

BNE: a common voice for broadcast network operators



IN THE PARTNER PROFILES SERIES, WE INVITE ORGANIZATIONS WITH WHICH THE EBU COLLABORATES ON TECHNOLOGY-RELATED MATTERS TO INTRODUCE THEIR MISSION AND PRIORITIES. **LARS BACKLUND** PROVIDES THIS PROFILE OF BNE.

Broadcast Networks Europe (BNE) was created in 2010 with the purpose of securing long-term business opportunities for its members and developing a common voice and lobbying platform for terrestrial broadcast network operators in Europe. It currently has 16 members with operations in 19 European countries. It is based in Brussels.

BNE works closely with key relevant European and global institutions, including the EU and the ITU, and with important stakeholders such as the EBU. We participate in international technical organizations – including CEPT, DVB, ETSI and 3GPP – where common rules, standards, policies and new technologies are defined and developed.

BNE is recognized as a strong voice internationally, defending business opportunities and safeguarding the availability of suitable and sufficient frequency spectrum for terrestrial broadcasting services – mainly for digital terrestrial television (DTT) but also for radio. In this context, BNE contributed to the EU decision granting access to the sub-700 MHz band for terrestrial broadcasting until at least 2030.

Looking ahead, there will be further opportunities and continuing challenges where revised legislation and international agreements may affect the audiovisual sector. Of particular interest for BNE members is securing longer-term availability of spectrum for terrestrial broadcasting beyond 2030. To this end, BNE is actively engaged in discussions, preparations and studies ahead of the forthcoming ITU World Radiocommunication Conference.



Lars Backlund, Secretary General of Broadcast Networks Europe

Other areas of equal importance include new EU telecoms and audiovisual legislation. New technologies could offer new business opportunities using existing terrestrial broadcast network infrastructure. This includes the growth of digital radio broadcasting, internet of things, and the capability of BNE members to offer broadcast customers a broad range of media services. This could include additional 5G-based services to reach mobile devices and cars.

BNE does not act alone but as part of a larger dynamic ecosystem, in close cooperation with a substantial network of other associations and organizations. We host the Wider Spectrum Group (WSG), with wide participation from stakeholders in the European cultural and creative sectors. The WSG has played a central role in raising awareness of how public service media support European content production and culture.

Over time, DTT networks have continually embraced technology improvements and migrated to more efficient modulation and compression techniques. This has allowed DTT to remain the leading distribution platform in Europe, offering more channels, improved image quality, new audio formats and increased interactivity. At the same time, new and improved services are delivered in 30% less spectrum following the clearances of the 800 MHz and 700 MHz bands.

Based on DVB standards, DTT is a spectacular European success. DTT is firmly established in practically all European countries serving primary or secondary TV sets in almost 50% of European households. DTT secures European values and underpins the content production and audiovisual industry. Terrestrial broadcasting of television and radio will remain as one of the most important distribution platforms for years to come.