

RTÉ





How Ireland can best benefit from its digital dividend?

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Topics to consider

- Transformations in broadcasting:
digital video, audio, text
- Radio spectrum
- Ireland Inc.
- Digital dividend
- What can RTÉ offer?
RTÉ Television, Radio,
Online
- National spectrum policy
- Opportunities



Transformations in broadcasting

- Convergence
- Engaging our audiences wherever they are
- Digital audio, video and text
- Any content, any device, anytime, anywhere
- On-demand, mobile
- Content universally available on every platform
- Distribution and consumption models transformed
- User-generated content
- Future innovative technologies



Radio spectrum

*'The digital dividend is a **unique opportunity to meet the fast growing demand for wireless communications services**. It opens up sufficient spectrum for **broadcasters to significantly develop and expand their services** while at the same time ensuring that **other important social and economic uses**, such as broadband applications to overcome the "**digital divide**", have access to this valuable resource. The digital dividend therefore potentially creates a "**win/win**" situation for all interests.'*

European Commission 13.11.2007: Reaping the full benefits of the digital dividend in Europe: A common approach to the use of the spectrum released by the digital switchover. COM(2007) 700 final.



Ireland Inc.

- Radio spectrum: exceptional social, cultural and economic value
- Opportunities for new electronic communications services:
 - Wireless broadband communications
 - Additional terrestrial broadcasting services
 - Mobile multimedia services

while safeguarding broadcasting and other services of public interest.

- Enabler for economic growth and competitiveness
- Supporting social inclusion and media pluralism



Digital dividend

- Payback for investment in digitisation of broadcasting
- Investment by broadcaster and consumer/citizen
- More efficient use frees up some spectrum currently used for analogue television (470-862 MHz) for new and innovative uses in a two stage process:
 - Analogue to Digital Conversion
 - Digital to Digital Conversion
- Those uses should be in public interest:
 - new TV services such as HD
 - extra channels and services
 - open mobile media services



RTÉ Digital Television

- Digital Television on satellite, cable and MMDS
- DTT - DTT Trial 2006-2008, RTÉNL
- HDTV
- Digital Text and Interactive services
- Extra services – time-shifted and archive-based
- Video-on-Demand – RTÉ Media player
- Internet programming extensions and enhancements

RTÉ Digital Radio

- Radio requires a digital primary platform.
- DAB on trial in Greater Dublin, the Northeast, Cork and Limerick (44% of population).
- New Content: 8 new low cost services on DAB and online.
- DAB Receivers available in trial areas.
- National rollout contingent on commercial licensing.
- Recent development of single standard by EBU/WorldDMB

RTÉ



RTE.ie



RTÉ.ie

RTÉ.ie is Ireland's leading multi-media content website

- News, current affairs, sport, business, entertainment and lifestyle content in text, audio and video formats.
- Over 60 hours of on demand video content available online per week
- News Now - 24 hour News service online and mobile
- Worldwide Live radio streaming
- RTÉ Mobile
- Audio and Video Podcasting

- 43.6m page impressions*
- 2.1m unique users*
Worldwide Reach - 50% users outside of Ireland accounting for 44% of traffic*
- 2.4m monthly streams for Live & on demand* content (+142% yoy)
- 13% of the total adult population have viewed RTÉ.ie over the past 12 months **


* ABCe May 2008 ** JNIR July 07-June 08



RTÉ on demand

RTÉ Entertainment

MEDIA PLAYER Player settings | Help



Arts Features

The Dave Fanning Show:
We interview David Thompson about his new film book.
[PLAY CLIP](#)

The Dave Fanning Show:
John Mann discusses his experiences as a showbiz journalist.
[PLAY CLIP](#)

Seth Rogen and James Franco
The Phoenix Express stars talk to Linda McGee about the comedy.

John C Reilly and Will Ferrell
The Step Brothers stars talk to Tadhg Loughlin-Graff.

