

In the best of times as well as the worst



Terrestrial Television is Key

#LiveSafeFreeDTT

for European Citizens

You can count on

Terrestrial Television (DTT).

During the current public health and economic crisis, families gather around their TV for information and entertainment, comfortable knowing that they can trust the news.



DTT's state of the art platform is constantly upgraded to bring top quality programmes and interactivity to the largest number at the lowest cost. Everyone is familiar with its easy interface, including the elderly. And thanks to cheap receivers and free to air service, it is accessible to all.

The crisis has tested and proved once more the resilience of terrestrial broadcasting. While internet streaming is showing technical limits, with head of states asking major streaming platforms to downgrade quality to avoid congestion, terrestrial broadcasting provides uninterrupted service with no congestion whatsoever.



Terrestrial broadcasting is fully reliable when people need it most.

Users and uses changes.

Terrestrial Television remains in high demand.



Watching TV, like listening to the radio, is not a thing of the past. When people want real time, trustworthy information, they turn to terrestrial broadcasting en masse. In difficult times, everyone watches TV.



42%

of European citizens

Among broadcast distribution platforms, terrestrial broadcasting is and remains #1 in Europe with penetration, reaching over 42% of European citizens.

20%
daily viewing of public service media news

42%
highest increase among the younger generations

+30-60%
increase of viewing time among younger viewers

The European Broadcasting Union estimates +20% average daily viewing of public service media news in Europe, with the highest increase among the younger generations (+42%). This trend extends to all live TV viewing time which, on average and with some variations between countries, increased daily by typically one hour, also showing an increase of viewing time among younger viewers between 30 to 60%.

The well-being of European families depends on sound policy decisions.

With DTT, EU public policy got it right.



Spectrum is a scarce public resource now predominantly allocated to mobile networks. In 2017, the European Parliament and Council passed a legislation that protects the high societal value of DTT by securing its access to the UHF spectrum in the long term. The coronavirus crisis demonstrates how prescient, well grounded and inspired that decision was.

In 2020, in the midst of the coronavirus crisis, public service media, commercial TV channels and radios have proven themselves the invisible foundations of our society. Playing an essential role of informing, educating and entertaining citizens, thus unifying countries and Europe as a whole. This role is complementary to the one played by internet and telecom platforms and will continue to be so.



EU policy makers must build on this foundation and continue to secure the future of the terrestrial platform for the foreseeable future, for the benefit of European citizens and the European creative and cultural industry, come rain or shine.