

The Future of Audio Broadcasting

A Public Broadcaster's View

Current Audio Broadcasting Setting in Germany

- broadcasting is under the responsibility of German Bundesländer
- 9 regional and 1 national public broadcaster(s)
- many regional / local and 18 national private broadcasters
- networks operated by public broadcasters and MediaBroadcast



SWR Audio Programmes

- **target coverage area : Baden-Württemberg and Rheinland-Pfalz**
- **six audio programmes:**
 - SWR1:** all time hits (70s, 80s, 90s), information, entertainment
 - SWR2:** classical music, cultural programme
 - SWR3:** pop programme, information, entertainment
 - SWR4:** regional programme(s), traditional music and content
 - DasDing:** multi-media youth programme
 - Cont.ra:** news programme

SWR Audio Programmes

- full area FM coverage except DASDING and Cont.ra
- FM networks operated by SWR
- all programmes available in the Internet, on DAB (except SWR4), cable (except Cont.ra) and satellite (Astra digital)
- Internet: www.swr.de (information, audio-streams, podcast, ...)

Recent Technical Developments and Trends

- **DAB+ is currently introduced in many countries in Europe**
 - **more capacity and new opportunities with a dedicated audio broadcasting system**
 - **digital receiver profiles defined (2008)**
- **DVB-T2 will be available in the near future**
 - **offers „DAB-like“ mode for operation in VHF**
- **Internet distribution of audio content is increasing**
 - **FTTC / FTTH will provide „infinite“ bandwidth in the mid-term future (NGNs)**
- **LTE networks will offer mobile Internet**
 - **multi-cast and broadcast mode would facilitate distribution of audio content**

SWR Project „Future Radio“

- **SWR in cooperation with regional regulator, private BC and manufactures**
- **objectives:**
 - **what kind of services are viable in the future?**
 - **what kind of services are requested by customers?**
 - **what kind of user interface should be envisaged?
(customizable, flash based, ...)**
 - **what kind of receivers are likely to be accepted?
(standalone, integrated into other technology like mobile phones, ...)**
- **duration: 2008/2009**
- **platforms: DAB/DAB+ and Internet**

Future Requirements for Audio Broadcasting

- **coverage targets of public broadcasters remain valid:**
 - services for fixed, portable and mobile reception
 - full area coverage at 99% time
- **linear programmes remain backbone application of audio broadcasting**
- **advanced services:**
 - non-linear features (e.g. recording, podcasting via broadcasting, file downloading)
 - multi-media content (slideshows, clips, pictures, ...)
 - traffic and weather information
 - multi-channel audio (surround sound)

Future Requirements for Audio Broadcasting

- **return channel (internet access, on-demand services, ...)**
- **seamless integration of all services (service following across technologies, intuitive customizable receiver handling ...)**

Strategic Concept for Future Audio Broadcasting

- **development of audio broadcasting brands needs to be safeguarded:**
 - **maintain and increase brand awareness**
 - **ensure brand recognition by enabling appropriate brand advertising mechanisms**
 - **maintain or increase brand share**
- **audio broadcasting content has to be accessible where customers are:**
 - **provide audio broadcasting content on any available platform**
 - **deliver to multi-standard receivers (digital terrestrial broadcasting, open access to LAN/WLAN, LTE, ...)**
- **„produce once – distribute separately“**

Conclusions

- **audio broadcasting requires a terrestrial component in order to maintain and develop broadcaster's brands**
- **audio broadcasting requires Internet distribution to provide truly interactive non-linear services**
- **the terrestrial component needs to be digital radio in terms of the DAB family in order to transcend traditional terrestrial broadcasting features**
- **terrestrial and Internet distribution need to be closely interlocked to allow for an seamless access to all services at any location at any time for all reception modes**

**Thank you for
your attention !**