

Arrival in the digital future a first resume

Peter Reindl

Head of Broadcasting Frequency Management department in the RTR



Kapitel 1 -

Kapitel 2 -

Kapitel 3 -

Kapitel 4 -

Kapitel 5 –

Kapitel 6 –

Kapitel 7 –

Content

- TV reception situation in Austria
- DTTV terrestrial Multiplex Platforms
- Regulation
- Future Prospects



Kapitel 1 -

Kapitel 2 -

Kapitel 3 -

Kapitel 4 -

Kapitel 5 –

Kapitel 6 –

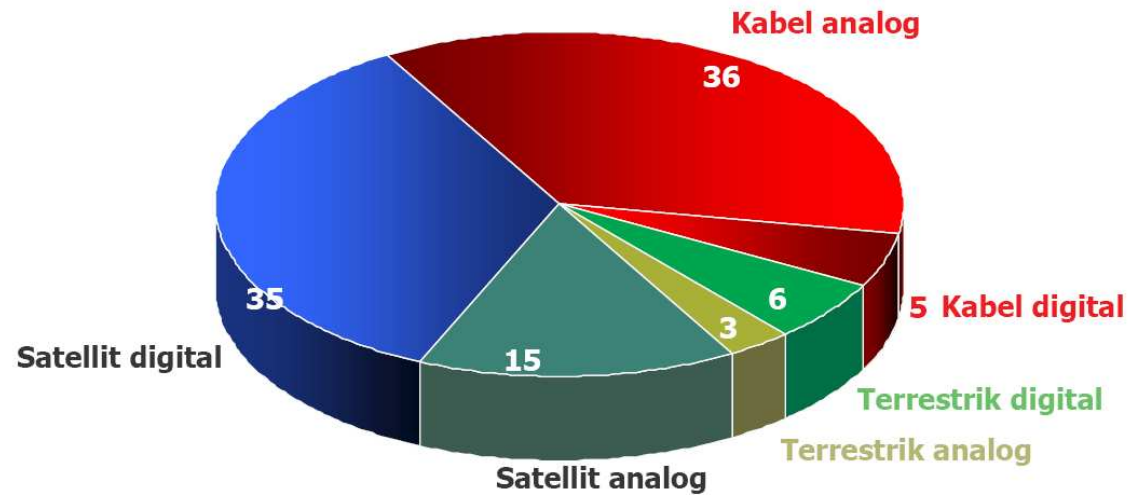
Kapitel 7 –

TV reception situation in Austria



Distribution of TV Programmes to the Austrian TV viewers

TV-Verbreitung in Österreich (ca. 3.350 Tsd. HH)



FESSEL-GfK Fernsehforschung + RTR-GmbH, Nov 2007



Kapitel 1 -

Kapitel 2 -

Kapitel 3 -

Kapitel 4 -

Kapitel 5 -

Kapitel 6 -

Kapitel 7 -

We are just landed in the digital future but we still
have to make us comfortable there !



