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DUBLIN
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EUROPEAN PLATFORM OF REGULATORY AUTHORITIES



The Swedish Radio and TV Authority

- ▶ ***EPRA, Dublin 30th
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The Swedish Radio and TV Authority



- ▶ *A government authority within the media field*
- ▶ *Established in 1994*
- ▶ *Organised as an authority headed by a director-general with executive powers*
- ▶ *The director-general is appointed by the Government and holds the highest decision-making post in the Authority*

The Swedish Radio and TV Authority



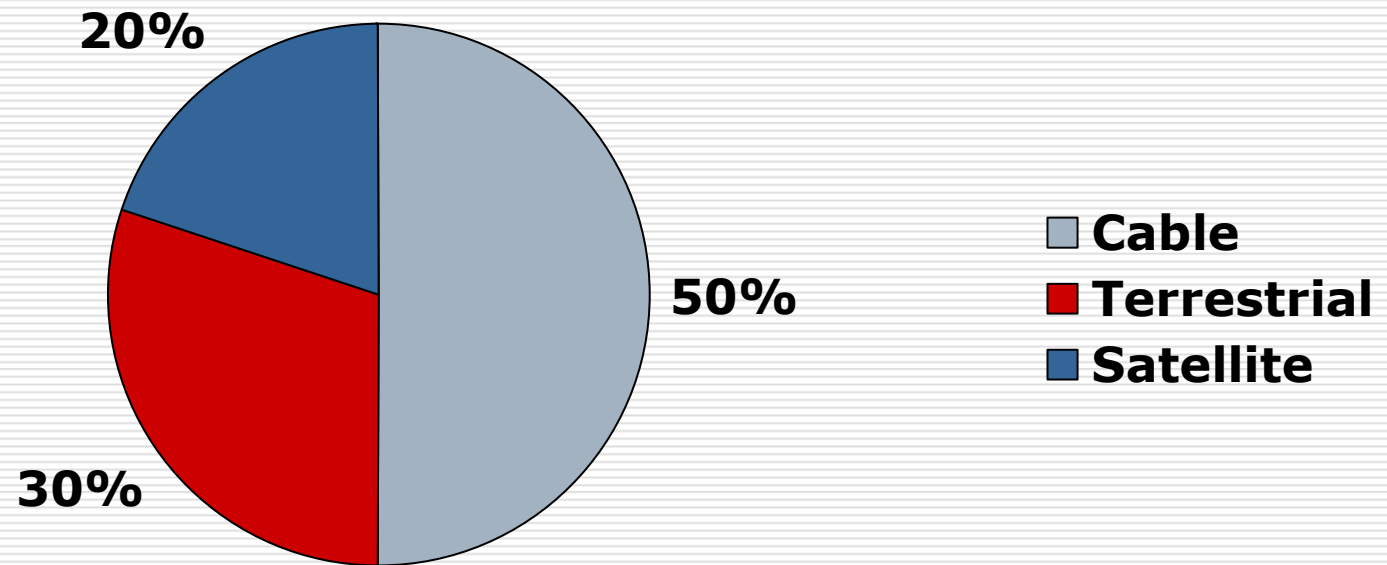
- *Grants licences for community radio and local commercial radio*
- *Grants licences for digital terrestrial television*
- *Registers all those who broadcast in accordance with the Radio and TV Act*
- *Issues publishing licences for certain databases*
- *Informs about different forms of broadcasting*
- *Monitors developments in the media field*



Television in Sweden



TV platforms in Sweden



Digital-TV households in Sweden



- ▶ *TV households- 4,1 millions*
- ▶ *Digital cable TV households- approx 20%*
- ▶ *Digital terrestrial TV households- approx 30%*
- ▶ *Digital satellite TV households- approx 20%*
- ▶ *IP-TV- approx 3%*

Important players on the digital terrestrial network



- ▶ *The Swedish Radio and TV Authority-grants licences*
- ▶ *Teracom AB- network operator*
- ▶ *Boxer TV Access AB- television operator*



The switchover

- ▶ *1999- Sweden begins broadcasting digitally*
- ▶ *2003- Decision to switch off analogue*
- ▶ *2004- The Digital TV Commission were formed*
- ▶ *2005- Phase 1 started 19 September 2005*
- ▶ *2006-2007- phase 2 through 5 carried out according to plan.*
- ▶ *Switch off 15 October 2007*



A gradual switchover advantages

- ▶ *A gradual switchover in 5 phases*
- ▶ *Information spill over into the next areas*
- ▶ *Time to assure the quality of the technical conversion*
- ▶ *Predictability was communicated to the market and the households*



Coverage 2008

54 main transmitters covers approx. 98 percent of the population

The last analogue transmitters were switch off on the 15th of October 2007





Why was it a success- lessons to learn

- ▶ *Set up a campaign organization- the Digital TV Commission*
- ▶ *Information campaign*
- ▶ *Cooperation- with public service broadcasters SVT, TV4 and Teracom*
- ▶ *Trademarketing- the digital switchover as a concept*
- ▶ *A gradual switchover in five phases*



The Commissions most important conclusions

- ▶ *"Just do it" in spite of all problems arising*
- ▶ *The world is changing*
- ▶ *It is easier to achieve more with a small team with a clear mandate*
- ▶ *Keep the TV viewers in focus*
- ▶ *All news is local news*
- ▶ *Help the market by explicit information and decisions*



Licence Process for Digital Terrestrial Television

1. The Swedish Government decides the broadcasting capacity available for television broadcasts.
2. The Authority grants licenses for all television broadcasts except Public Service. (No licence required for the multiplex operator/operators.)
3. Rules for application procedures and related fee are issued by the Authority.



Digital Dividend

Frequency Space Mhz

Government Decision

★ 174 – 230(VHF)



Television

★ 470 – 790



Television

★ 790 – 862



Other services

Licences for digital terrestrial television



- Decision 27 March 2008
- Issued 40 licences with national coverage and 14 local and regional licences
- Five transmitter networks (MPEG 2).
- A sixth into force 2009 (MPEG 4)



The Application

- Applications must be made on a special form submitted to the Authority.
- In the application describe/append
 - Ownership
 - Financial and technical prerequisites
 - Broadcast area and broadcasting hours
 - Programming declaration
 - Technical cooperation with other licence holders
- SEK 30 000 application fee per service



Requirements for licensing

1. Financial prerequisites

Possess the prerequisites needed to broadcast during the duration of the licence period (business plan, budget, annual report)

2. Technical prerequisites

Technical capability in terms of operating a broadcasting enterprise.



Requirements for licensing

3. Collaboration on technical issues

Willingness to cooperate with other licensees concerning technical matters to ensure that basic joint functionality works.

Should only include multiplexing, EPG, application software and conditional access.

The aim of these conditions is to optimize consumers' access to the entire range of programmes and promote competition in the Pay TV industry.



Requirements for licensing

3. Collaboration on technical issues

- License holders have to come to an agreement with a multiplex operator
- No licence is required for the multiplex operator/operators.
- Today Boxer is the only operator but for how long?



Selection criteria

- ❖ Various televisions channels – appeal to a variety of interests and tastes.
- ❖ Nationwide as well as local and regional television channels.
- ❖ Several separate broadcasters that operate independently of one another



Licence holder

1 April 2008 - 31 March 2014

MPEG 2

Multiplex 1	Multiplex 2	Multiplex 3
Multiplex 4	Multiplex 5	

MPEG 4

Multiplex 6	
Viasat Sport 1	BBC World Limited
Discovery Travel & Living	Discovery Science
TV7	JETIX
National Geographic Channel	
Showtime	Star
The Voice	TV1000