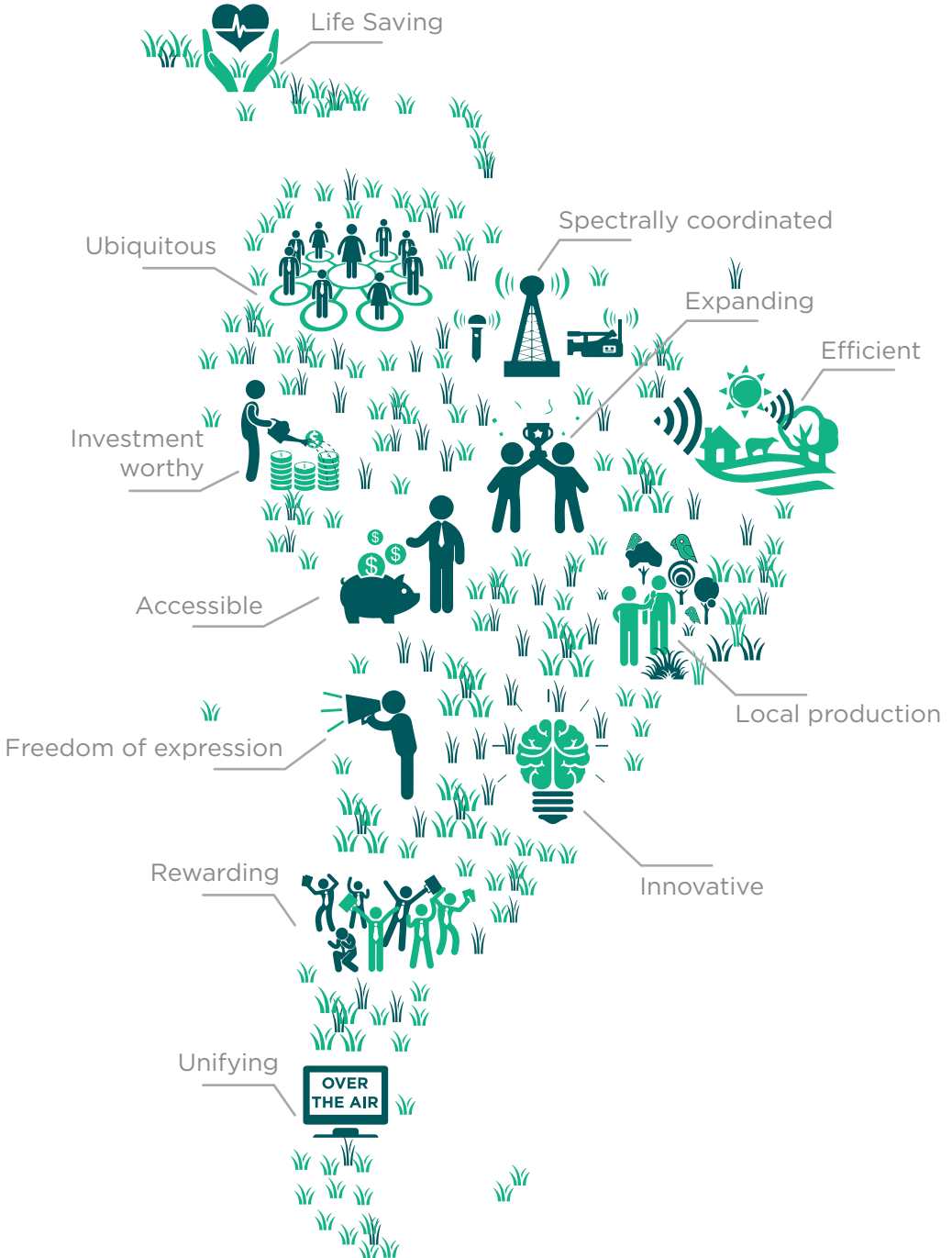




THE CASE FOR NO CHANGE IN 470-698 MHz AT WRC-15



Over-the-air broadcast television offers great opportunities to the Americas.

BROADCAST TELEVISION IS:

UNIFYING. It informs, educates and entertains while promoting social cohesion, inclusion and national identity. It is a vital part of the communications and information infrastructure of all civil societies.

