

**29th EPRA Meeting
Tallinn, 6-8 May 2009**

Working Group 1 on Digital Radio - Objectives and structure

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As part of the preparation to the next EPRA meeting, we thought it would be useful to describe the structure and objectives of the digital radio WG. The WG will include two presentations with additional updates and comments from participants.

The general objective of the WG is to give a comprehensive overview of the barriers, enablers and alternatives for digital radio. The target audiences are both members from countries which already have digital radio (and would like to learn about others' experience and share their own experience) and countries which didn't adopt digital radio yet, and might be debating over the appropriate policy for them. Thus, the group should address the challenges of those who have not yet introduced digital radio and not only focus on far-advanced countries.

The first presentation will be presented by Mr. Gareth Owen, Eureka Research. The presentation is planned for 20 minutes. Gareth will start with a brief technical overview, then an overview of what is currently happening around the world, also dwelling on issues differing from country to country, then elaborate on lessons to be learned and finally how to move digital radio forward (including recommendations for countries which currently don't have digital radio). Eureka Research recently published a 600 page study on the topic, covering the technological and marketing aspects of digital radio, world wide: Eureka Research Digital Radio 2009 – A Global Review <http://www.eureka-research.com/>

The Second presentation is a 10 min presentation (approximately) by Ms. Kerstin Morast, of the Swedish RTVV based on their recent (late 2008) report in English (http://www.rtvv.se/uk/Radio/Digital_Radio/). This presentation will focus on the rationale for adopting their policy in Sweden, describe the policy making process and its implementation to this point.

We would like to get brief comments and inputs during the WG from some relevant countries, including inter alia: Finland, Germany and France.

These are some of the questions we wish to discuss on the WG:

- Considering the alternatives for digital radio (notably internet radio, and radio via DVB-T), is it necessary and valid to launch an independent infrastructure for digital radio?
- Is there a need for a common approach and standardisation in Europe regarding digital radio? What are the problems with the lower standards of DAB versus the new DAB+ standard? Are there policies regarding end receivers, particularly mobile (in cars etc.)? Would a fixed European switch-off date for AM/FM broadcasting and migration to digital radio help to develop the market (as has been the case for DTT)?
- Who could be the main stakeholders to foster and push digital radio forward (e.g. public broadcasters, mobile operators, governments) and what their incentives are?
- Have there been initiatives regarding public awareness campaigns and information campaigns promoting digital radio?