

# ALL FOR BROADBAND – BROADBAND FOR ALL

VISION OF FUTURE SERVICES AND CONTENT

3 MARCH 2011, BUDAPEST

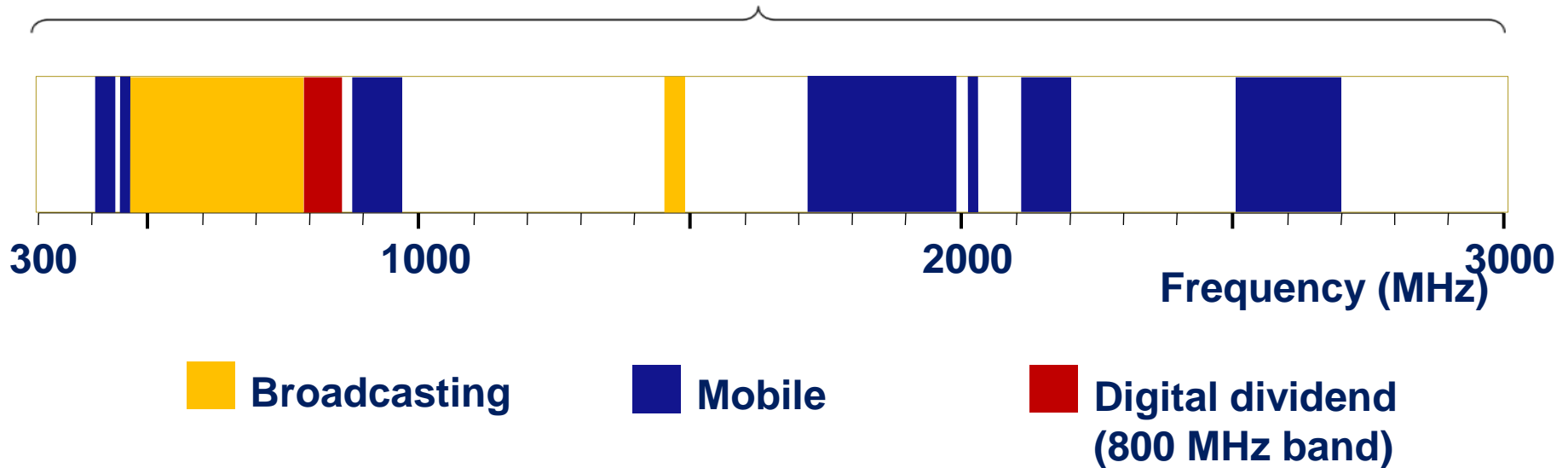
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# UHF is the only spectrum for broadcasting

