

EBU

EUROPEAN DIGITAL RADIO

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EBU NEW RADIO GROUP

EUROPEAN AUTOMOTIVE EVENT

BERLIN 14.11.12

EBU VIEWPOINT

THE FUTURE OF DIGITAL RADIO

"The European Broadcasting Union (EBU) believes
in a future for radio that is digital, multiplatform and hybrid"

(October 2011)

EBU PRINCIPLES

Digital broadcast is key to radio's future

The internet complements broadcast radio; it does not superside it

Europe needs concrete national digital radio policies

HYBRID RADIO

"from ordinary receivers to smartphones"

"with a screen showing extra information"

"broadcast and internet"

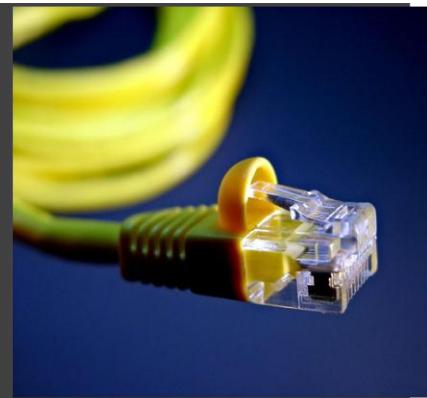
"two technologies complementing each others"



Broadcast works for the mass market
Low Cost, Ubiquitous, Free

+

The Internet adds value
Enhanced content,
Personalisation & Transactions



EBU RADIODNS MANAGER

ONLINE PLATFORM TO ACTIVATE

The screenshot shows the EBU Radiodns Manager interface. At the top, there is a header with the EBU Technical logo and the text "MEDIA TECHNOLOGY & INNOVATION". On the right side of the header, there are buttons for "barroco", "logoff", and a dropdown menu set to "RSR Couleur 3". Below the header, a navigation bar contains tabs: "RadioDNS" (which is selected), "RadioVIS", "RadioEPG", "Service Following", and "RadioReplay (coming soon)".

The main area is titled "Channels" and contains a table with two rows of data. The columns are labeled "Label", "RadioDNS entry", "DNS Authoritative FQDN", "VIS server", and "EPG server".

x	Label	RadioDNS entry	DNS Authoritative FQDN	VIS server	EPG server
<input checked="" type="checkbox"/>	37 RSR Couleur 3	*.43d3.4e1.fm.radiodns.org.	rdns.ebulabs.org	radiodns1.ebu.ch:61613	epg.ebulabs.org:80
<input checked="" type="checkbox"/>	86 RSR Couleur3	0.43d3.4041.4e1.dab.radiodns.org.	rdns.ebulabs.org	radiodns1.ebu.ch:61613	epg.ebulabs.org:80

Each row has edit and delete icons on the far right. There are also "New RadioDNS entry", "Export to zone file", and "Import from zone file" buttons above the table.

EBU ACTIVITIES

Participation in WorldDMB, RadioDNS, DRM, IMDA

Organising events: Digital Radio Conference, Multimedia Meets Radio, Radio Summit, Radio Week

