



Digital Radio in Germany...



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New Digital Radio - now ...



Tokyo
November 5th, 2008

Today

➤ **270 radio programmes**

68 public radio programmes (25% of the market)

> 200 private radio programmes (75% of the market)

80 % of population (82 Mio.) listen radio dbd

➤ **56 % public stations (33 Mio.)**

➤ **44 % private stations (28 Mio.)**



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Structure

Public Broadcasters = 9

only regional

except „Deutschlandradio“ (nationwide)



ARD®

Private Broadcasters

- Nationwide = 18

- Regional = 38

- Local = 144



BERLINER
RUNDFUNK 91!4



New Digital Radio - now ...

DAB in Germany

Bd. III (1 layer)

Ch. 12

L-Band (1 layer)

few stations

Power

1 kW max.

Coverage

80 % pop.

Programms

about 100

Receiver

>50 Euro

Tokyo

November 5th, 2008



2007:

**0.4 Mio. DAB-
receiver on the
market (0.1%) !!!**

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Results of national discussions:

General

- A) Need and justification to retain separate terrestrial radio
- B) Need to digitalise radio a.s.a.p.
- C) Clear Focus on Bd III, it is agreed to free from TV
- D) Clear preference Eureka 147, Focus DAB+
- E) Room for incumbants as well as new entrance
- F) Technology available (transmission/receiving)
- G) Problem: Busines model/Content !!!



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Conclusion:

**Germany about to relaunch Radio 2009/10
(conurbations – quick rollout)**

DAB+ is the preferred standard

Bd. III preferred band, starting with three layers

**Hard- and software available, radios with advanced
features expected 2009**

Infrastructure (DAB old) & Services available

Spectrum demand expected Oct./Nov. 2008

Project co-ordination commenced Jan. 2009





New Digital Radio now ...

Conclusion:

Open issue:

- **Financing Public Broadcasters, Network Operator**
- **Business Models Private Broadcasters**





New Digital Radio now ...

Message:

Germany is prepared to relaunch digital radio

Decision by broadcasters to invest necessary

New Programming precondition for success



New Digital Radio now ...



**Well done for TV
Well incentivised for Radio**

Thank you very much