RTÉ

RTÉ NEWS NOW

www.rte.ie/news

RTÉ Business

Euro Rates

GBP	0.7882
USD	1.5477

RTÉ Weather

☀️ 15-19c



RTÉ NEWS NOW


in an attempt to combat the illegal m 18:02

GAA | RTÉ SPORT

Help Live Replay Programmes Features

OFFICIAL BROADCAST PARTNER

Championship Seven-Day Catch-Up



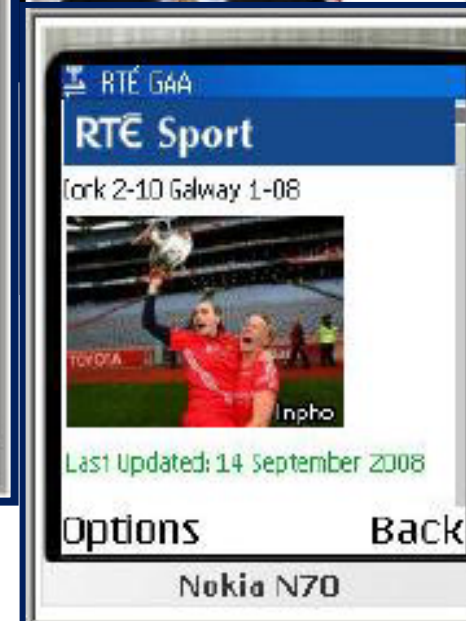
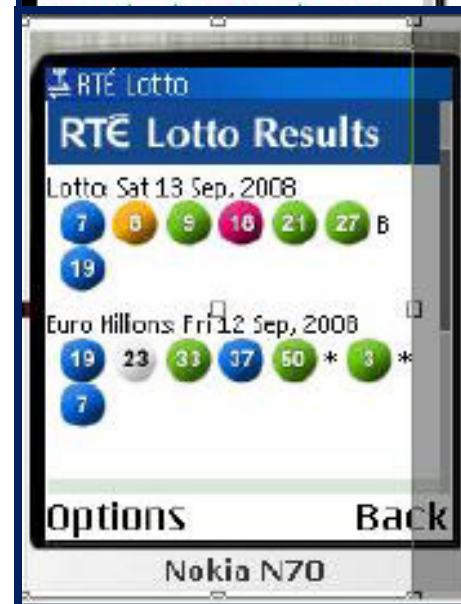
Tyrone 1-15 Kerry 0-14
Full match coverage of the GAA All-Ireland Senior Football Championship final between Tyrone and Kerry in Croke Park on Sunday 21 September.
Duration: 100:18
Ireland Only [WATCH](#)

Mayo 0-14 Tyrone 0-14
Full match coverage of the GAA All-Ireland Minor Football Championship final between Mayo and Tyrone in Croke Park on Sunday 21 September.
Duration: 66:28
Ireland Only [WATCH](#)

Tyrone 1-15 Kerry 0-14
Full match coverage of the GAA All-Ireland Senior Football Championship final between Tyrone and Kerry in Croke Park on Sunday 21 September.



m.rte.ie



Podcasts

- Over 100 podcast titles
- Mostly audio, some video
- Available to download free via RTE.ie and iTunes
- 648,000 downloads in May 2008*
- 45% visits from outside Ireland*



*ABCe May 2008

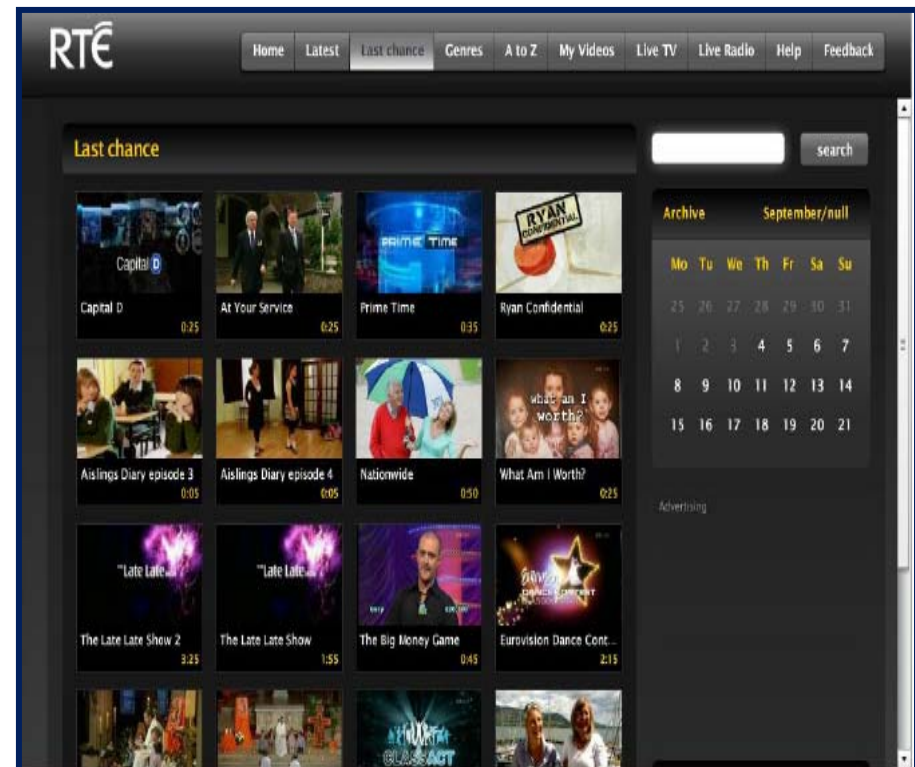


Aertel

- Available on Analogue TV, Online and Mobile
- Digital Text service deployed during DTT Trial
- Full Digital Service to be launched on DTT 2009
- Opportunities to deploy on Cable and Satellite
- 1.8 million users on Teletext*
- 5.5 million monthly page impressions on Aertel online**
- 500,000 monthly page impressions on Aertel mobile**

