

# The digital switchover

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\*) Always check against official EU Commission documents – no conclusions are to be drawn from this presentation on views and positions of the European Commission

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# The deadline of 2012 for switch-off of analogue terrestrial TV in the EU

(2005 Communication on accelerating switchover)



# Key Findings

- **Many Member States have commenced switchover - the earlier Switchover is started and the shorter the transitional period, the sooner the benefits are realised**
- **Switchover expected to be well advanced by early 2010**



# Key Proposals

- **Deadline of 2012 for switch-off of analogue terrestrial TV in the EU**
- **EU and Member States should facilitate flexible access to spectrum**
- **Adequate spectrum coordination at EU level to optimise impact of dividend**



# Success factors

- Market driven process
- Coordination of all stakeholders, in particular broadcasters
- Clear timetable of stages
- Consumer awareness campaign



# Equipment labelling

- May be introduced by Member States
- Could apply to analogue or digital equipment
- Must be non mandatory, unless notified and approved under the 'transparency' Directive 98/34



# Financing the upgrade

- Careful analysis of all costs and benefits required
- Multi-platform approach to coverage may reflect market dynamics and contribute to transmission cost savings
- Structural funds may be used for example to increase coverage
- Subsidies examined case by case under competition and state aid rules



# Must Carry

- MC obligations must be justified by clearly defined public interest objectives
- MC obligations on analogue services may be carried over to digital services
- Any extension of MC obligations would need to be fully justified



# Digital Radio

- New services crucial driver: new radio programmes, traffic information, combination of 3G and radio
- Current DAB standard: no significant gain in spectrum efficiency compared to analogue radio
- Innovative DRM, DVB-H, DAB+ and DMB standards
- Too early for immediate switch off of analogue radio



# Follow-up of Communication

- **Update of information on national switchover plans (by Commission Services)**
- **Switch-over progress status report in Spring 2009**
- **Monitor implementation plans and target dates**



- Coverage of digital TV services and platforms
- Costs for end users (free to air/pay)
- New services (HD, mobile TV, ...)
- Platform competition
- Cross border interaction
- Exchange of experience and know-how between states
- Transmission standards (DVB-T2)
- Compression and encryption
- Market take-up
- Cross border and pan-European services