## The UHF band (band IV and V)



# More spectrum allocated to mobile than broadcasting

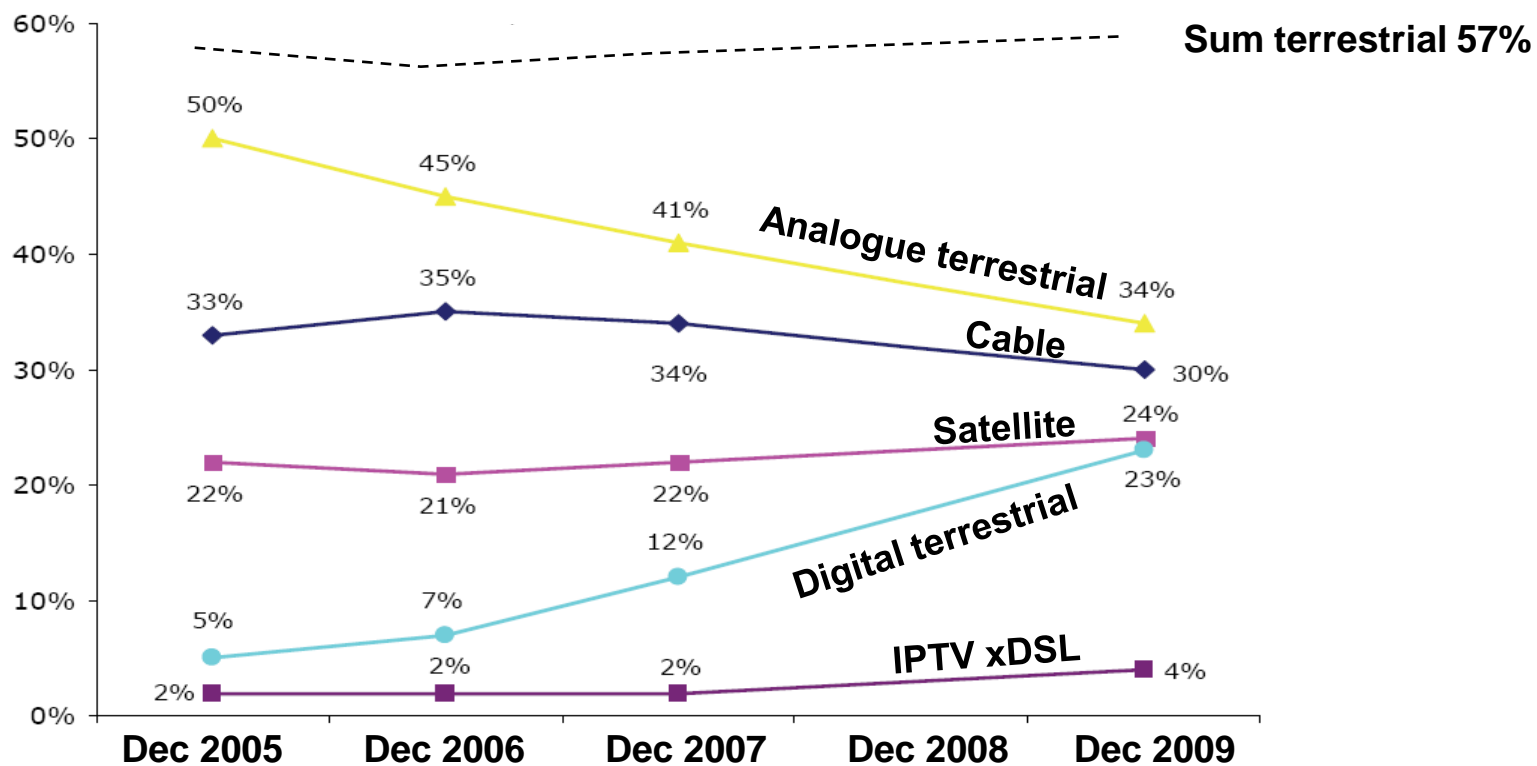
## Total spectrum allocation

Broadcasting	347 MHz
Mobile	560 MHz
Digital dividend	72 MHz

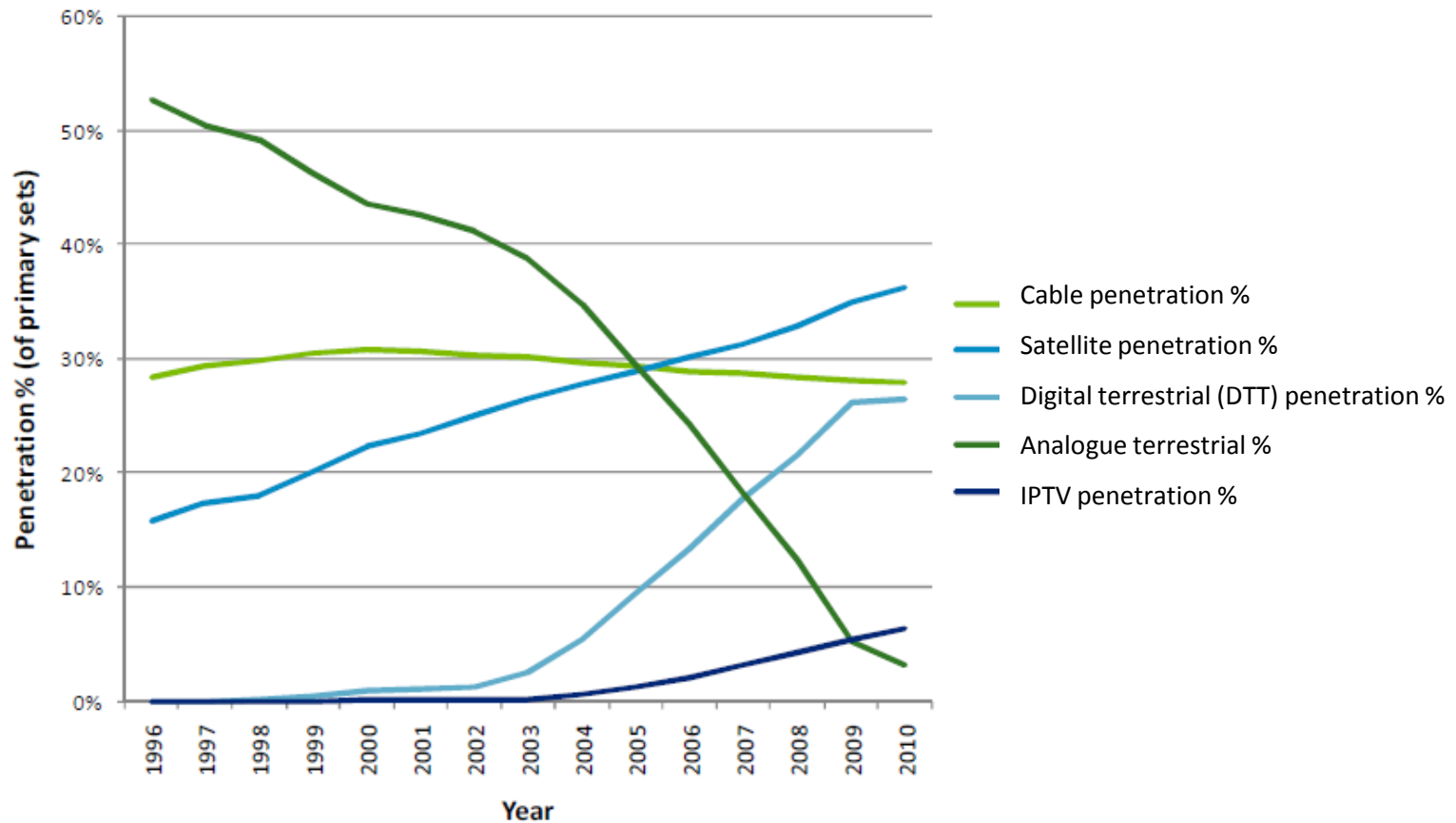
} **632 MHz**

# DTT is a successful mass-market platform

**57% of EU households receive TV over terrestrial networks (analogue and digital)**



# Platform evolution over time



Source: ScreenDigest

# DTT guarantees universal access

Country	Year of DSO completion	DTT	DTT after DSO
France	2011	92.50%	95% min
Germany	2003	>90%	>90%
Italy	2012	68%	>99%
Netherlands	2006	90%	90%
Poland	2013	15%	80%-98%
Sweden	2007	98-99.8%	98-99.8%
UK	2012	73%-90%	90%-98.5%

Source: Broadcaster data, European Digital Media Market report, Paul Budde (for the Netherlands)

# EU spectrum policy should:

- Preserve coverage integrity of existing terrestrial broadcasting networks
- Support future developments of terrestrial broadcasting, while reflecting the complementary nature of broadband
- Provide clarity and regulatory certainty for the broadcasting eco-system
- Apply the same principles to broadband networks in respect to quality of service, universal access, economic and technical efficiency, as are applied to broadcast networks