Kapitel 1 -

Kapitel 2 -

Kapitel 3 -

Kapitel 4 -

Kapitel 5 -

Kapitel 6 -

Kapitel 7 -

Terrestrial Multiplex Platforms in Austria



Three terrestrial DTTV multiplex platforms in Austria

Nationwide

Multiplex A and B ; operator, Programmes, MPEG 2, MHP, public tender

Regional and local

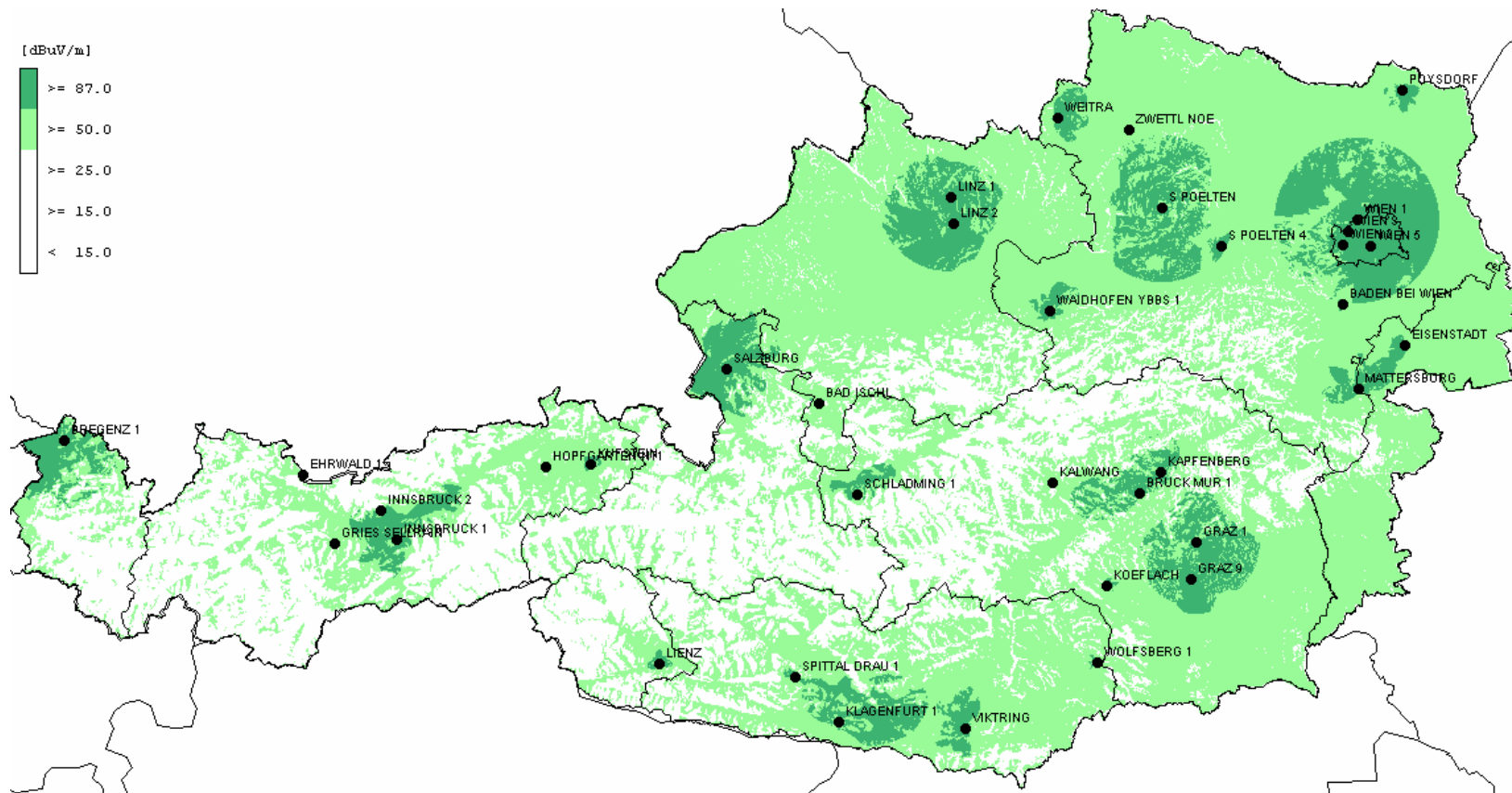
one Layer from GE06; 29 requests, open tender, usage of white spaces for DVB-T channels

Mobile

one Layer from GE06 tender aim: DVB-H at EURO UEFA 2008,4 Applicants, decision at the beginning of March 2008

