

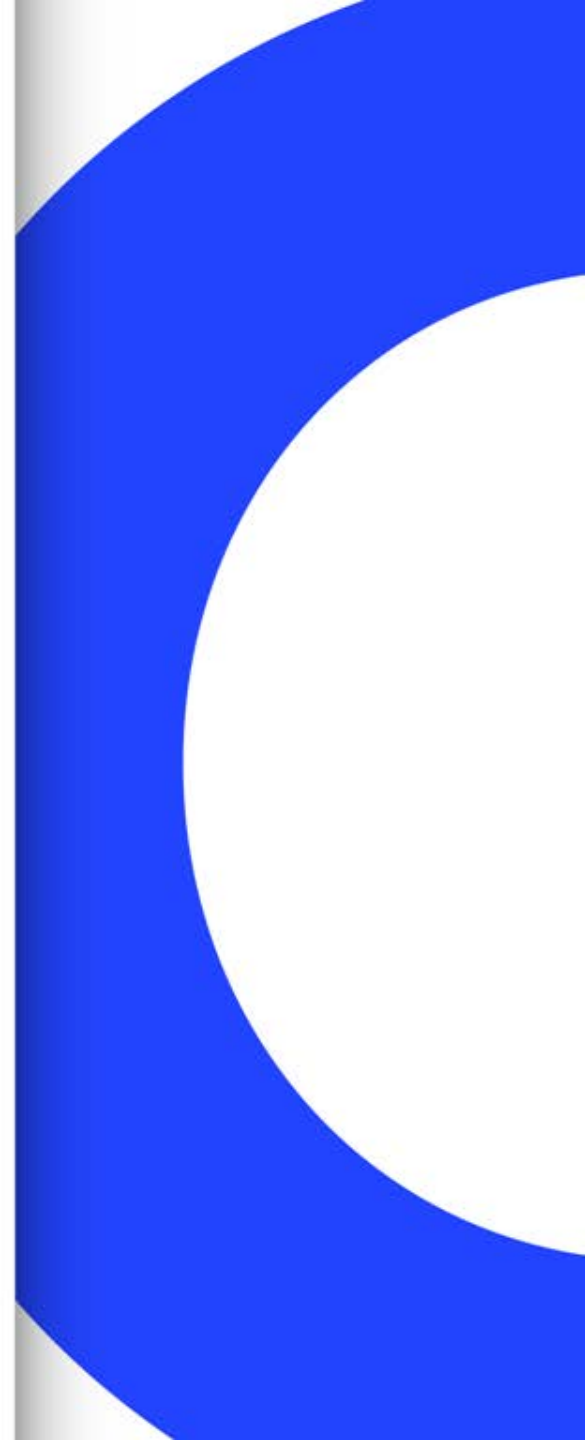
# DIGITAL RADIO TOOLKIT

*Key factors for the deployment  
of digital radio*

Dr. David Fernández Quijada

40<sup>th</sup> EPRA Meeting, Tbilisi, 9<sup>th</sup> October 2014

**MEDIA INTELLIGENCE SERVICE**



## STUDY'S RATIONALE

- Growing interest among EBU Members and the radio industry
- Desire to build on existing efforts given the lack of guidelines for developing digital radio strategies
- Lack of success stories since no single country has completed analogue switch-off
- Opportunity for new markets to benefit from experience of early adopters

