

# AER




Digital Radio  
EPRA meeting  
08/10/2014



*ASSOCIATION EUROPÉENNE DES RADIOS*

# EPRA – 08/10/2014 - Tbilissi



- AER
- Commercial Radio Now
- Challenges Ahead / Solutions


# AER



- Funded in 1992
- Representing over 4'500 commercial radios across the EU
- Contact point for the EU institutions



# Commercial Radio – Small + Beautiful



- Smallest part of the advertising media market – usually between 3 and 7%
- Advertising revenues broadly maintained across Europe during economic crisis

# Com'l Radio – Trusted + Followed

- Most trusted medium (Eurobarometer)
- Average daily listening: 80% of the EU population for at least 2 or 3 hours of local programmes

# Commercial Radio – Necessary + Fun

- Free-To-Air, Simple-To-Use, Ubiquitous, Interactive and Mobile
- Robust and Spectrum Efficient
- Still mostly analogue...

# Challenges – Infrastructure + Revenues

- ... Going digital = broadcast + online
- Future of radio depends on access to
  - Infrastructure
  - Advertising
  - Copyrights
  - Fair competition with public b'dcasting

# Challenges – Essential Safeguards

- Transition to digital broadcasting must be decided at national level
- **No** EU Switch-off date for analogue services
- Preserve radio's access to radio bands (II and III)
- **No** market-based solutions for spectrum management of radio bands



# Challenges – Needs



- Ensure fair conditions to access spectrum
- Safeguard net neutrality
- Enable broadcast + internet radio chips

# Challenges – Industry Solutions 1

- RadioDNS leading to hybrid radio at [radiodns.org](http://radiodns.org)
  - FM + online
  - Digital + online
  - EPG (Electronic Programme Guide), VIS (as in VISual: still images on screens, such as album covers), TAG (possibility to tag a song or a programme in order to get back to it later)

# Challenges – Industry Solutions 2

- Tools to ensure radio in cars is hybrid too!
  - UK: <http://www.radioplayer.co.uk/blog/>
- Radio Search Engines! Examples:
  - UK: [radioplayer.co.uk](http://radioplayer.co.uk)
  - Finland: [radiot.fi](http://radiot.fi)
  - France / Le Mur du Son [lesindesradios.fr](http://lesindesradios.fr)
  - Soon in many other markets!

# AER



Further information:

[aereurope.org](http://aereurope.org)

