Radio via mobile broadband

- How hard can it be?

75% daily reach

5,9 million swedes, TSL 125 min/day

270 billion minutes/year

10 times more than all voice calls

190 000 Terabyte/year

More than all transferred data, for a full year, in all mobile phone networks

€ 860 millions/year

The alternative is €10-20 millions per year for terrestrial broadcasting

Will new technology change this?

LTE and broadcasting mode (eMBMS) is required to handle peak loads, but it will not lower the costs or capacity needed

Mobile data will come down in price?

Might happen but prices will have to fall by…

96 %

Coverage?

99% of pop, according to the MNOs

€ 420 millions in additional investments

For MNOs to reach 99,8%
(assuming they share infrastructure)

Contingency?

Mobile phone networks today are “best effort”.
What if something happens?

- Snapshot of mobile phone network during the storm “Simone”. Yellow means interruption.
- Broadcast radio worked flawlessly.

€ 450 millions in additional investments

If one of the MNO:s upgrade with power back-ups, redundancy, etc.

Who will pay?

Q: Would you pay 50 SEK (€ 6) per month to get additional radio channels?

3 %

The digital divide?

1,2 million Swedes are not on-line today

Consequences for the listeners

Not free to air

No listening cross-borders

Subcriptions and SIM-card to each device

Not for everyone….

Consequences for broadcasters

Very expensive

Must sign agreements with all MNO:s

Radio services will not be prioritized

Cannot serve everybody…

Summary

- Large amounts of data
- High costs
- Not for everyone
- New technology will not change this
- Listeners won’t pay
- Broadcasters can’t pay

... A better proposition is to remain on (and digitize!) the terrestrial broadcasting network..

Thanks!

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