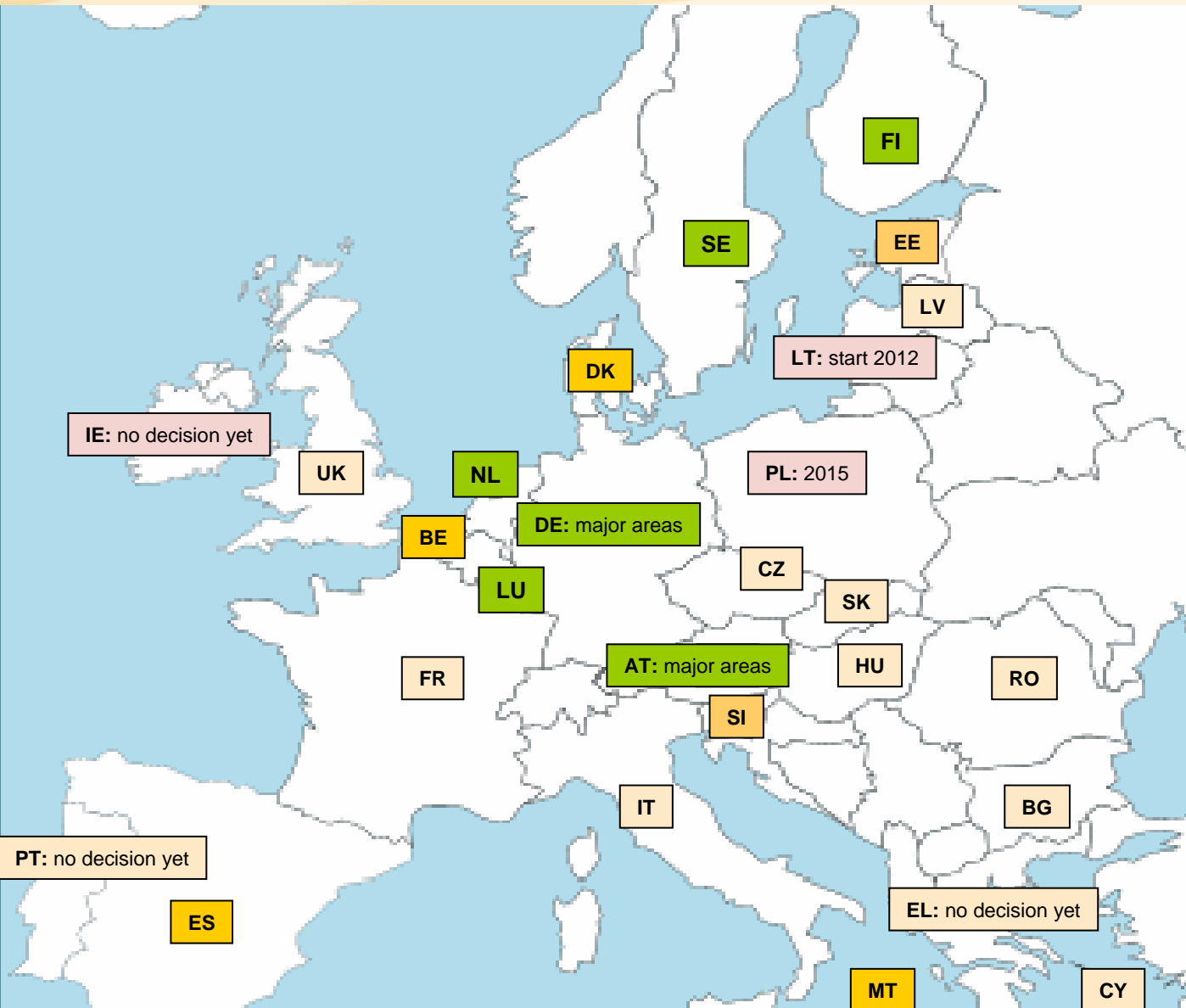


# State of play in Member States

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# Switch-off of analogue terrestrial TV in the EU



## SUMMARY

**4 EU countries already switched-off**

- 6 more by 2010
- 12 more by 2012
  - LT, PL later
- IE, PT no plans yet

## Legend

Switched off

Switch-off by end 2010 or earlier

Switch-off By 2012 or earlier

# The re-use of analogue spectrum

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# Digital Dividend (DD)

- DD **definition** of the EC:
  - All spectrum becoming available after current analogue TV services are switched to digital, i.e. theoretically 75 to 90%
- **Our Challenge:** Different national situations and political weightings
- **Our Goal:** Proper coordination between 27 Member States to maximise social, cultural and economic values



# Technical aspects of the DD

- Regional Radio Conference 2006 (GE-06 Agreement):
  - Plan for digital broadcasting transmitters, but some flexibility through declaration:
  - “administrations may use digital Plan entries for broadcasting **or other terrestrial applications** with characteristics that may be different from those appearing in the Plan within the envelope of their digital Plan entries, under the provisions of the GE-06 Agreement and the radio regulations, and that their administrations agree that any such use will be afforded protection to the levels defined by the interfering field strengths as arising from their digital Plan entries, taking into account any relevant bilateral agreements. This use is without prejudice to other countries not party to this declaration.”
- CEPT work on part of the Digital Dividend (790-862 MHz) until June 2009
  - Optimised for, but not limited to, fixed/mobile networks
  - Identification of common and minimal technical conditions
  - Development of most appropriate channeling arrangement



# DD socio-economic aspects

- Study on the Digital Dividend (to be launched in November)
  - Costs and benefits of a harmonised approach at the European level
  - Roadmap towards a coherent framework for Europe
  - Facilitate the political debate
- Technical and socio-economic results will feed into a Commission proposal/guidelines envisaged for the end of 2009



# The introduction of new broadcast services such as HDTV and mobile TV



# HDTV introduction

- Large flat-screens already widespread
- Most channels available on satellite
- Cable catching up
- Terrestrial HD facilitated by DVB-T2 and MPEG 4
- HDTV also on IPTV
- Platform competition (sat, cable, terrestrial, broadband)



# Commission approach to HDTV

- Technological neutrality, importance and priority of market forces as considerable investment is necessary
- Voluntary industry co-ordination to promote co-existence, interoperability and labeling
- “COCOM Roadmap on HDTV Technical Interoperability” as document of reference



# EU strategy for mobile TV

- DVB-H included in the EU list of standards (17 March 2008); a common standard across Europe gives head-start to the market
- Communication on best practice for the national authorisation regimes planned for November
- Mobile TV one of the services which could benefit from the digital dividend
- Commercial DVB-H services launched in FI, IT, AT and NL, trials in 14 Member States
- Mobile satellite services (MSS): high potential for Europe; applications: mobile TV, wireless broadband, emergency services



# Documentation



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# Documents I

- First Commission [Communication](#) on switchover (September 2003)
- Second Commission [Communication](#) on switchover (May 2005)
- Commission Staff Working Document (Annex to the Communication) [SEC\(2005\) 661](#)
- Member State [national plans](#) for switchover



- **Regulatory Framework (eCommunications)**  
[Framework Directive 2002/21/EC](#) , proposed revision
- **Commission Communication on the digital dividend (Nov2007)**
- **Audiovisual Media Services Directive (media)**  
[Directive 2007/65/EC](#)
- **Roadmap on HDTV Technical Interoperability**
- **Commission Communication on mobile TV (July2007)**
- **Decision on mobile satellite services (June 2008)**



# Thank you !

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