# DIGITAL RADIO TOOLKIT

*Key factors for the deployment of digital radio*

## Goal

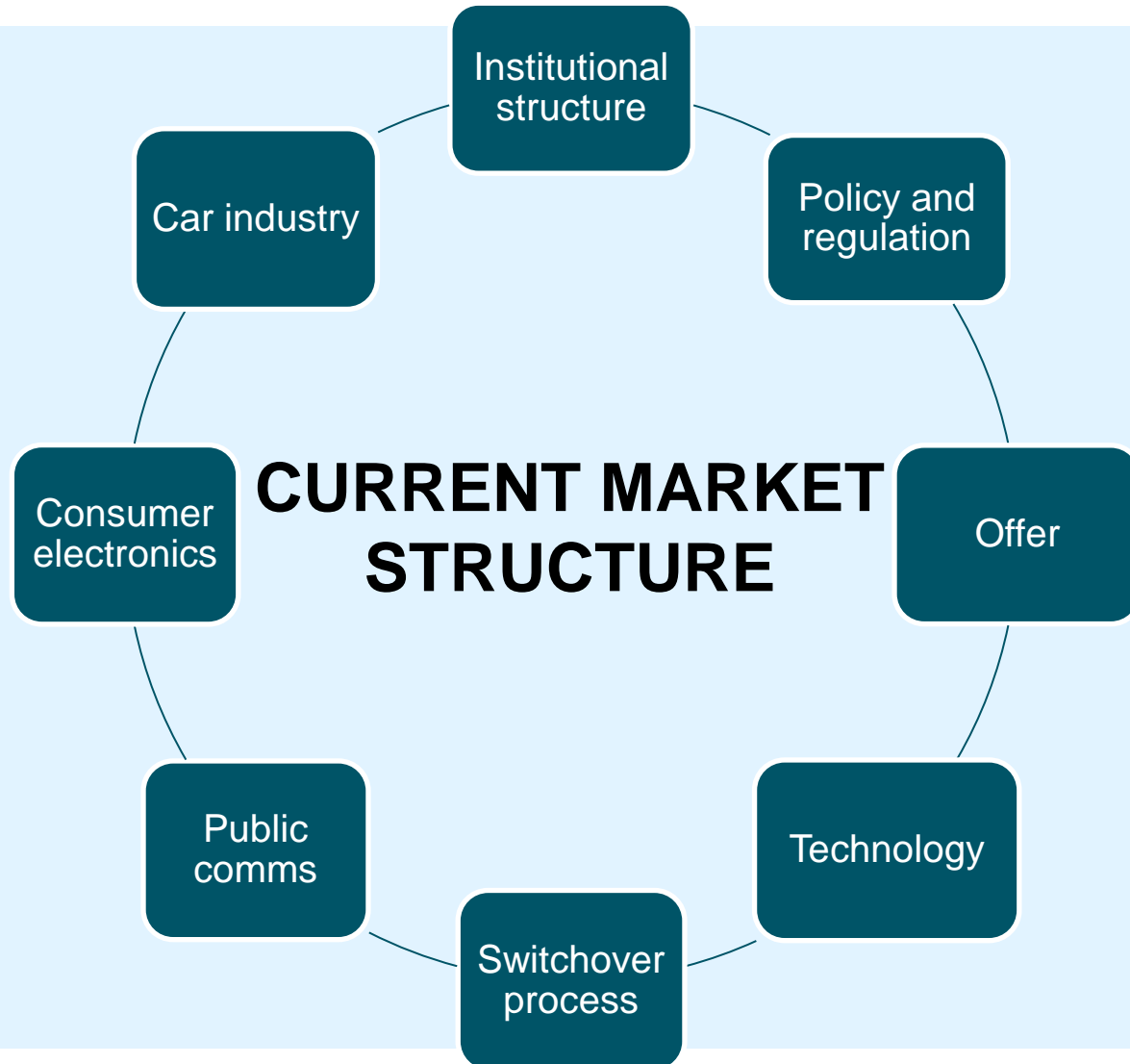
- To identify good practices that foster the implementation of terrestrial digital radio
- To build the case for digital radio involving all the relevant stakeholders



