On a panel shared with the ANFR, the APWPT and Analysis Mason at the Spectrum Management Conference, BNE showcased the efforts made by broadcast network operators, broadcasters and consumers to implement the 700 MHz clearance in time for the EU stated deadlines.

It was noted that these efforts will result in a 30%+ gain in spectrum efficiency, and more when the quality of service is simultaneously improved. Importantly, the EU UHF decision provides the long term regulatory visibility required by DTT to move towards the high quality and interactivity that viewers increasingly require, and this is happening as we speak.

BNE’s Secretary General Lars Backlund told the audience :

“No other distribution platform is in a position to replace DTT in a foreseeable future. What will happen after 2030 will depend on what broadcasters and consumers decide, and we as an industry are making every effort to make terrestrial broadcasting a future proof option for all. Besides, DTT is part of a much broader discussion relating to the support and promotion of European content and culture”.

Lars Backlund’s full presentation is available [here.](http://bit.ly/EUSpecPres)(See session 7 of Day 2). He can be contacted for questions on info@broadcast-networks.eu