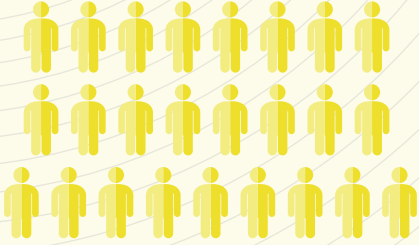


# WHY DIGITAL TERRESTRIAL TELEVISION (DTT) IS AN INTEGRAL PART OF THE EUROPEAN DIGITAL SINGLE MARKET

Digital Terrestrial Television serves



**250 MILLION EUROPEANS**  
(50% of the total EU population)



**Ubiquitous and innovative:**

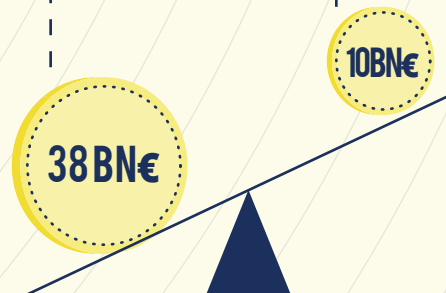


**95% - 98%** EU population covered with an attractive and wide range of TV programmes

*DTT: A modern digital infrastructure*

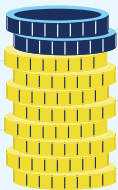
**Economic Efficiency:** replacing DTT by other platforms would cost Europe

and benefits of reusing the spectrum would amount to less than



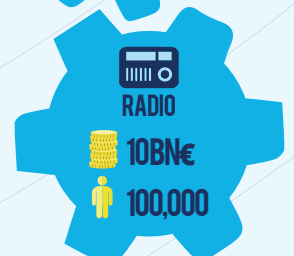
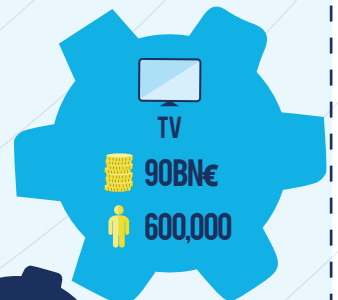
*DTT: A pillar of the European content and cultural diversity*

Over **80%** of European audiovisual content financed by Broadcasters



*DTT: At the heart of the ecosystem of the European creative industries*

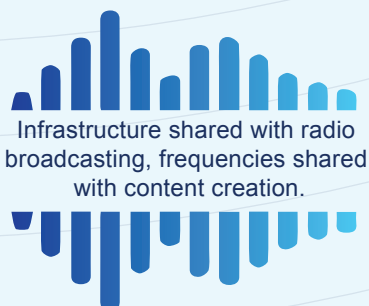
= NUMBER OF JOBS



Free-to-air: essential to public services broadcasters and for commercial broadcasters relying on advertising revenues



Strict content regulation associated with frequency licences



ADVERTISING  
FILM  
MUSIC  
PERFORMING ARTS

**166BN€**  
**3,842,000**

## WHY DIGITAL TERRESTRIAL TELEVISION (DTT) IS AN INTEGRAL PART OF THE EUROPEAN DIGITAL SINGLE MARKET

### DIGITAL SINGLE MARKET OBJECTIVES

1

Better access for consumers and businesses to digital goods and services across Europe

2

Creating the right conditions and a level playing field for digital networks and innovative services to flourish

3

Maximising the growth potential of the digital economy

### DTT IS...



**Inclusive, affordable and accessible**  
Free-to-view and a key enabler of digital access to content for all



**Competitive**  
Broadcasters are the principle source of Digital Content in Europe

DTT fosters platform competition ensuring increased choice and low cost for consumer



**Frugal and efficient** utilising 224 MHz of spectrum for DTT and shared use, small in comparison to 1748 MHz available for mobile and Wi-Fi



**Rewarding**  
Local operations create highly skilled local jobs, pay local taxes and enhance diversity



**Enabling the creative engine:** fueling the growth of digital connected devices, tourism, sales, export income...

## THE DIGITAL SINGLE MARKET NEEDS A STRONG DTT PLATFORM

### DTT needs:

- A careful transition plan for the release of the 700 MHz Band
- Long term certainty for the remaining UHF frequencies