

SMART RADIO Memorandum of Understanding

Geneva, 20th March 2014

Memorandum of Understanding, intended to improve the popularity, access to and experience of radio through the launch and promotion of free-to-air analogue and digital radio services in various devices and especially in mobile phones through coordinated actions. Smart Radio is the marketing-slogan to achieve this goal, irrespective of the technical realization.

1 Involved parties

- 1.1 This Memorandum of Understanding (“the Memorandum”) represents an agreement between leading European Public Service and Commercial Broadcasters as listed in paragraph 10.
- 1.2 The Parties may consider broadening the Memorandum of Understanding to additional participants, subject to prior agreement by the existing parties involved in the Project (as defined below in paragraph 2) at the time.

2 Purpose of the Memorandum

- 2.1 The Parties wish to work together to promote hybrid digital radio services in their respective territories; and their availability in:
 - i. domestic radio sets
 - ii. smartphone handsets
 - iii. automotive multimedia entertainment receivers
 - iv. tablet computers(“the Smart Radio Initiative”).
- 2.2 The Parties wish to enter into this Memorandum in order to progress and further discussions about the Project on the terms and conditions set out in this memorandum.
- 2.3 The Parties acknowledge the existence of the “Hybrid global radio on smartphones”-initiative, promoting integrated terrestrial broadcast functionality in smartphones via open hybrid broadcast-internet protocol standards (the “Universal Smartphone Initiative”). Each Party hereby agree that the Smart Radio Initiative shall support the Universal Smartphone Initiative.

3 Smart Radio Objectives

The Smart Radio is all about giving radio a future in the digital economy and will facilitate the transition to digital radio. With today’s media convergence, audiences, and youth in particular, expect to listen to radio on their mobile telephones and tablets. The existence of hundreds of media apps underline this desire. While radio-only receivers are increasingly being replaced by more sophisticated devices, radio as a media continues to meet a strong consumer demand and will remain hugely popular as long as it is available on the devices used by audiences today and in the future.

3.1 Cost-free listening for consumers

The Smart Radio Initiative promotes the installation of appropriate reception devices in all radio sets and especially mobile devices (smart-phones, tablets) rendering it possible for

audiences to receive broadcast services everywhere at no incremental cost. Consumers will not need to pay for broadband reception of free-to-air radio services.

3.2 An Internal Market-friendly initiative for audiences

Future-proof and interoperable, the Smart Radio initiative promotes reception of radio services by audiences anywhere regardless of delivery technologies and detailed technical solutions in different devices.

3.3 Efficient use of media delivery networks

By using broadcast technology, the Smart Radio initiative aims to reduce pressure on mobile broadband networks while making full use of spectrum allocations for digital and analogue radio.

3.4 Huge potential for combined media delivery channels

Offering a seamless hybrid listening experience to audiences, hybrid radio services will foster new business models for the digital economy and generate creative opportunities and new ways of involving audiences in interactive programs while using the broadband backchannel.

3.5 Enhanced safety

The Smart Radio initiative will boost road safety by simplifying the delivery of real-time, language-independent and more precise traffic information about local and cross-border conditions. Free-to-air radio ensures also in times of crisis, when mobile networks are quickly down, to reach mobile users because of the robust terrestrial broadcasting technology.

4 Smart Radio Governance

4.1 The Parties will convene on a six-monthly basis to review progress of the Initiative.

4.2 As with other EBU work, agreement between the parties will be reached through consensus and lack of sustained objection.

5 Confidentiality

All parties shall keep any information confidential which they receive from each other indicated as being confidential within the implementation of this Memorandum. However, they agree that any other information can be communicated to the public as they deem fit.

6 Smart Radio Publicity

The overall goal is to promote the Smart Radio Initiative; here the Parties will follow a concerted publicity and marketing strategy which shall be coordinated by the EBU within the group.

7 Costs

Each Party shall pay its own costs and expenses in connection with the negotiation, signing and completion of any formal documentation implementing the subject matter of this Memorandum.

8 Law

If there are disputes in relation to this Memorandum, they shall first be settled amicably amongst the Parties. If no amicable settlement can be found, all Parties agree that the courts of Geneva shall have exclusive jurisdiction, applying Swiss law".

9 Termination

This Memorandum is no longer valid as soon as the majority of signatories conclude that the objective is reached to implement the Smart Radio concept widely in radio and mobile devices.

10 List of signatories

Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland (ARD), represented in 2013/4 by NDR, Hamburg



Arbeitsgemeinschaft Privater Rundfunk (APR), Munich, Germany



British Broadcasting Corporation (BBC), London, United Kingdom



Czech Radio Prague, Czech Republic



Deutschlandradio, Cologne, Germany



Digital Radio Mondiale (DRM), London, United Kingdom



European Broadcasting Union (EBU), Genève, Switzerland



Fun Radio FM Développement SCRL Brussels, Belgium



Klassik Radio GmbH & Co. KG
Hamburg, Germany



Modern Times Group (MTG AB),
Stockholm, Sweden



Die Neue Welle GmbH & Co. KG,
Nuremberg, Germany



Norsk Rikskringkasting AS (NRK),
Oslo, Norway



Nederlandse Publieke Omroep (NPO),
Hilversum, Netherlands



P4 Radio Hele Norge AS,
Lillehammer, Norway



Polskie Radio Spółka Akcyjna,
Warsaw, Poland



Radio Télévision Belge Francophone
(RTBF), Brussels, Belgium



REGIOCAST GmbH & Co. KG
Leipzig, Germany



RTL Belgium SA,
Brussels, Belgium



Radiotelevisione Italiana S.p.A.
(RAI), Rome, Italy



SKY Radio Group,
Naarden, Netherlands



Syndicat National des Radios Libres,
Saint Denis, France



Schweizerische Radio- und Fernsehgesellschaft
(SRG SSR), Bern, Switzerland



Sveriges Radio AB (SR), Stockholm,
Sweden



Verband Schweizer Privatradios (VSP),
Bern, Switzerland