Future Developments

- RTÉ Media Player
- Fully Integrated Media Player for IPTV “Catch Up” TV service
- User friendly way to access RTÉ programme content on one service
- Opportunities to make RTÉ Media Player available on multiple end user devices e.g. STBs, Games consoles, Mobile and PDAs
- Opportunity for Digital Text and Interactive applications
- Download services
- Mobile TV



RTÉ Media Player

The screenshot displays the RTÉ Media Player website interface, which is organized into several sections:

- Navigation Bar:** Located at the top, it includes the RTÉ logo and a menu with links for Home, Latest, Last chance, Genres, A to Z, My Videos, Live TV, Live Radio, Help, and Feedback.
- Entertainment Section:** This section features a grid of video thumbnails. Visible titles include "Langerland TV", "How Low Can You Go? - ...", "Winning Streak", "Transatlantic Sessions 3", "Hanging with Hector", "Ryan Confidential", "Naked Camera", "Class Act", "The Late Late Show", "Anonymous", and "The Late Late Show 2".
- Search Bar:** A search input field with a "search" button is positioned in the top right of the Entertainment section.
- Genres List:** A vertical list of genres is provided, each with a yellow circular icon: Arts, Drama, Entertainment, Factual, Lifestyle, News, Sport, and Young Peoples.
- Last chance Section:** This section also features a grid of video thumbnails. Visible titles include "Capital D", "At Your Service", "Prime Time", "Ryan Confidential", "Aislings Diary episode 3", "Aislings Diary episode 4", "Nationwide", "What Am I Worth?", "The Late Late Show 2", "The Late Late Show", "The Big Money Game", and "Eurovision Dance Cont...".
- Archive:** An "Archive" section for "September/null" is located on the right side, featuring a calendar grid with days of the week (Mo, Tu, We, Th, Fr, Sa, Su) and dates (25, 26, 27, 28, 29, 30, 31).
- Advertising:** A small "Advertising" notice is visible below the archive calendar.



DVB-H Trial

- DVB-H* Trial undertaken with O2 in 2007
- RTÉ One and RTÉ Two linear broadcasts were available via DVB-H
- Popular with triallists





Opportunities

- Ireland Inc.
- Wireless broadband communications
- Broadcasting:
 - High Definition (and Super High Definition)
 - Digital media content production
 - Accessibility
 - Rich interactive services
 - Media pluralism
 - Digital audio, video, text
 - Mobile TV



RTÉ NEWS NOW
www.rte.ie/news

RTÉ Business
Euro Rates
GBP 0.7882
USD 1.5477
RTÉ Weather



Sony Ericsson

RTÉ AERTEL
Welcome to AERTEL
Mobile
News
Sport
Entertainment
Business
TV Listings
Weather
Select More

QuickShare

Aertel FOA Edition RTÉ Extra A-Z

FAIR CITY
download the podcast

Home Sport Business Entertainment Television Radio RTÉ Aertel Performing Groups Den TTV RTÉ Guide About RTÉ

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Stay in the know on the go. **Aertel** on your mobile mobile.rteaertel.ie

RTÉ AERTEL

NEWS
200 believed dead in Brazil crash 104
FREE CHANCE TO WIN A MINI 690

NEWS 102 TV Index 170
Sport 206 Travel RTE1 500
Entertainment 300 Competitions 620
Business 130 Classifieds 600

What's Happening In Seapland? RTE1 360
AERTEL FULL CONTENTS 101
www.rte.ie/news
2 B&B + 1d E139pps RTE1 502
Full Index News Heads TV Now Sport

ARRIVALS RACING CINEMA DATING

RTÉ AERTEL Page: 100 Thu 19 Jun 09:27

AERTEL 09:23 19/06/08

The Irish RM
08:50-09:50
Comedy drama series about a British magistrate in 19th-century Ireland. Yeates's threats to leave Skebawn are greeted with derision - until he actually goes

Channel 1 Now Next

RTÉ 1	The Irish RM	09:50	Judge Joe Brown
RTÉ 2	Tweenies	09:30	Grabby Bag
TV 3	Ireland AM	10:00	XPOSE
TG 4	Tom and Jerry	09:30	Cedric
Channel 6	Popszene	10:10	Party of Five

Text Aertel OK Watch Guide Page Up Page Down

GUIDE
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E 570
TE Guide

RTÉ Home Latest Last chance Genres A to Z My Videos Live TV Live Radio Help Feedback

Last chance

Capital B	At Your Service	Prime Time	Ryan Confidential
Capital D	At Your Service	Prime Time	Ryan Confidential
Aislings Diary episode 3	Aislings Diary episode 4	Nationwide	What Am I Worth?
"Late Late"	"Late Late"	The Big Money Game	Eurovision Dance Cont...
The Late Late Show 2	The Late Late Show	The Big Money Game	Eurovision Dance Cont...

Archive September/ null

Mo	Tu	We	Th	Fr	Sa	Su
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

Advertising

N92 NOKIA

RTÉ Mobile
RTÉ.ie

- 1 News
- 2 Sport
- 3 Business
- 4 Entertainment
- 5 RTÉ Aertel
- 6 Weather

Options Back

RTÉ