LIFE SAVING. At times of natural or man-made disasters it is the most effective means to communicate with citizens who are in need of vital safety and emergency information.

UBIQUITOUS. It offers free communications directly to citizens. The ubiquitous availability of over-the-air television links the citizens of a country's regions and communities together in context with the global community; irrespective of gender, race, creed, educational level or socio-economic status. Alternative platforms do not afford anything close to equivalent reach or freedom of access.

EFFICIENT. The one-to-many architecture of broadcast TV is the most effective means to communicate with a country's entire population, especially in remote areas, at reasonable cost.

INNOVATIVE. It continues to evolve to serve viewer demands and needs by exploiting technological and market developments to enhance the consumer experience enabling new mobile and higher resolution formats.

LOCAL INVESTMENT-WORTHY. Broadcasting's free, over-the-air access to content enables high household reach and hence low cost consumer equipment, which supports investment in national and local content creation. These market realities have been experienced for many years across the world with the analog TV service. In those countries that have moved from analog to digital distribution, consumers have benefitted from dramatic service quality improvements, increased diversity of content choice and enhanced programme quality.

SPECTRALLY COORDINATED. It co-exists with other services like wireless microphones and other broadcast auxiliary (newsgathering) services and as such their use is carefully coordinated for efficient spectrum use.

REWARDING. The audio-visual sector in the Americas benefits through broadcasting's creation of millions of high value careers associated with national, regional and local content production. The investments that support this and future endeavours have been significant and, in order to ensure that they are sustained over the long term, there needs to be certainty of spectrum access to underpin a long-term investment horizon.

FREEDOM OF EXPRESSION. The one-to-many broadcast architecture encourages the development of diverse, simultaneously shared content and the free expression of engaging information.

ACCESSIBLE. Affordable receiving equipment is readily available as a result of global economies of scale. Broadcast television has been successful across the world and the Americas benefit from this.

EXPANDING. It continues to be a very popular and relevant mass media platform with an ever-expanding service offering driven by further requests for new licenses and sustained investment in content creation.

Please keep in mind: 470 - 698 MHz is the only harmonized band that remains for over-the-air Broadcast television

WHY THE MOBILE INDUSTRY DOES NOT NEED MORE UHF SPECTRUM:

UNDERUTILIZED. A significant proportion of the spectrum allocated to the mobile service has not been put into use. The need for additional spectrum by mobile services is questionable especially when use of existing mobile spectrum has not been efficiently exploited.

OVERESTIMATED NEEDS. The spectrum demand was estimated based on a questionnaire that was answered by only three countries in Region 2 and only 14 in the whole world, moreover the assumptions were not realistic.

LOW COST ALTERNATIVES. Wi-Fi is readily available in all devices and is a low cost alternative to end-to-end wireless networks.

OVERRATED BENEFITS. Additional spectrum does neither make mobile broadband cheaper nor improve coverage. This is evident from experiences in Europe. In addition the one-to-one distribution architecture of mobile services is vastly inferior to the efficient one-to-many distribution architecture of broadcast TV.

DIMINISHING. The latest spectrum auctions suggest diminishing value of more sub 1-GHz spectrum. The priority for the mobile sector is higher bandwidth which is better accommodated with higher frequency spectrum.

INTERFERENCE. Broadcast TV and mobile services cannot coexist in the same spectrum band without causing crippling interference to each other. A new allocation to the mobile service would not provide administrations with the flexibility to maximize spectrum utilization. Both current and future broadcast TV and mobile services would be at risk from Cross Border and local interference if the Americas vote at WRC-15 to allow the mobile service a primary allocation to the broadcast TV band on which broadcasters depend. The two services are mutually exclusive and cannot share.

DISRUPTIVE. Regulatory certainty and with it long term security of access to spectrum, are essential to enable the investment required for the delivery of the professional broadcast television offerings of today and expanded ones in the future. Opening the exclusive broadcast spectrum band to the potential for mobile services and the resulting interference that will occur substantially diminishes broadcast platform security and certainty.



<http://www.worldbroadcastingunions.org>



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<http://www.airiab.com/>



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