

**Kerstin Brunnberg, director general of the Swedish public service radio, in Brussels on the 27 of February 2008**

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**Ladies and gentleman,**

As the study presented to you here today has clearly shown a market based approach to spectrum **does not function when applied to broadcasters. By the way, this view seems to be shared by the committee of ministers of the Council of Europe. Only last week they stress that spectrum management is not allowed to be left only to the market . One is not allowed to forget cultural and media policy objectives.**

For all of us as broadcasters, the Commissions proposals will have a **direct impact on the future role of cultural diversity and media pluralism** within the European Union. They threaten to disrupt Europe's **well functioning dual broadcasting system, investment in original European content and its basis of constructive competition between public service and commercial broadcasters. Though we have spoken mainly in regards to digital television, these same concerns apply to radio as well.**

For us as public service broadcasters, the proposals could severely impinge on our ability to fulfil our public service remit obligations. **Spectrum policy should reflect national media and audiovisual policies and these proposal largely ignore the competences of Member States in these policy areas. A harmonisation on the European level will be very difficult.**

That does not mean however, that we are against a more efficient use of this scarce national resource. **But. If the Commission's proposals are not handled with care - it is the audience, that is - the consumers and the citizens of the European Union who will suffer in the end.**

We as broadcasters have an obligation to live up to the expectations of the audience and our societies. It is for that reason that we have invested so heavily in digital terrestrial television as well as High Definition TV. If we are to bridge the digital divide with these services in the future however, broadcasters must be guaranteed **enough spectrum.**

**This does not mean, as is sometimes claimed by others, that broadcasters want to keep all spectrum that is freed in the UHF-band. This is not true.**

We all support the Commissions concerns over the **digital divide** and that no one should be excluded from the Information society and its benefits.

**But, I should like to make the following final point.** The limited capacity of UHF bands are insufficient for wireless systems to meet BOTH the growing demand for audiovisual services and at the same time maintain the usual high speed data transmission rates which broadband requires . There is a danger such broadband networks within the UHF band will ultimately provide a second class service to that of broadband services provided by other means, thus creating a new digital divide.

**We do not support any second class broadband access delivered in the UHF-band. Consumers in rural areas have the right to be treated equally and to receive the same quality.**