Strategic groups: EDRF, DRP

Gathering developers: Radiohack

Developing tools and services

Case studies

Innovation, showcases

THE EURO-CHIP

FM
DAB
DAB+
DMB

For all devices across Europe

THE EURO-CHIP

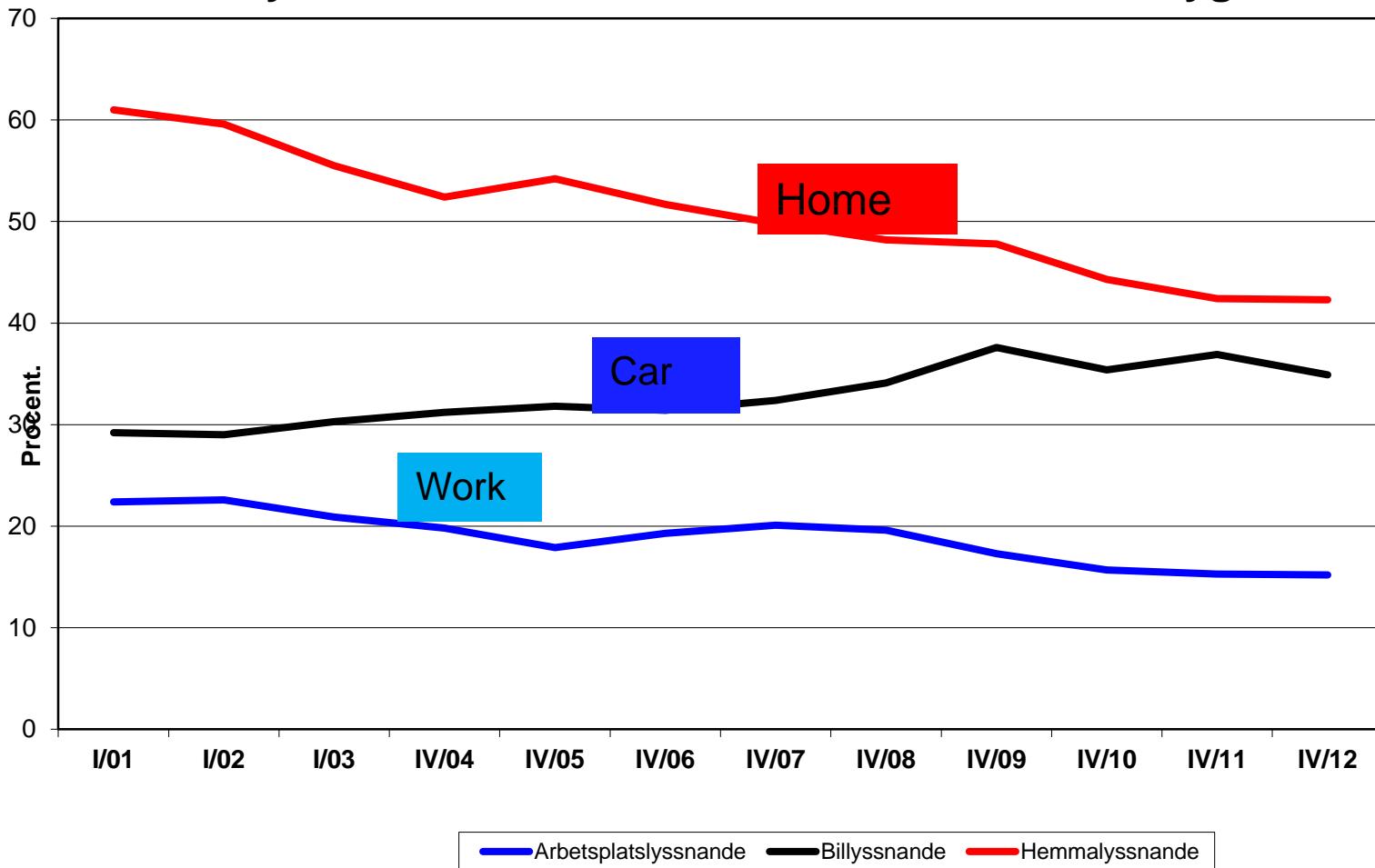
- We support the Euro-chip in all devices as a minimum requirement
- We believe that everybody gains from this initiative: consumers, broadcasters, carmakers and electronic manufacturers

The Euro-Chip offers:

