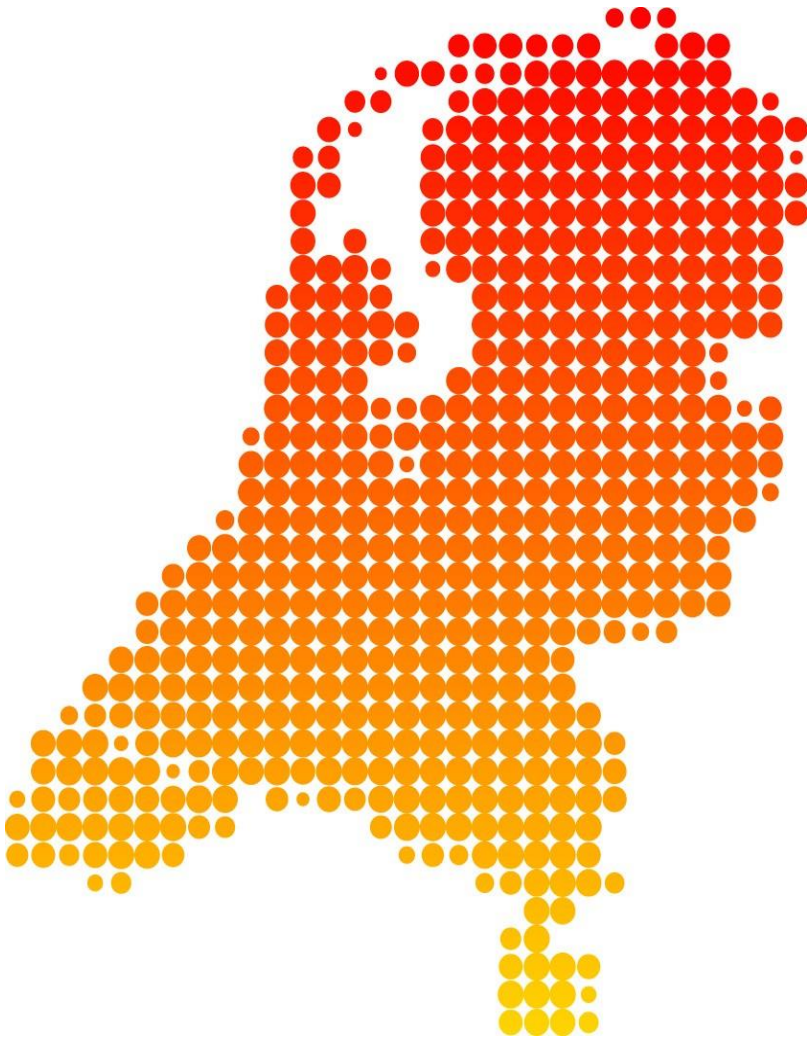




Ministry of Economic Affairs



Digital Radio in the Netherlands – government policy

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1. Introduction

- Public interest of radio
- Government policy on digital radio
- Switch-off policy
- The future



2. Analogue vs. digital





3. Public interest - Why is radio so important?

- Radio is an important medium for spreading and receiving news, opinions, music and entertainment.
- Radio is fast, it's easy, and most important: it's *free-to-air* -- which means you can listen as much as you want, at no additional cost.
- In the case of an emergency, the radio remains an essential source of information.
- So radio is a public interest.



4. Government policy on digital radio

- 2009:
- The Ministry of Economic Affairs presented its policy on digital radio
- Three main drivers:
 - 1. Reliable and free-to-air radio with more choice for the mobile listener
 - 2. Efficient and appropriate use of the radio spectrum
 - 3. Opportunities for complementary and innovative radio-services



5. Government policy on digital radio

- Renewal of FM licenses (2011-2017). No auction.
- Dutch radio stations were required to invest in digital radio no later than the 1st of September 2013.
- Obligation to simulcast the regular FM program.
- Additional digital radio channels without content requirements.
- Regional broadcasters (both public and commercial) will go digital by the 1st of September 2015 at the latest.
- Broadcasters will now have to collaborate to promote digital radio.



6. Switch-off policy

- 2016: review on the development of digital radio
- If digital radio is so successful that it can replace analogue radio at short notice, then a switch-off is reasonable.
- Important indicator: >50% of the households own a DAB+ receiver.
- Developments in other European countries.
- If these conditions are fulfilled, the switch-off date will be no later than 2023.



7. The future

- The first steps for digital terrestrial radio have been made now. But we cannot simply sit and wait, there is much work to do!
- The advantages of digital radio are well known. It now comes to action! It's up to market parties to create the success of digital radio.
- There is still digital radio spectrum available to broadcasters, but the mobile telecommunications sector may be hungry for more.
- If the radio sector scores well on the three main drivers for digital radio, the radio sector will continue to play an important role in modern society.



Thank you.