

Digital Dividend = A consequence of the drive towards digital broadcasting

- **Improving the quality of broadcasting:**
 - > Picture quality, sound;
 - > More channels
 - > HDTV
- **Technically efficient spectrum usage:**
 - > Digital transmission uses less spectrum than analogue transmission per transmitted programme (6 to 10 times more efficient!)
 - > **Spectrum becomes available**



Digital Dividend: main challenges

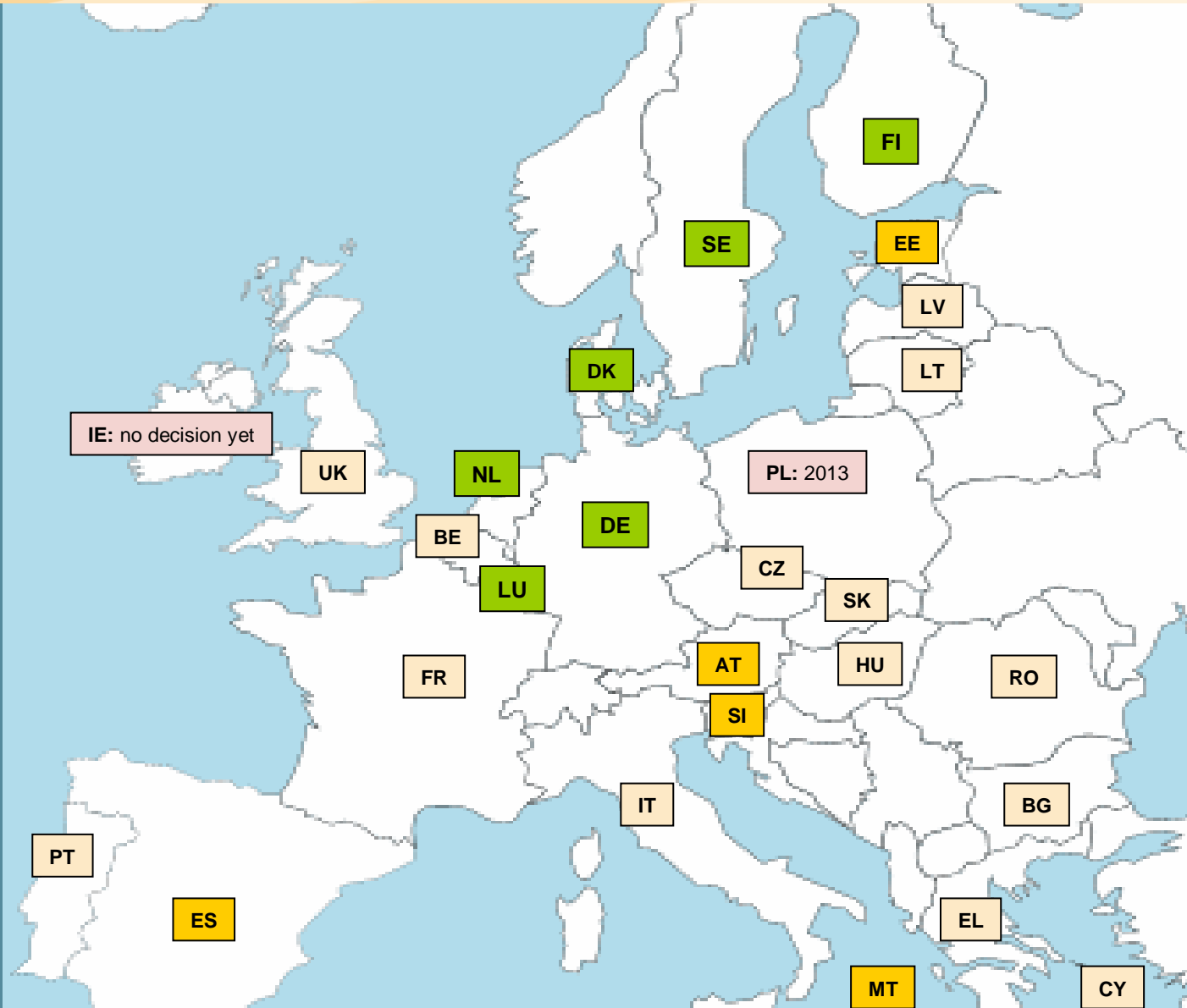
- **Maximising the social and economic benefits of the digital dividend ?**
 - Bridging the broadband gap/European economic recovery plan
 - Main anticipated uses: broadcasting and wireless broadband, but uncertain future
 - Other possible usages: public protection/security , license exempt spectrum
- **Solving technical interference issues:**
 - Difficulty of co-existence of high power television transmissions <-> wireless (fixed or mobile) broadband communications (bidirectional low/medium power networks)
 - ITU coordination (Geneva-06 plan) mainly suited for *broadcasting* spectrum planning, with limited flexibility for other usages
- **Meeting International obligations**
 - Compatibility of EU harmonised approach with UHF usage by third countries located near the EU