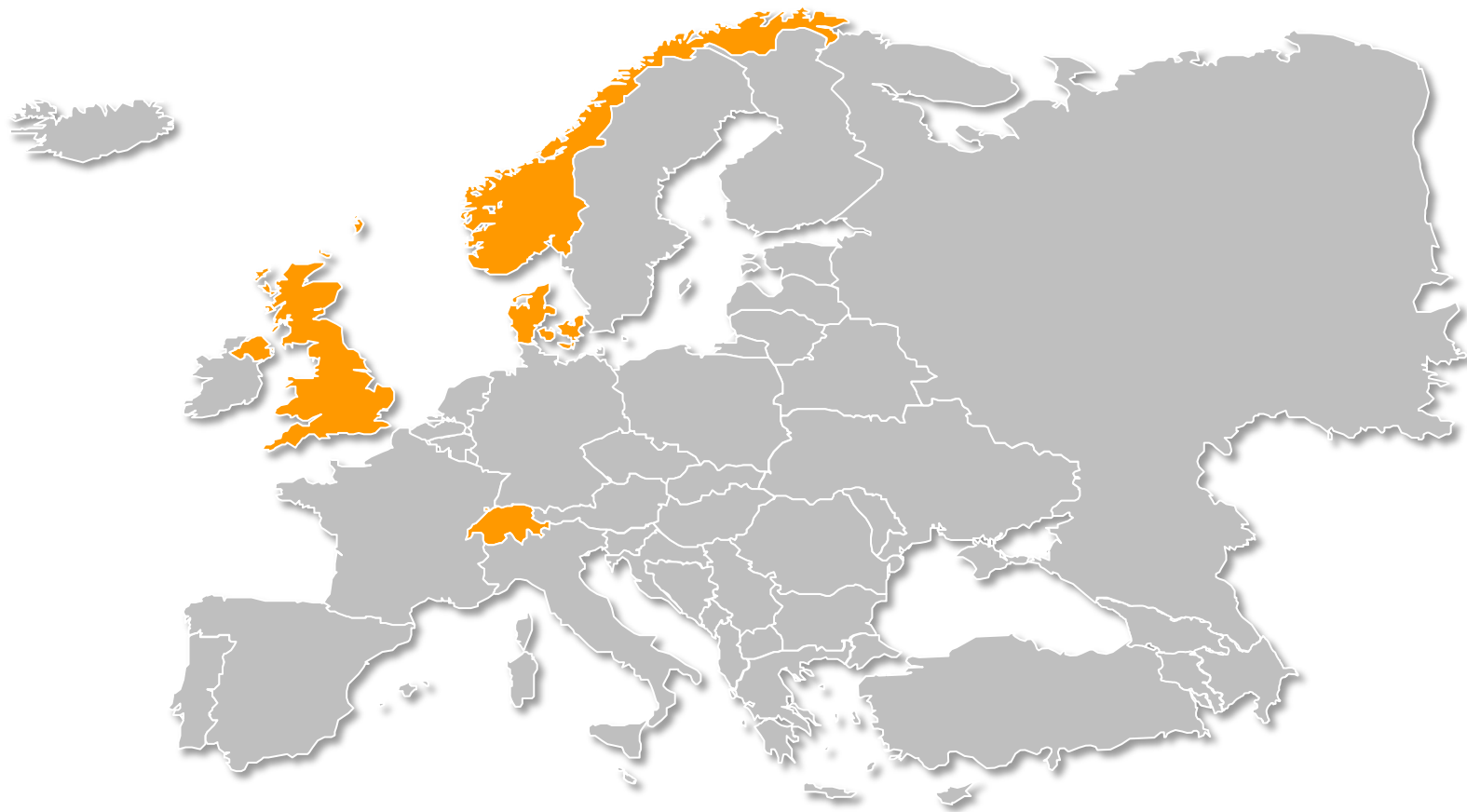
## METHODOLOGY

- Desk research (market reports)
- 34 personal interviews (May – July 2014) to:
  - public service media
  - commercial broadcasters
  - network operators
  - government
  - regulatory authorities
  - industry trade bodies
  - car manufacturers

