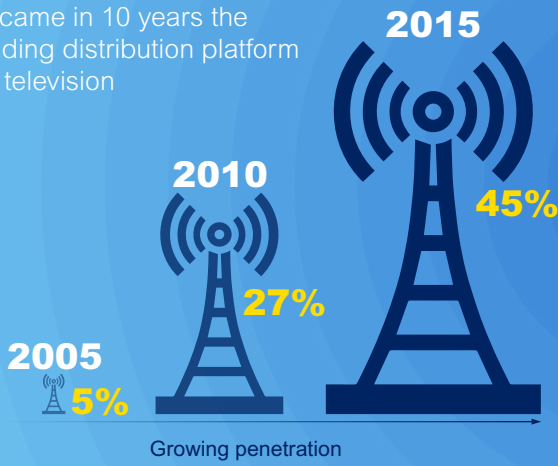
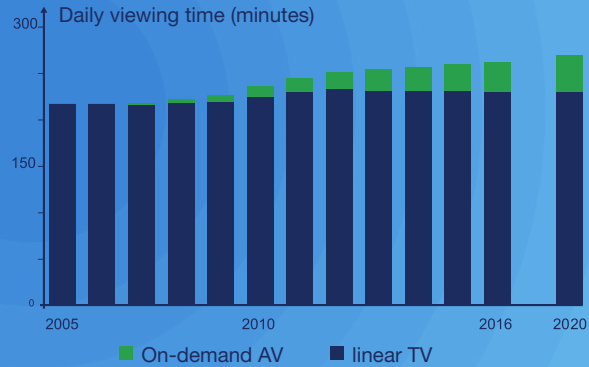


DTT is here to stay

Became in 10 years the leading distribution platform for television



TV remaining by far the most popular form of consumption of audio visual content today and tomorrow



DTT is important for EU citizens and governments

100M

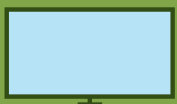


European households

250M



viewers



2000

TV channels



80%

of European content

DTT is the backbone of the EU audiovisual model



Local jobs



Increased GDP



DTT secures European values

- Platform competition
- Public service
- Pluralism
- Inclusion
- Universality

UHF Decision gives DTT long-term certainty



2030
and beyond

...Which will trigger investment, enabling better services

DTT is innovating to improve the user experience

Universal coverage with increasing range of television programs



High definition picture quality



Amazing interactivity and access to new content and services with hybrid TV

