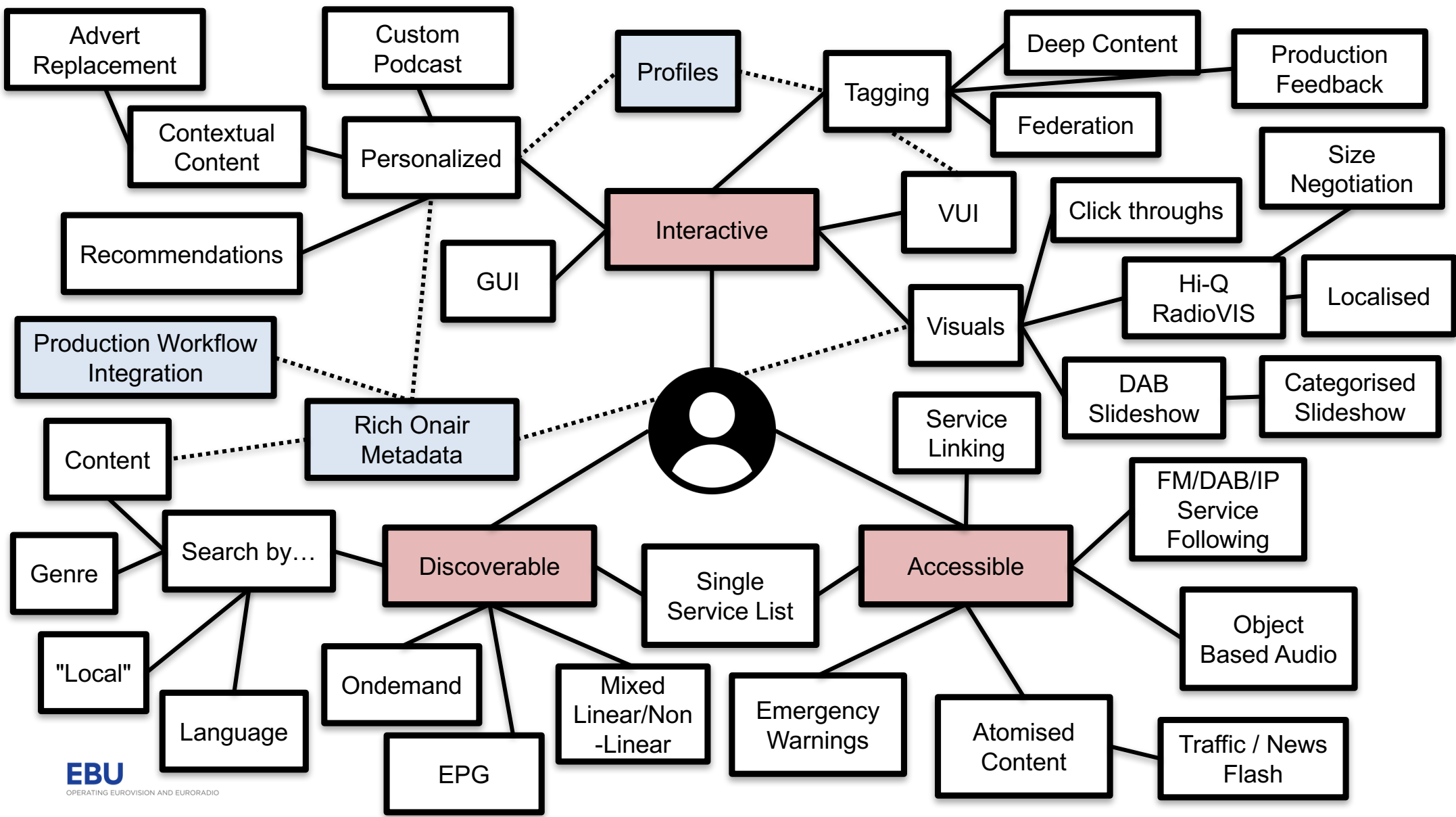


**NEW USER EXPERIENCES, NEW
FUNCTIONALITY**

**RADIO HAS THE BEST CONTENT, LETS
MAKE MORE OF IT**

**HABITS ARE STICKY SO WE NEED TO
DO SOMETHING MAGIC**





W3C

Word Wide Web Consortium

Radio  [®]
HYBRID RADIO



World Class Standards

A scenic sunset over a body of water. In the center, a fountain sprays water high into the air, creating a large plume. Two sailboats are visible on the water in the foreground. The sun is low on the horizon, casting a golden glow across the sky and water. The overall atmosphere is peaceful and serene.

**WORK TOGETHER, COLLABORATE ON
STANDARDS AND IMPLEMENTATION**

**OPEN STANDARDS ARE THE ONLY
VIABLE LONG TERM SOLUTION FOR
RADIO**

**UNITE TO KEEP THE USER
EXPERIENCE OF RADIO FRESH**

MANY THANKS

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