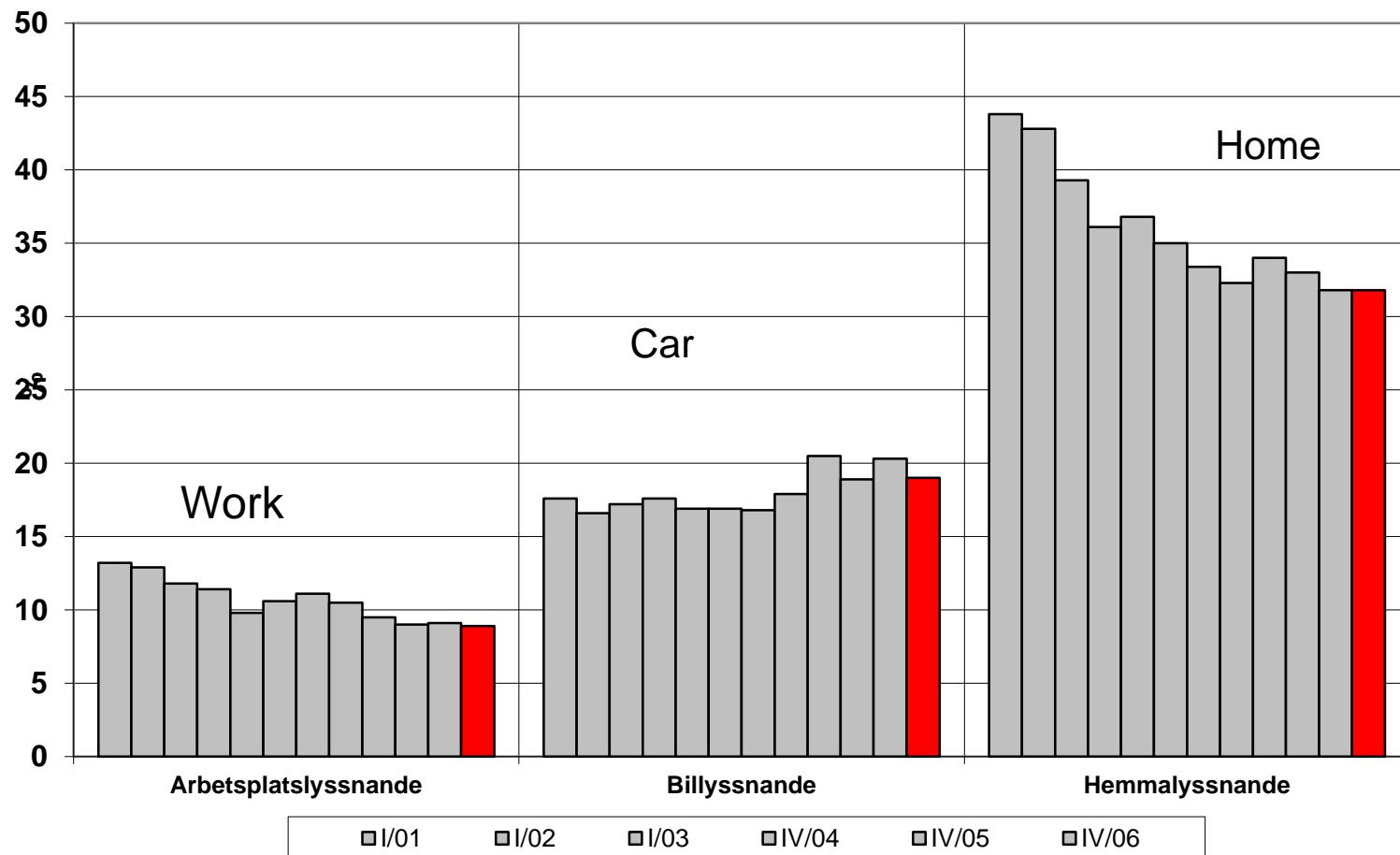
- Cost-free listening for consumers
- An Internal Market-friendly device for audiences
- Efficient use of media delivery networks
- Huge potential for combined media delivery channels
- Enhanced traffic safety across Europe
- The Euro-Chip is a simple answer to give radio a future in the digital economy and will facilitate the transition to digital radio