## FACTORS TO BE ANALYSED

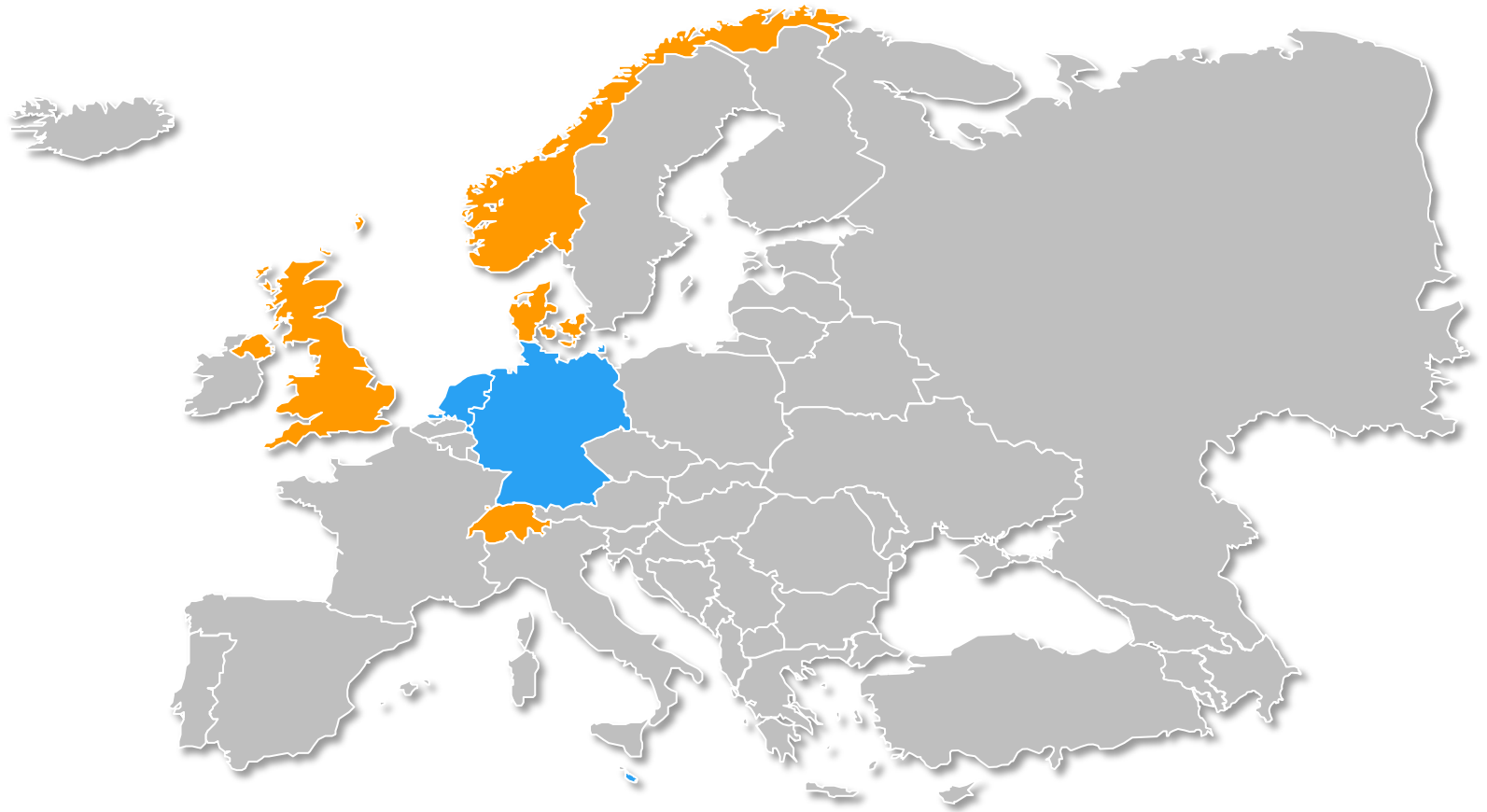


## DAB ROLL-OUT



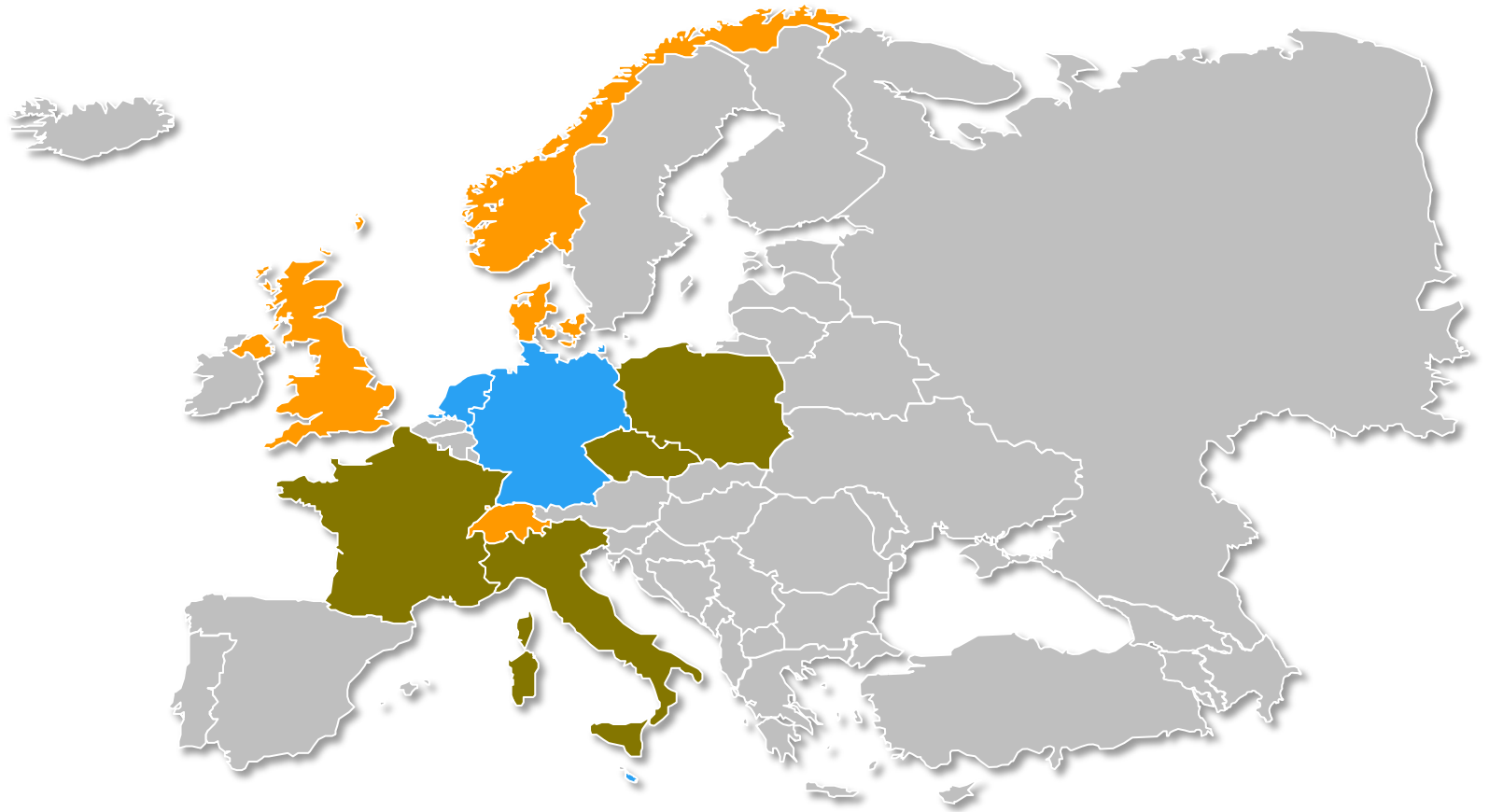
## DIGITAL LEADERS

## DAB ROLL-OUT



## DIGITAL EMBRACERS

