



2018-2020: setting up a DAB+ momentum in France

Modifiez le style du titre

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Outline

- What has been done?
- A new roadmap for DAB+
- Next steps 2018-2019
- What should be done from 2020 on?
- Mandatory integration of DAB+ chipset into radio receivers



What has been done?

- Background

- Main private broadcasters were reluctant to DAB+
- Most of their challengers support DAB+
- Public Broadcaster is under budget pressure, especially for broadcasting costs
- FM spectrum is highly used, close to saturation

- Local DAB+ Roll-out

- Based on granting licences to broadcasters in a town-size or regional area after a call for tender
- Since June 2014, DAB+ is on air in Paris, Marseille and Nice (14 multiplexes, 108 services)
- June 2016: call for tender in Lille, Lyon and Strasbourg (21 multiplexes)
- July 2017: call for tender in Rouen and Nantes (9 multiplexes)
- March 2018: call for tender in Bordeaux and Toulouse (7 multiplexes)



A new roadmap for DAB+

- Regional multiplexes, designed for outdoor mobile coverage, & multiplexes in big cities are attractive to radios.
- Multiplexes covering few people are far less attractive to radios.
- **Based on these observations, the CSA has presented (Dec. 2017) a new DAB+ roadmap for 2018-2020**
- 2 local calls for tender will focus on 30 French big cities (at least 175,000 inhabitants): 15 big cities in 2018 and 15 other in 2019
- A "national" call for tender will be launched in 2018
 - ◆ 1 license grants the right to cover France (overseas France not included)
- Following publication of this roadmap, public and main private broadcasters engaged a **reassessment process of their DAB+ strategy**
- 3 meetings with broadcasters and providers in CSA headquarters to prepare the national call for tender



CSA strategy

- CSA strategy is based on **nodes** (big cities) and **arcs** (main roads) and a **proactive schedule**
 - Relies on listeners practice: listening to radio in car or at home
 - Focuses expenses on densely populated areas (improve ROI)
 - Enables to grant a national licence and a national coverage in only 1 call for tender (in FM, even the main private broadcasters may not be granted licenses in some big cities)
 - Only frequencies covering small areas won't be put into a call for tender ⇒ time to decide to compete to get a national coverage or not!
 - With around 2 million cars sold each year in France, DAB+ integration in cars is a key indicator.



Next steps 2018-2019

- 19th June 2018: DAB+ broadcasting starts in Lille
- **Mid 2018: call for tender in 15 big cities (28 multiplexes)**
- **Mid 2018: national call for tender**
- Start DAB+ broadcasting in Lyon, Strasbourg, Rouen, Nantes, Toulouse and Bordeaux
- Check when DAB+ coverage reaches 20% of population
- **June 2019: call for tender in 15 other big cities (29 multiplexes)**

- CSA should grant more DAB+ licences in 2 years than it ever did before!



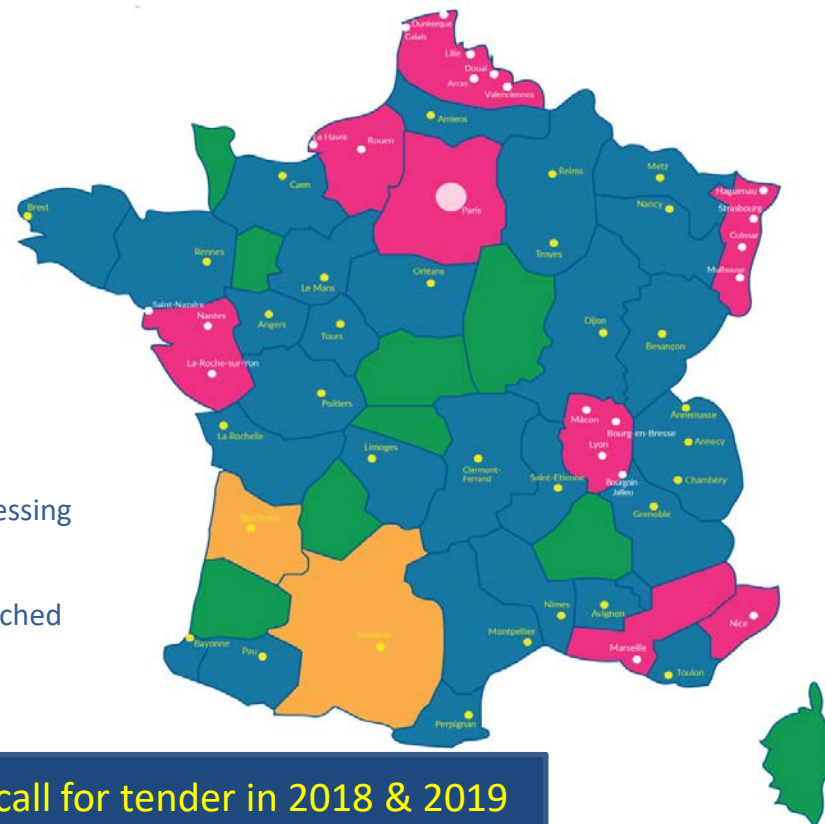
Local calls for tender

8 regional areas where either DAB+ is on air or a call for tender has been launched

2 regional areas of the last local call for tender

27 regional areas of the next two calls for tender addressing 30 big cities (launch foreseen in 2018 & 2019)

9 regional areas where a call for tender should be launched from 2020 on



30 big cities in call for tender in 2018 & 2019
Cities in past calls for tender



What should be done from 2020 on ?

- Carry already launched calls for tender through to their end
- Complete local DAB+ roll-out in small and midsize towns and in regional areas
- Launch DAB+ in overseas France



DAB+ integration: a milestone, not an end

- According to law, radio receivers must include a DAB+ chip 3 to 18 months after DAB+ coverage reaches 20% of population
 - ◆ 3 months for receivers able to display multimedia content
 - ◆ 12 months for all radio receivers except car receivers
 - ◆ **18 months for car receivers**
 - ◆ In any case, DAB+ integration in smartphones is not mandatory
- CSA has to check when DAB+ coverage reaches 20% of population
- According to preliminary estimations, 20% **may be** reached by end 2018.