

EBU

OPERATING EUROVISION AND EURORADIO



A FUTURE FOR RADIO

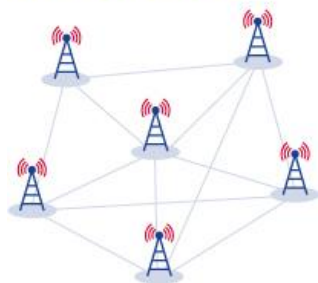
BEN POOR

PROJECT MANAGER, TECHNOLOGY & INNOVATION, EBU

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73
MEMBERS



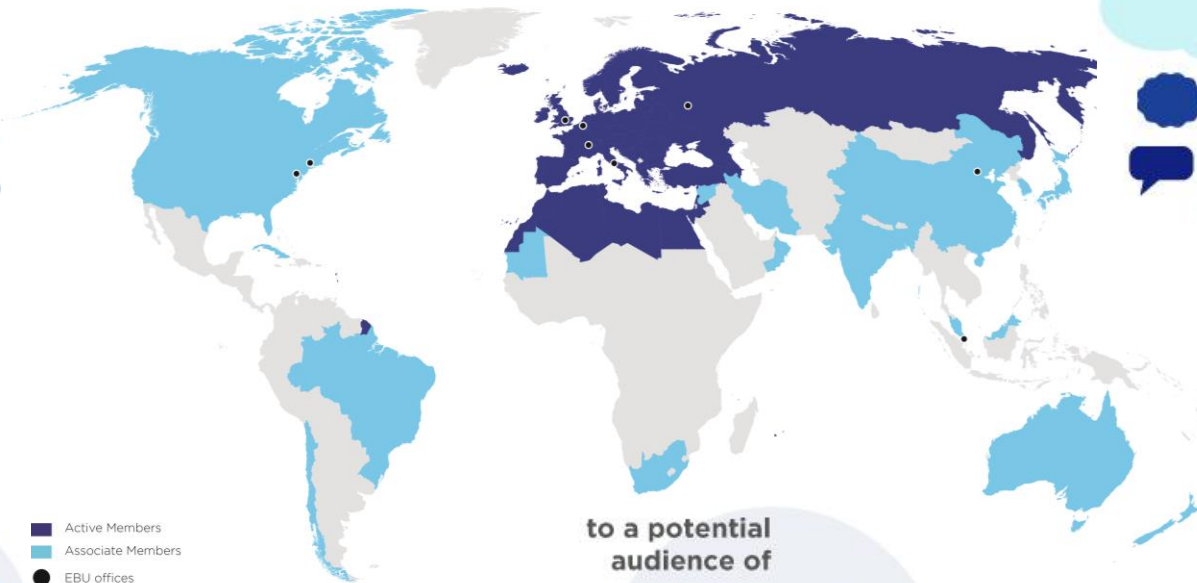
operating

820
TV SERVICES

1156
RADIO SERVICES

- Active Members
- Associate Members
- EBU offices

The EBU In Numbers



broadcasting in

122
LANGUAGES

to a potential
audience of

1.04
BILLION PEOPLE

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WHAT IS DIGITAL RADIO?



Digitally Delivered

Audio + Associated Services

Identifying Information

Broadcast OR Broadband

DIGITAL PLATFORMS IN EUROPE

DAB/DAB+

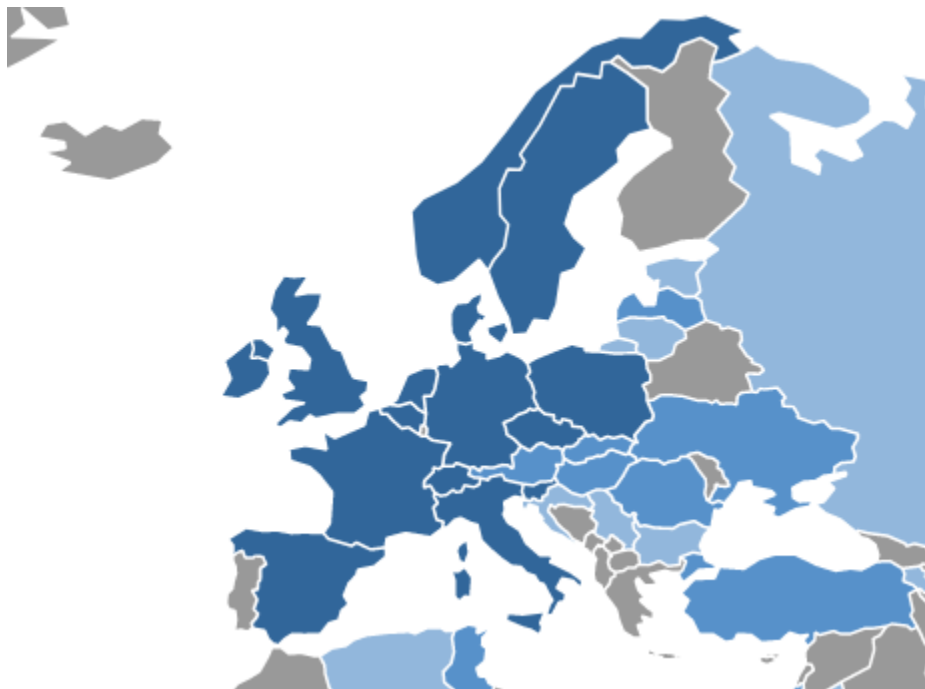
FM (RDS)

DRM+

Broadband



DAB/DAB+



**In some countries,
high levels of...**

- **Receiver sales**
- **Home coverage**
- **Road coverage**

**Some variance
across Europe**

FM (RDS)

**Small bandwidth
digital channel in
analogue FM**

**Can carry
identifiers to
enable Hybrid
Service Following***



DRM+



**Recommended for
use when
DAB/DAB+ is not
possible**

**Potentially useful
after VHF Band II
release**

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FROM ANALOGUE TO DIGITAL

ANALOGUE



We may reach an IP-only future, but we're not there at the present, and we must use what we have now

**DIGITAL
BROADCAST**



**DIGITAL
BROADBAND**



?

ISSUES WITH A BROADBAND ONLY FUTURE

Discoverability

Finding a needle in a haystack

Gatekeepers

Man in the middle

Economic Models

Subscription vs. Utility

BROADBAND: NOT THE ONLY GAME IN TOWN

**FREE-TO-AIR BROADCAST DIGITAL
IS STILL A CORNERSTONE OF THE
DIGITAL RADIO LANDSCAPE**

EVOLUTION OF DEVICES



TO



IMPROVING THE USER EXPERIENCE



THE FUTURE OF RADIO IS DIGITAL



A BETTER USER EXPERIENCE...

- On-demand and podcasts
- Now playing info
- Discoverability
- Personalization
- Interactivity
- Tagging

HYBRID RADIO SERVICES

**BROADCAST+
IP=HYBRID**

Radio 
radiodns.org

- **Open standards**
- **Widely supported**
- **Strong ecosystem**

EBU provides supporting services for its members, including for RadioDNS

OBLIGATIONS OF PUBLIC SERVICE MEDIA

PSMs Bootstrap Platforms
Supported by regulation

Digital Radio must be Open
Helping keep radio democratic

Hybrid Radio Services
Delivering the right user experience

POOR@EBU.CH

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