

March 2016

European Digital Radio Alliance

Terms of Reference

Rationale

To ensure the continuing success of broadcast radio, it must maintain its prominence in the home and on the move. For this, it needs to be clear about future distribution strategy. To date European bodies have regarded radio distribution as a national issue and as a result a variety of strategies have evolved.

In the past the development of national strategies has not mattered a great deal because of the widespread adoption of FM from the 1960s onward and the absence of competing forms of audio delivery which could match radio's capacity to entertain and inform listeners, particularly on the move. The internet and digital technology have changed that forever and broadcast radio faces an increasing challenge from internet based services. At the same time the consensus around FM distribution has been eroded by the development of DAB. Taking Europe as a whole, it is likely that both FM and DAB will remain widely used for the foreseeable future within the context of a hybrid infrastructure that allows for the provision of internet-based enhancements.

For DAB to become the natural choice of consumers in those countries in which it is offered, manufacturers must offer FM and DAB side-by-side in both sets and vehicles, just as they have done for MW and FM, and at a price which is attractive to the consumer. That will happen when manufacturers see that a growing number of broadcasters are united in their determination to make DAB the preferred means of radio distribution within their own companies. The European Digital Radio Alliance exists to provide that united front and to speak with one voice to manufacturers, governments, regulators and the EU.

Purpose of the Alliance

The purpose of the European Digital Radio Alliance (EDRA) is to establish and promote Digital Audio Broadcasting (DAB) as the predominant means of radio distribution and the natural choice for consumers in Europe within a hybrid media environment.

Activities

Through its existence and public statements the Alliance aims to demonstrate to the radio industry, to the automotive industry, to device manufacturers, to policy makers, regulators and others that a growing number of leading broadcasters in Europe are committed to a DAB future.

Membership

Any European broadcaster may join the Alliance provided the broadcaster has a stated commitment to making DAB the predominant means of distributing its own free-to-air radio services, albeit within a hybrid distribution approach. This includes both public service broadcasters and private broadcasters, both commercial and in the community sector. The steering committee decides on the acceptance of new members.

Relationship with other initiatives

The Alliance seeks to achieve its purpose by demonstrating unity and commitment at leader level among broadcasters committed to digital terrestrial radio. It does not seek to replicate the work of other organizations and initiatives, such as WorldDAB, the Smart Radio Initiative or the European Broadcasting Union. The Alliance supports and complements the work of such bodies and initiatives where that work is aligned with its own objectives.

Governance

The Alliance holds an annual meeting of senior representatives of members at which members elect a president and an agreed upon number of vice presidents, who together form a steering committee.

The Steering Committee and its members take the lead in championing the cause of digital radio, for example by attending meetings and issuing public statements on behalf of the Alliance in line with and in support of its purpose.

Members also support each other by sharing information and encouraging a common approach where possible, for example on technical standards.

Partnership

The Alliance operates in partnership with the European Broadcasting Union and is based at the Union's headquarters in Geneva, Switzerland.

Legal Status

EDRA is not a legal entity and has no assets. It will incur no debts.

Fees

There is no fee for membership of the Alliance. Members are expected to cover their own costs in hosting and attending events.