



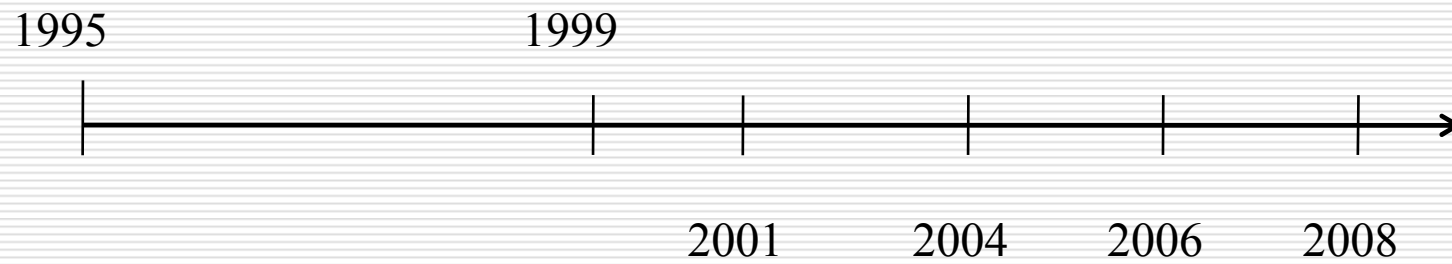
Digital Radio in Sweden

EPRA – Tallinn May 7th 2009

Kerstin Morast, The Swedish Radio & TV Authority

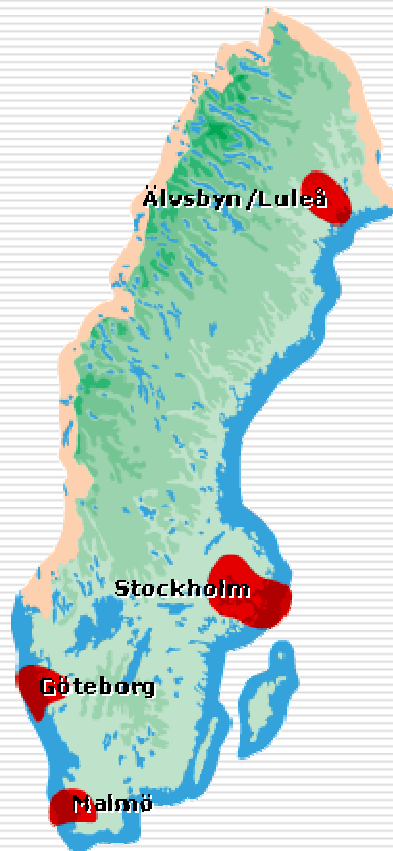


Digital Radio timeline





DAB today



- Singel frequency network
- 35 % coverage
- Public Service only



The commission

To monitor the development from a wide perspective and to produce the basis of an ongoing assessment

- Advantages and disadvantages from a consumer perspective
- How does different technologies
 - fulfil demands on quality and security
 - satisfy the needs of physically disabled or impaired people and minorities



Consumers

- A large majority listen to radio (74 % FM radio)
- Listening to radio should be free of charge
- Portability is important
- Improved functions are interesting but
Swedes want simplicity
- Improved accessibility for physically disabled or
impaired people is highly valued
- 13 % are interested in buying a digital radio