sveriges**SR**adio

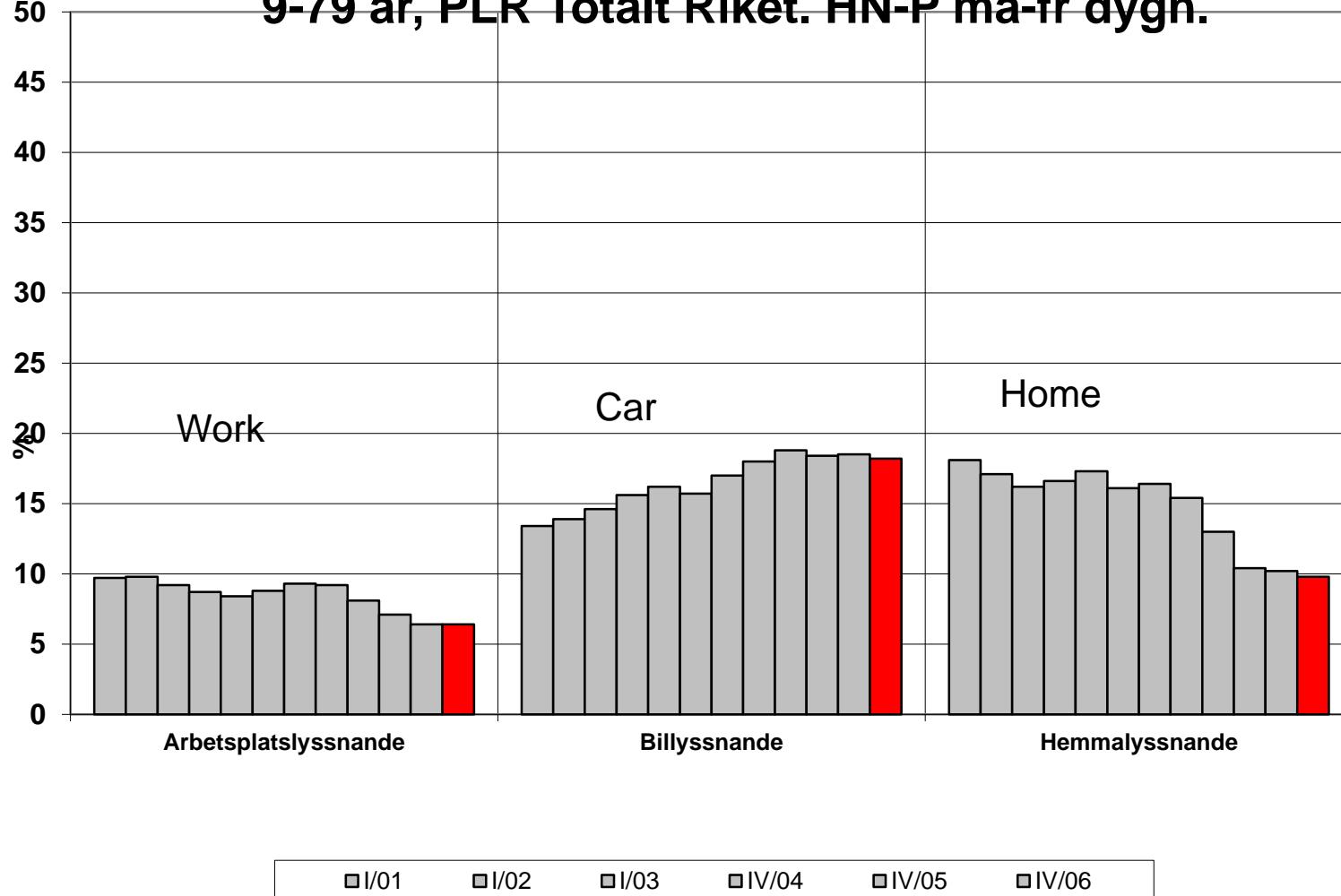
Platslyssnande Radio Totalt 9-79 år, Riket. Må-fr Dygn.



9-79 år, SR Totalt Riket. HN-P må-fr dygn.



9-79 år, PLR Totalt Riket. HN-P må-fr dygn.



WHAT NEEDS TO HAPPEN NOW?

2013-2014

Technology?

There is a European standard

Leadership

National plans

Harmonization in Europe

Consumer perspective

Marketing

Cooperation

Decision

SWEDEN

September 2012:

State Committee on the future of public service (2014-2019)

Yes to digital radio

Consultations and political discussions

Decisions on Swedish radio and DAB + in parliament next year

Private radio gets their license for DAB + in a few months

Thank you!

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group
Head of Digital Strategy, SR