Digital dividend: EU dossier history

- **Digitalisation of broadcasting:**
 - > 2005: *likely* target date for transition completion: 2012
 - > Member States submitting action plans for the transition
- **RRC-04, RRC-06:**
 - > 2005: call for flexibility of usage when planning broadcasting bands
- **WRC-07**
 - > 2007: proposal for changing allocation of UHF band to give co-primary allocation to mobile services
- **Digital dividend initiative starts:**
 - > Opinions by the Radio Spectrum Policy Group (RSPG)
 - > 2007: **Communication on the digital dividend COM (2007) 700**
 - > technical compatibility studies (CEPT)
 - > Overall roadmap proposed by Commission in Oct. 09



Switch-off of analogue terrestrial TV in the EU as a pre-requisite



SUMMARY

**6 EU countries
already switched-off**

- 5 more by 2010
- 14 more by 2012
- PL later
- IE no decision yet

Legend

Switched off

Switch-off in
2010

Switch-off
By 2012 or earlier

Digital Dividend: next steps at EU level

The EU digital dividend roadmap

“Framework for Member States and the Commission to implement a coordinated Digital Dividend approach”

- Potential economic **impact of coordinated EU action: € 20-50 billion incremental value over 15 years**, depending on demand scenarios
(*Commission study conducted by Analysys Mason, Dotecon and Hogan & Hartson*)

1. Recommendation (adopted on 28 October 2009)

- **Immediate actions:**
 - > Reaffirming the **switch-off date** for all Member States (1/1/2012)
 - > Harmonised **technical usage conditions** for the opening of **790-862MHz** band to new wireless services (upper part UHF band)



Digital Dividend: next steps

2. Communication (adopted on 28 October 2009)

- **Strategic actions to be decided in the context of the first Radio Spectrum Policy Programme (Q1 2010):**
 - > **Mandatory timeframe** of availability of the 790-862 MHz band ?
 - > **Common minimum efficiency** level for the use of the digital dividend in the EU ?
 - > **Establishing common EU position for cross-border coordination with third countries bordering the EU**
- **Longer term actions to further improve the usage of the digital dividend**
 - > **Preparing for next generation transmission or compression technologies (eg migration to MPEG-4 or DVB-T2)**
 - > **digital TV receivers to operate with digital transmission compression standard of next generation, or to resist interference**
 - > **Preparation of EU position on usage of white spaces (interleaved spectrum unused between broadcasting coverage areas)**
- ...



Digital Dividend: cross-border coordination

- Council of EU Ministers on 18 December 2009 (Council Conclusions), invited the Commission to:
"assist in the development of a common EU approach for spectrum coordination issues with third countries in relation to the digital dividend, and in particular regarding the future use of the 800 MHz band for electronic communications services"
- Commission to also propose to Parliament to support a dialogue with EU neighbours to coordinate future use of the UHF (beyond current GE-06 plans), in particular the long term use of 800 MHz band for wireless communications
- Objective is to create win/win situation (economies of scale, better spectrum use, etc)



Reference web sites

Spectrum policy

(reference documents , on-going activities etc.)

http://ec.europa.eu/information_society/policy/radio_spectrum/index_en.htm

Radio Spectrum Policy Group - (RSPG)

(reference documents RSPG, on-going activities etc.;)

<http://rspg.groups.eu.int>

Digital Dividend

(proposal for a coordinated approach for the Digital Dividend)

http://ec.europa.eu/information_society/policy/ecomms/radio_spectrum/topics/reorg/dividend/index_en.htm

(consultation on proposal for a coordinated approach for the Digital Dividend; 15/7 -4/9/2009)

http://ec.europa.eu/information_society/policy/ecomms/radio_spectrum/topics/reorg/pubcons_digdiv_200907/index_en.htm

Digital Dividend socio-economic study

(full study text to be published before the end of the month; summary of findings available on below site)

http://www.analysismason.com/EC_digital_dividend_study