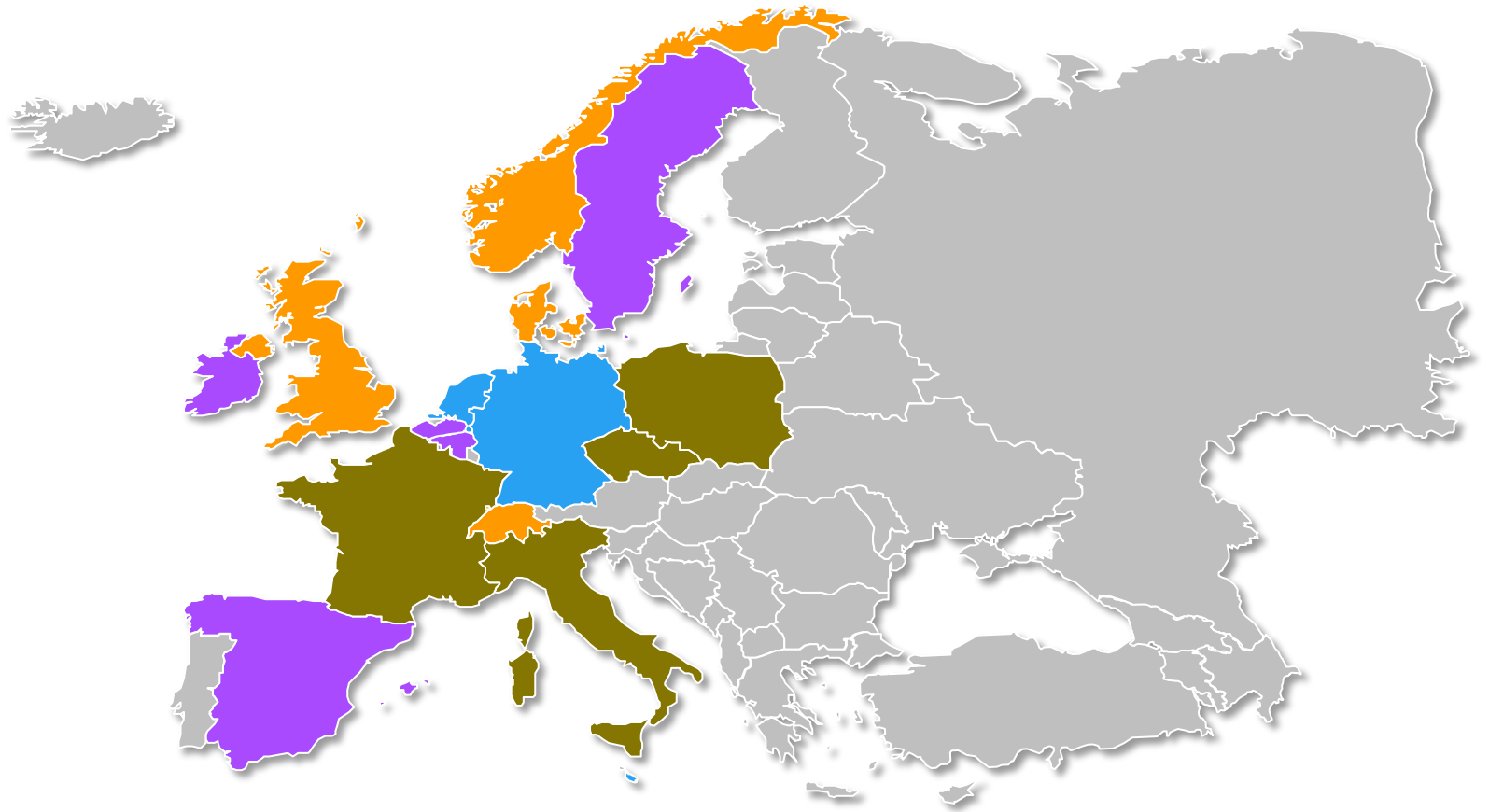
## DAB ROLL-OUT



## DIGITAL NEWBIES

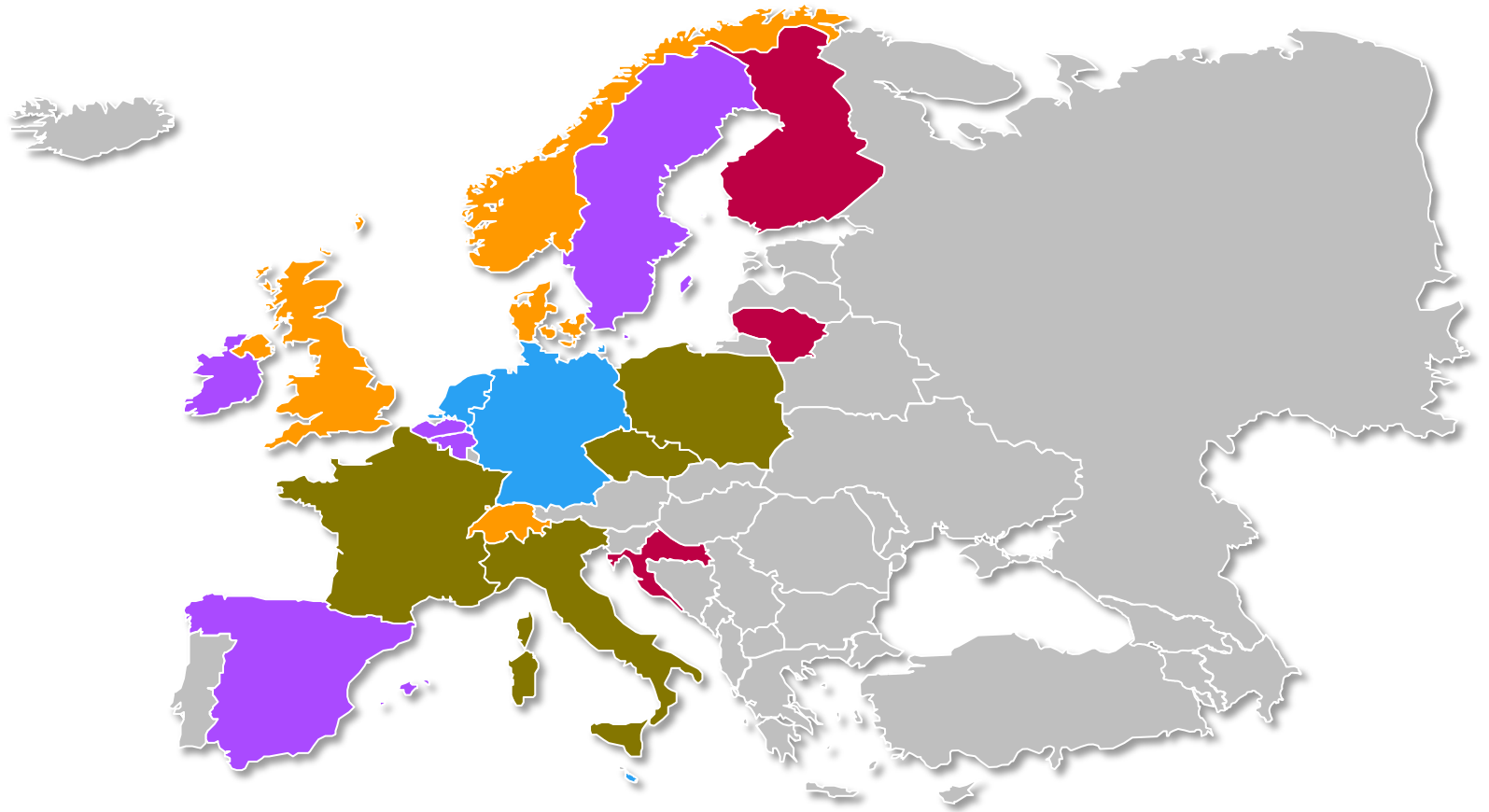


# DAB ROLL-OUT

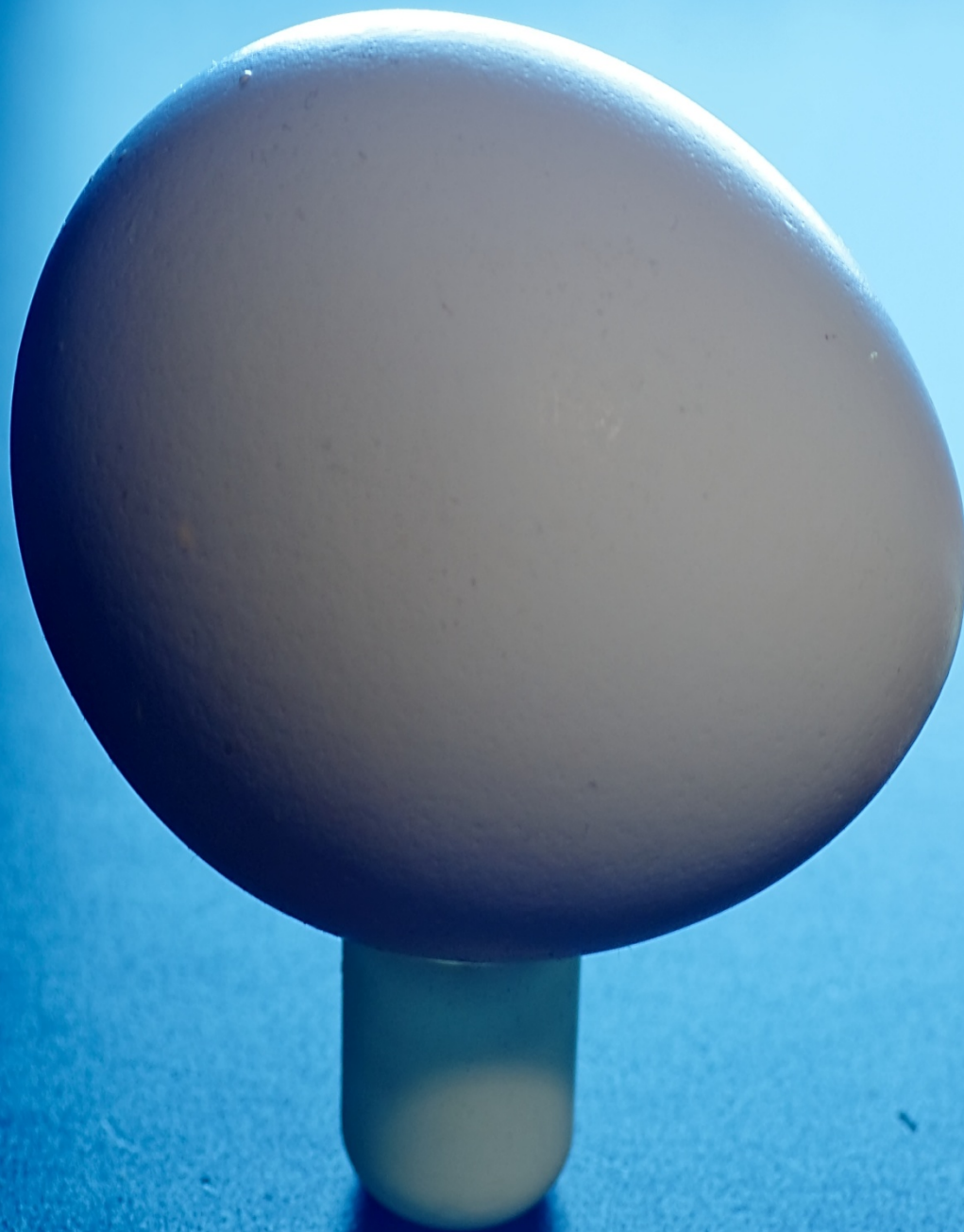


## WAIT-AND-SEE

# DAB ROLL-OUT



# DIGITAL RENEGADES



Source:  
Mark Turnauckas, *Chicken And Egg*

## NATIONAL ISSUES MATTER

- National wealth
- ICT-awareness
- Level and nature of competition in the radio market
- Relative strength of PSM
- National, regional and local radio levels
- Size of the advertising market
- Radio share of the advertising market
- Regulation

