

# **DAB Radio in the Czech Republic**

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# CZECH RADIO

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- Public Service Broadcaster
- Long History since 1923
- Modern and Progressive Media house
- Active Member of EBU
- Important Part of Czech History and Present Life
- Market Share 23%
- Financed by Licence Fees (app. 95% of Budget)

# CZECH RADIO - Content and Offer

- 3 Traditional Nationwide Radio Channels
- 14 Regional Radio Channels
- 8 Special Thematic Digital Channels
- Plenty of Websites
- Social Network Activities
- On line broadcasting (streaming)
- Mobile applications
- Podcast of huge Czech Radio archive



# DISTRIBUTION PLATFORMS

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- **Analog Broadcasting**
  - **FM** (core platform)
  - **AM** (still alive)
- **Digital Broadcasting**
  - **Satellite TV** (DVB-S)
  - **Terrestrial TV** (DVB-T)
  - **On-line** (streaming)
  - **DAB+**



# DAB+ Pros and Cons

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- **Pros**

- New Content
- New Services
- Sound Quality
- Easy to Use
- Energy, Frequency and Cost Efficiency
- Robust in Crisis Communication
- European Standard for Digital Radio
- Free to Air



# DAB+ Pros and Cons

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- **Cons**
  - New Receivers Investment
  - New Network Investment
  - Parallel Broadcasting Costs
  - Old Platforms Competitors (FM)
  - New Technology Competitors (Internet, etc.)



# DAB+

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- **Key issues to solve**
  - Political will and support
  - Legislative and long-term national DAB strategy
  - Motivation of Private Broadcasters
  - Promotion and marketing of DAB and its advantages



# DAB+

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- **Conclusion**
  - DAB+ **is not the only future platform** for radio
  - But it **has all attributes to become the future** of the radio; Important especially for PSM
  - DAB development **is one of** the priorities of Czech Radio



# DAB+ in Czech Radio - HISTORY

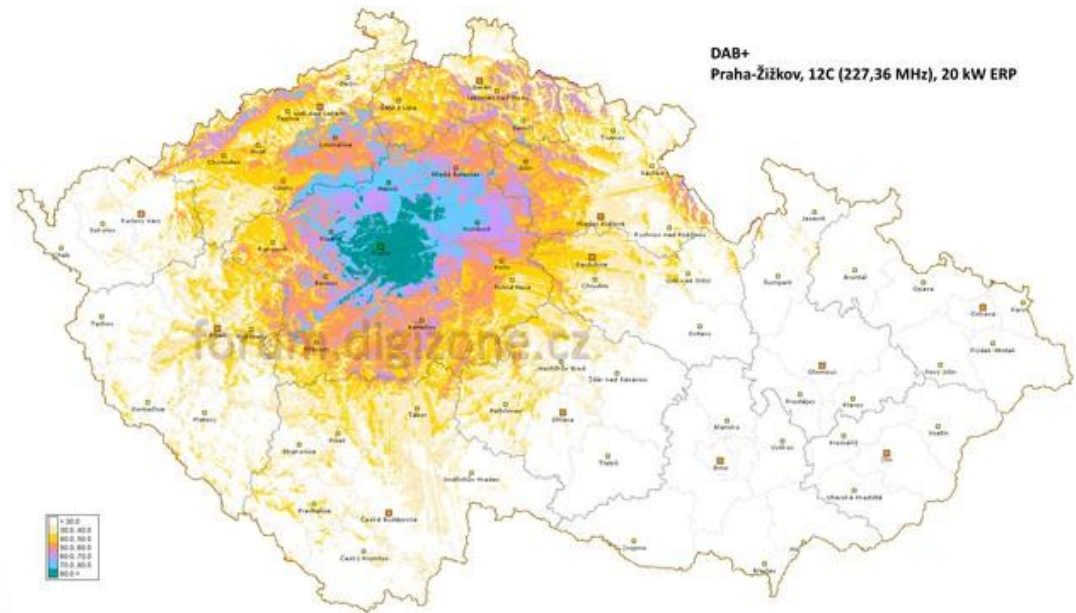
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- **Beginning of DAB in the Czech Republic**
  - First tests since 2000
  - World DAB General Assembly in 2005 in Prague - full DAB multimedia broadcasting tests including video
  - DVB-T like a pool for developing new DAB content

# DAB+ in Czech Radio - TODAY

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- **DAB Prague (special project)**
  - Experimental broadcasting but with final parameters
  - Public Service Multiplex
  - 20 kW radiated power



# DAB+ in Czech Radio

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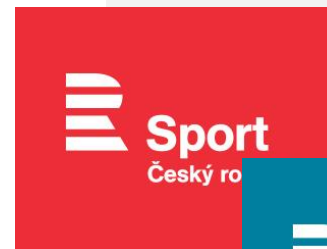
- **DAB Prague - Content**

## Traditional Czech Radio channels

- CR Radiožurnál
- CR Dvojka
- CR Vltava

## New digital Czech Radio channels

- CR Plus
- CR Radio Wave
- CR Rádio Junior
- CR D-dur
- CR Jazz
- CR Regina DAB Praha
- CR Rádio Retro
- CR Sport



# DAB+ in Czech Radio

- **DAB Prague - Multimedia Services**
  - Slide Show - pictures
  - Camera View
  - Dynamic Label Segment - text



# DAB+ in Czech Radio

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- Czech Radio – Active Member of EBU
- Czech Radio – Co-founder Member of EDRA
- Czech Radio – Active Member of World DAB



# The Future of DAB+ in Czech Radio

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- Official DAB strategy approved by government as the temporary solution for 5 years
- Main national DAB strategy postponed till 2021
- Czech Radio can start to build the first final DAB network in the Czech Republic
- But the content of PSM is strictly reduced to only 4 Channels which already are on FM
- Private Radios are strictly in opposition to DAB

# The Future of DAB+ in Czech Radio

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- **Czech Radio is ready for regular DAB+ broadcasting:**
  - Technology is already in use
  - Content is ready including 8 digital only channels
  - Multimedia Services are developed and in use
  - Finance for DAB are allocated inside existing Czech Radio Budget
- **Important to solve:**
  - Support of politicians, real long-term national strategy
  - Involving and motivating Private Broadcasters