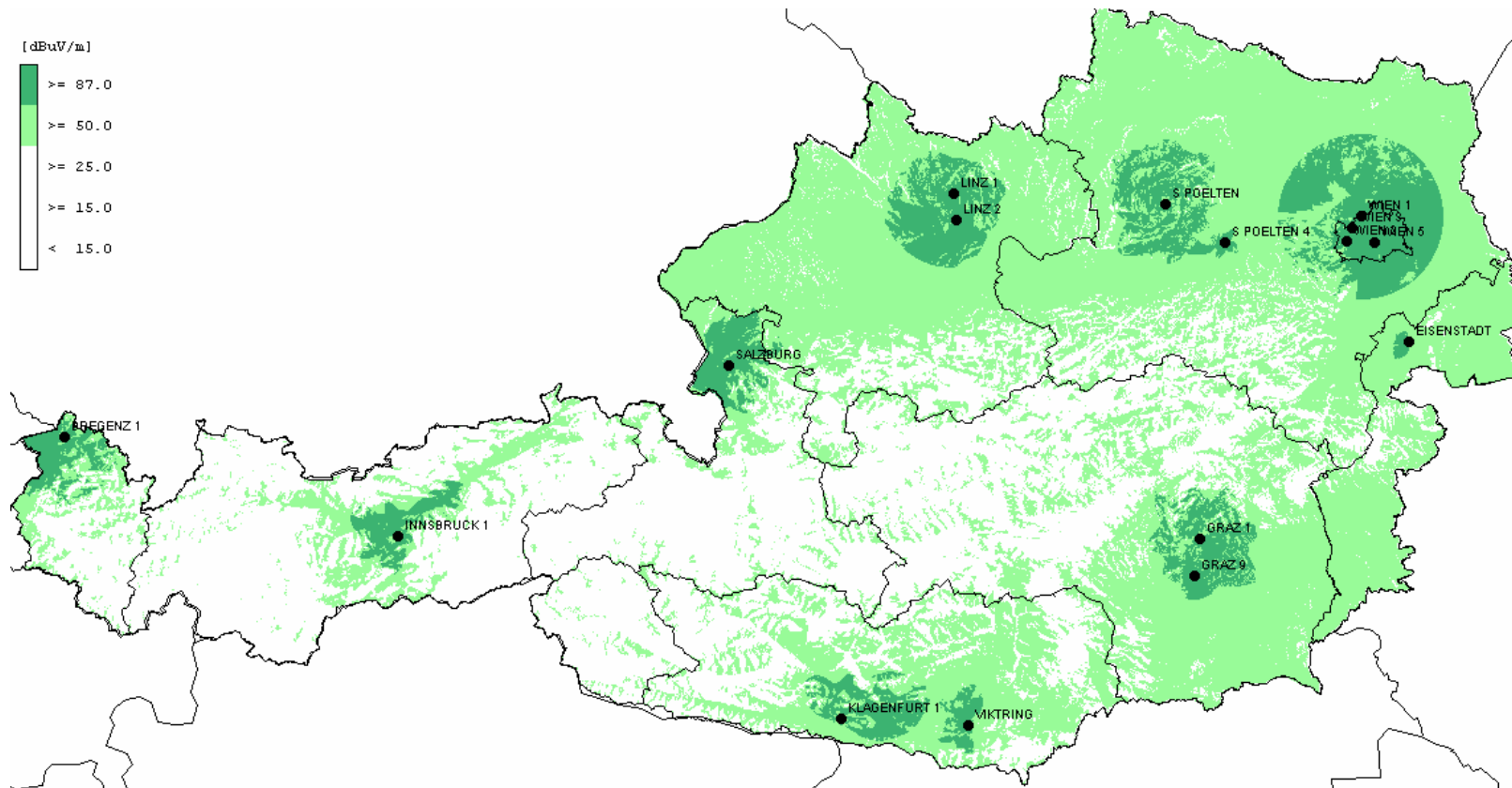


Implementation of MUX A - 22.October 2007





Implementation of MUX B - 22.October 2007





Present numbers of sold DVB-T Set Top Boxes in Austria

350 000 set top in total

110 000 MHP DVB-T set top boxes

For DVB-T USB sticks no numbers are available



Services contained in MUX A and MUX B

- 6 TV Programmes
 - ORF 1, ORF2, ATV+, PulsTV, 3Sat, SportPlus
- MHP services
 - Portal, Super Teletext, 1 EPG for both Multiplexes, games



Kapitel 1 -

Kapitel 2 -

Kapitel 3 -

Kapitel 4 -

Kapitel 5 -

Kapitel 6 -

Kapitel 7 -

Regulations



How to get a licence for DVB-T ?

The Private TV Act

The Media Authority KommAustria

not yet formal independent, but de facto

The Regulatory Authority RTR

A private company supports the Media Authority



Important means to support the digitisation process

Media Politics

media politics in relation to TV licenses leaves its footprint in the law

The Ordinances of the Media Authority
published before starting a tender

Digital Platform Austria
since 2002 constant work on the Austrian strategy
Consultations provide transparency

The Digitisation Funds
administrated by the RTR, available till 2011



Kapitel 1 -

Kapitel 2 -

Kapitel 3 -

Kapitel 4 -

Kapitel 5 –

Kapitel 6 –

Kapitel 7 –

Future Prospects



Transmission paths are not fully digital (max. 50%)

More than 300 terrestrial TV transmitter sites are still analogue

DVB-H implementation

3 Layers of GE06 Plan are still unused

Digitisation of cable TV is rather slow

The Public Broadcasting operator plans to transmit in HDTV from satellite

IPTV has at this time still low penetration

The digital dividend discussions are ongoing

White spaces in the spectrum will be dealt with in ECC TG 4

Digital Radio (DAB, HD Radio) open field, Studies are in preparation



Kapitel 1 -

Kapitel 2 -

Kapitel 3 -

Kapitel 4 -

Kapitel 5 -

Kapitel 6 -

Kapitel 7 -

Thank You for your Attention