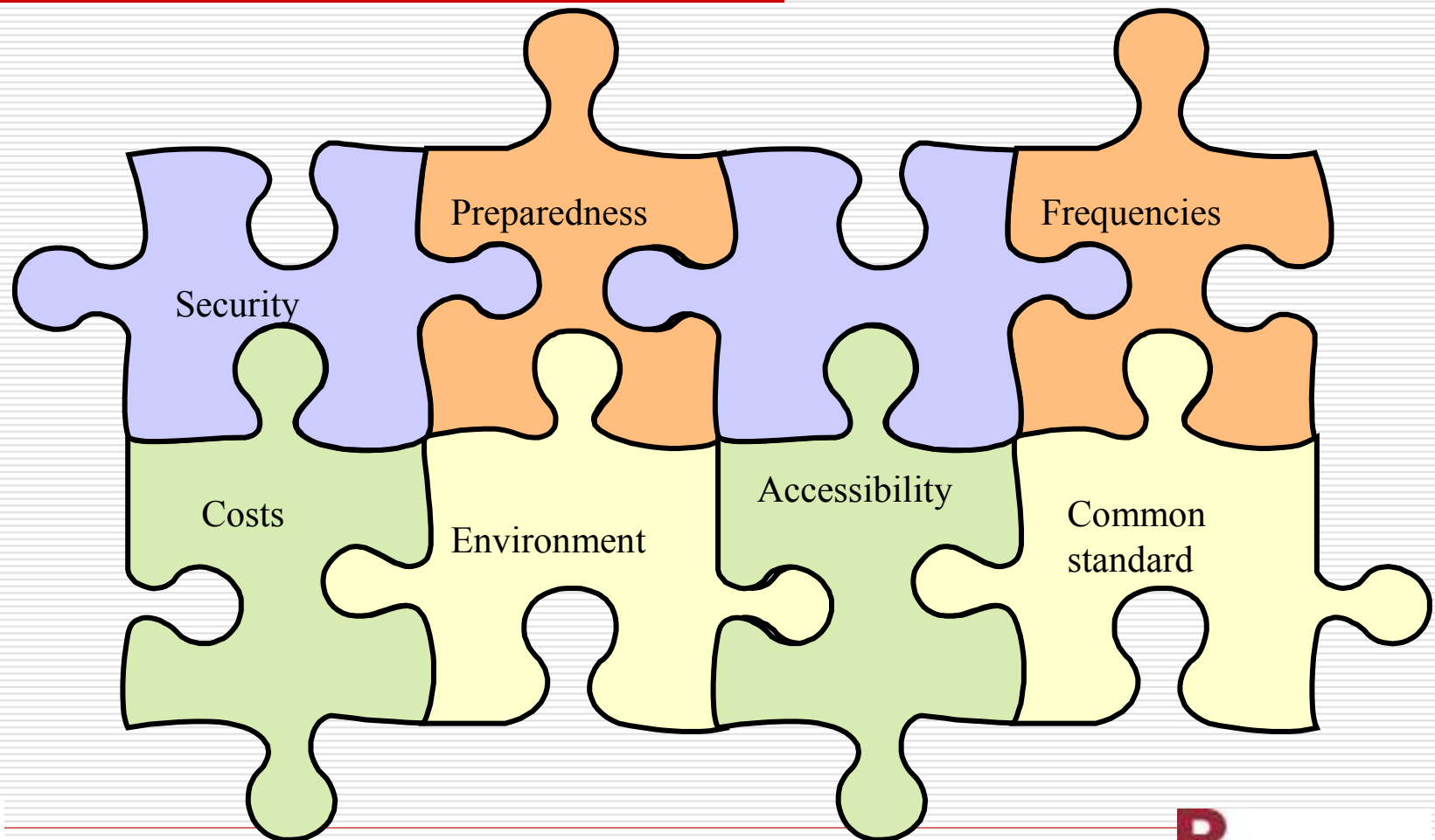


The radio industry

- Radio needs to be developed
- FM network not enough
- Radio needs one main form of distribution
- Digitalisation necessary in near future
- Decisions on regulations and licences necessary



More important aspects



Evaluation matrix



	Standard	Time for intro	No. of channels and functions	Coverage, surface coverage	Portable, listen in movement	Cost for broadcast	Cost for consumer	Poss. to broadcast warnings	Accessibility for all listeners
FM	Yes	Now	Low	High	High	High	Low	High	Medium
DAB	Yes	Now	High	High	High	Medium	Medium	High	High
DAB+	Yes	Soon	High	High	High	Low	Medium	High	High
DRM	Yes	Soon	Low	High	High	Medium	Medium	High	Low
DRM+	Yes	Later	Medium	High	High	Medium	Medium	High	Medium
HD Radio	No	Soon	Medium	High	High	Medium	Medium	High	Medium
FMExtra	No	Soon	Medium	High	High	Medium	Medium	High	Medium
MediaFLO	No	Later	High	Low	High	Medium	High	Low	Medium
DVB-T	Yes	Now	Medium	High	Medium	Medium	Medium	Medium	Medium
DVB- H	Yes	Soon	High	Low	High	High	High	Low	High
DVB-S	Yes	Now	Medium	High	None	Low	Medium	Medium	Medium
DVB-C	Yes	Now	High	Low	None	Low	Medium	Medium	Low
Mobile Network	Yes	Now	High	Low	High	High	High	Medium	Medium
MBMS	Not appl.	Later	High	Low	High	Medium	High	Medium	Medium
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A joint communication...

Programme companies

- wish to develop radio
- intend to cooperate in issues of technology and distribution
- are agreed on to invest in a platform that will give optimal conditions for development
- and DAB+ appears to be most appropriate for Sweden



...and another committee

- FM radio will not be closed down in a foreseeable future (10-15 years)
- It's time to give prerequisites and create the legal framework for digital radio
- RTVV shall issue licences for all but public service (national and regional)
- Licensing process and legislation similar to DTT
- Six years licence period
- The legislation enters into force January 1st 2010



DAB+ trial