



**EBU**

OPERATING EUROVISION AND EURORADIO

**Session 2:  
STRATEGIC PLANNING AND POLICIES FOR  
WIRELESS INNOVATION IN EUROPE AND CIS**

Darko Ratkaj  
European Broadcasting Union

ITU REGIONAL SYMPOSIUM FOR EUROPE AND CIS  
ON SPECTRUM MANAGEMENT AND BROADCASTING  
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# AGENDA

- THE VALUE OF WIRELESS TECHNOLOGIES
- STRATEGIC PLANING AND POLICY
- INNOVATION TO SUPPORT THE PUBLIC SERVICE MEDIA
- CONCLUSIONS

# EUROPEAN BROADCASTING UNION

The EBU is the world's largest association of public service media

EBU Members together provide around 2000 TV & radio channels and online services.

The EBU's headquarters are in Geneva, Switzerland.



## EBU MEMBERSHIP

116 Members in 56 countries + 34 associates worldwide



## PERMANENT SERVICES

Legal & Policy, Technology & Innovation, Media, ...



## EUROVISION SERVICES

Worldwide contribution network, production support, ...



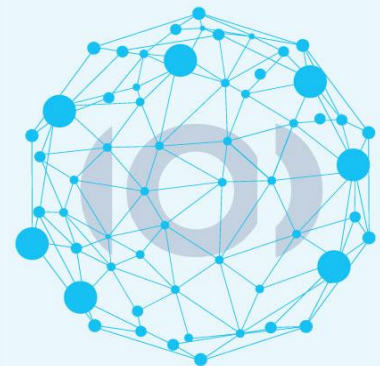
## EUROVISION SONG CONTEST

World's biggest live music event (~200M viewers)

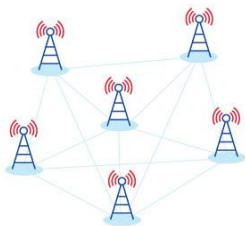


# THE EBU COMMUNITY IN NUMBERS

The European Broadcasting Union is the world's leading alliance of Public Service Media



## COMPOSED OF



**117**  
MEMBER ORGANIZATIONS

IN **56**  
COUNTRIES



## OPERATING

**467**



TV CHANNELS

**721**



RADIO STATIONS

**544**



LOCAL WINDOWS



**1144**

ONLINE SIMULCAST CHANNELS AND STATIONS



**240**

EXCLUSIVE ONLINE LINEAR SERVICES

## PROVIDING CONTENT IN



## TO A POTENTIAL AUDIENCE OF

**1.05**

BILLION PEOPLE



Corporate web site:

[www.ebu.ch](http://www.ebu.ch)

Technical web site:

[tech.ebu.ch](http://tech.ebu.ch)



# THE VALUE OF WIRELESS



**Wireless industry**

**+**



**Services and applications  
enabled by wireless technologies**

# THE VALUE OF WIRELESS



**Private (commercial) value**

+



**Public value**

# STRATEGIC PLANNING AND POLICY

The 'Big Question': ***What kind of society we want to have?***

'Smaller', follow-up questions:

- *What kind of services the society relies on?*
- *What technologies and infrastructure are needed to support these services?*
- *Where these technologies come from?*
- *How is the infrastructure built and operated?*
- *Are there any conditions and obligations to be levied on service providers and infrastructure operators?*
- *What mechanisms are suitable to implement these conditions and obligations?*

# THE CASE OF PUBLIC SERVICE MEDIA

*'We aim to reach and offer our content to all segments of society, with no-one excluded. Everyone, everywhere.*

*We strongly underline the importance of sharing and expressing a plurality of views and ideas.*

*We strive to create a public sphere, in which all citizens can form their own opinions and ideas.*

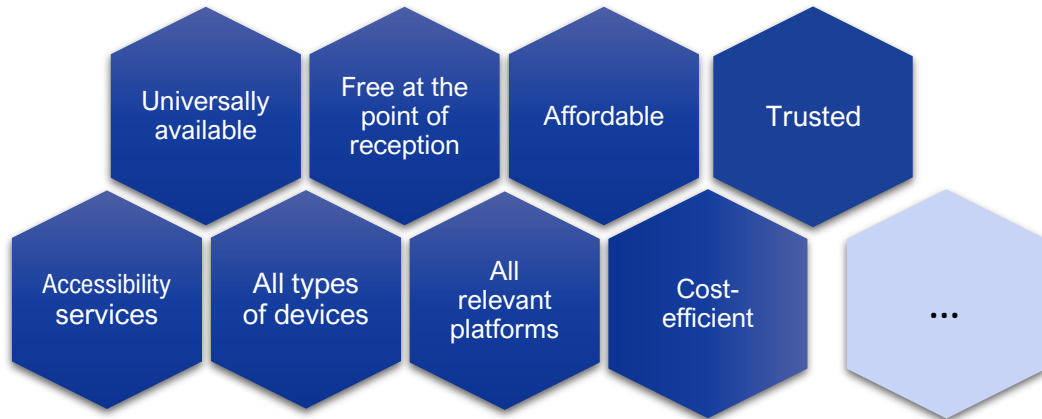
*We are aiming for inclusion and social cohesion.*

*We are multi-platform, sharing our content in all kinds of ways.*

*We are accessible for everyone, without thresholds.*

*We enable our audiences, and each individual, to engage and participate in a democratic society.'*

Empowering Society - A declaration on the core values of Public Service Media





# CHALLENGES FOR THE PUBLIC SERVICE MEDIA

- **Changing audience behaviour**

- rise of on-demand consumption
- personalisation of services
- on-line viewing
- proliferation of user devices



- **Global competition**

- commercial broadcasters
- telecom operators
- Internet giants

- Increasing complexity
- Increasing costs



- **Pressure on PSM funding**

***How can technological innovation help?***

# INNOVATION TO SUPPORT THE PUBLIC SERVICE MEDIA

## ***PSM are investing in technological innovation:***

- to manage complexity (multi-platform, any device, ...)
- to manage costs
- to remain available and findable
- to remain relevant (trusted source of information; innovative services for everyone, everywhere)

## ***Technology deployments at scale require long-term policies and regulatory support.***

Some examples where policy makers and regulators should support innovation:

- Non-public 5G networks (spectrum access, licensing)
- Integration of terrestrial broadcast and satellite in the 5G ecosystem
- Implementation of multicast and broadcast in 5G, alongside unicast
- Arrangements in the UHF band that allow continuing DTT and PMSE operations where needed, as well as the introduction of new technologies where possible.
- Regulatory safeguards for on-line distribution of PSM content and services

# CONCLUSIONS

- The value created through technology comes from the services and applications it enables.
- Public value is as important as the commercial (private) value, sometimes even more.
- Strategic planning and policy is concerned with long term societal goals.
- As the case of Public Service Media shows, technological innovation can support the important societal goals.
- Technology deployments at scale require long-term policies and regulatory support.
- Policy priorities should favour those solutions that help create public value in addition to commercial benefits.

A photograph of a modern glass building with several satellite dishes mounted on the roof. The building's glass facade reflects the sky and surrounding greenery. The text "Thank you for your attention!" is overlaid in the center in a white, italicized font. In the bottom right corner, the email address "ratkaj@ebu.ch" and the website "tech.ebu.ch" are displayed in white text.

*Thank you  
for your attention!*

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tech.ebu.ch

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