## NO ONE-SIZE-FITS-ALL SOLUTION

# KEY SUCCESS FACTORS

**EBU**

OPERATING EUROVISION AND EURORADIO

# 1. INSTITUTIONAL STRUCTURE

- **Involve all the stakeholders**  
→ by creating win-win situations
- **Set up an industry body**  
= broadcasters can focus on their core activity
- **Approach the authorities with a unified message**  
= a common message will make the case for digital radio stronger and more difficult to be ignored

*Radio.no*

| · digitalradio · |

MC  
DT

## 2. POLICY AND REGULATION

- **Set regulatory incentives**

e.g. extension / renewal of analogue licences, change of content requirements, etc.

- **Rethink your licensing system**

e.g. mux licenses, broadcasting licences or both?

- **Correct regulation**

→ by strengthening values



## 2. POLICY AND REGULATION



market  
viability

citizens'  
interest



### 3. OFFER (I)

- **Base the content proposition on new channels**  
= sound quality is related to stability of the signal
- **Add value to the current offer**  
→ by doing research to find unattended publics
- **Rely on familiar and well-positioned brands**  
= makes things easier for broadcasters and for the listener

The logo for BBC Radio, featuring the letters 'BBC' in a black box above the word 'RADIO'.The logo for BBC Radio, featuring the letters 'BBC' in a black box above the word 'RADIO'.The logo for BBC Radio, featuring the letters 'BBC' in a black box above the word 'RADIO'.

### 3. OFFER (II)

- **Build economies of scale**  
→ by enlarging distribution or sharing production costs
- **Design a product strategy, not a platform one**  
= bundle your offer, even your advertising
- **Drive people to digital listenership**  
→ by moving stations or programmes to digital-only



## 4. TECHNOLOGY (I)

- **Ensure good coverage**  
= at least equal to analogue coverage
- **Reduce transmission costs**  
= digital transmission is cheaper than analogue but benefits only arrive with the analogue switch-off
- **Extend collaboration to all technological platforms**  
e.g. Internet player, mobile player app, hybrid radio, etc.



## 4. TECHNOLOGY (II)

- **Make the case for local radio**  
= not losing a service currently available
- **Be flexible**  
→ by using bitrate regulation
- **Use technologies in a digital way**  
→ by being innovative



## 4. TECHNOLOGY (II)

“Never underestimate the simplicity of radio”

*Knut-Henrik Ytre-Arne (NRK)*

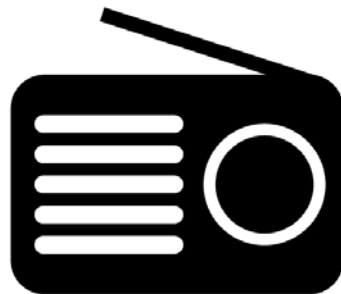
## 5. SWITCHOVER PROCESS

- **Plan the process**
  - = set guidelines for the transition
- **Set a clear calendar**
  - = strong signal about the commitment of the stakeholders
- **Set realistic criteria for the switch-off**
  - = they must be measurable and data must be collected systematically



## 6. PUBLIC COMMUNICATIONS

- **Communicate a single, clear and accurate message**  
= show the added value
- **Plan digital radio promotion**  
= coordination of messages and channels
- **Target the related industries**  
e.g. consumer electronics, car industry



## 7. CONSUMER ELECTRONICS

- **Make affordable devices available in the market**  
= low-income listeners can switch
- **Offer future-proof devices**  
→ through information campaigns, certification marks, mandatory digital tuners, etc.
- **Ensure a good buying experience**  
→ through training and relevant displaying

**digitalradio** 



## 8. CAR INDUSTRY

- **Target the car industry early**
  - by using both the content and the safety proposition
- **Attend the aftermarket**
  - = current radio audience is there
- **Ensure a seamless in-car radio experience**
  - = good coverage in roads, including tunnels

## DIGITAL RADIO KEY CHALLENGES

**Coverage**

**Content**

**Costs**

**Communication**

**Collaboration**

## DIGITAL RADIO KEY CHALLENGES

Coverage

Costs

Communication

Collaboration

**COMMITMENT**

# THANK YOU!

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