

Standardisation and Digital Switchover

Standardisation

Introduction

- *Primarily market driven process*
- *However, there may be situations where compliance with specified standards is to be required...*
- *...to ensure interoperability in the single market*
- *Interoperability of TV services and equipment should be encouraged ...*
- *... in order to ensure the free flow information, media pluralism and cultural diversity*

Standardisation

Framework Directive, Art 17

- *List of non-compulsory standards for the harmonised provision of electronic communication networks, services and associated facilities and services; use of these standards to be encouraged by Member States*
- *Commission may request that standards be drawn up by the European standards organisations*
- *If listed standards have not been adequately implemented (i.e. no interoperability achieved) implementation can be made compulsory*

Standardisation

List of non-compulsory standards (Decision 2007/176/EC as ammended by Decision 2008/286/EC)

- *Covers telecoms standards for Local Loop unbundling, Interconnection and Access, Caller Location and Directory Enquiry Services and Quality of Service*
- *Covers also broadcasting standards for interactive TV, digital radio and mobile TV*
- *Creates no barrier for operators to use other standards in the EU, but there may be national provisions*



Digital Switchover Documents

*First Commission Communication on switchover
(September 2003)*

*Second Commission Communication on switchover
(May 2005)*



Key Finding

- ***The earlier Switchover is started and the shorter the transitional period, the sooner the benefits are realised***

Key Proposal

- ***Deadline of 1 January 2012 for switch-off of analogue terrestrial TV in the EU***

Success factors

Market driven process

Coordination of all stakeholders, in particular broadcasters

Clear timetable of stages

Consumer awareness campaign



Financing the upgrade

Careful analysis of all costs and benefits required

Multi-platform approach to coverage may reflect market dynamics and contribute to transmission cost savings

Structural funds may be used for example to increase coverage

Subsidies examined case by case under competition and state aid rules

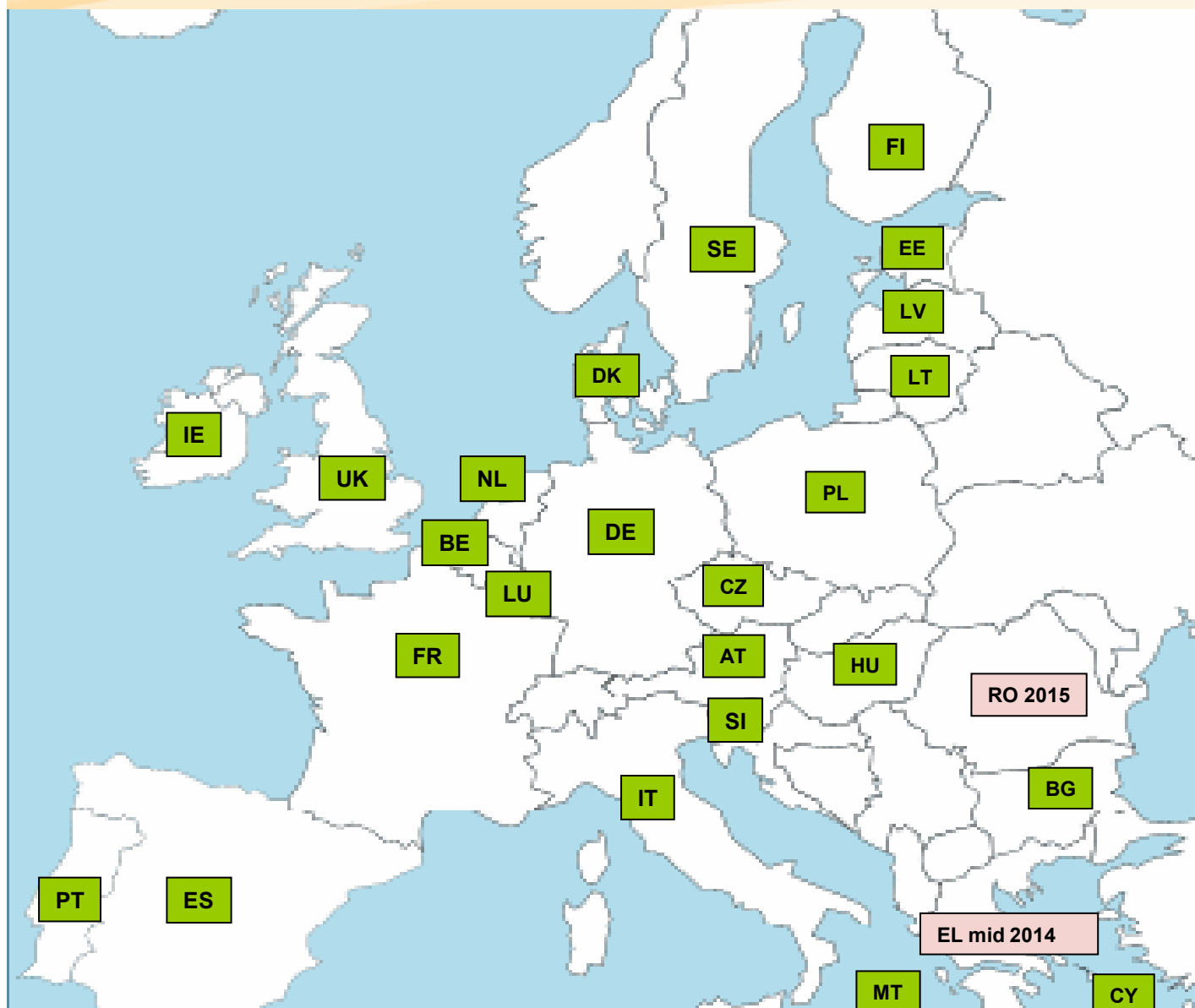
Must Carry

MC obligations must be justified by clearly defined public interest objectives

MC obligations on analogue services may be carried over to digital services

Any extension of MC obligations would need to be fully justified

Switch-off of analogue terrestrial TV in the EU



SUMMARY

26 EU countries
already switched-off

- 1 more (EL) by mid 2014
- RO in 2015

Legend

Switched off

Switch-off
2014/15