



## Future of UHF

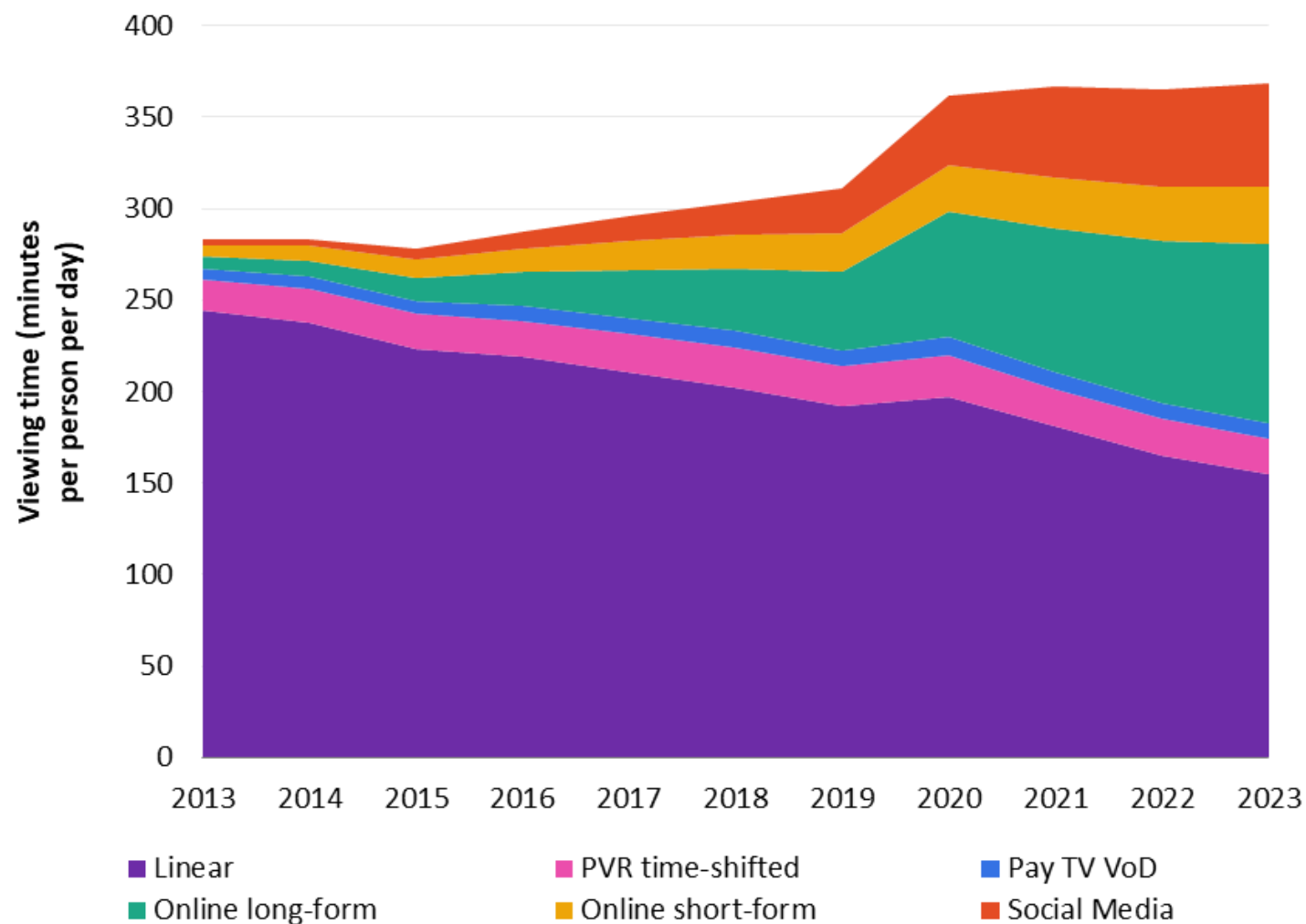
Stuart Cooke

If you live in a rural area, you are

28%

less likely to have access to the internet  
than if you live in a city.

## Average total daily viewing time for combined markets, 2023



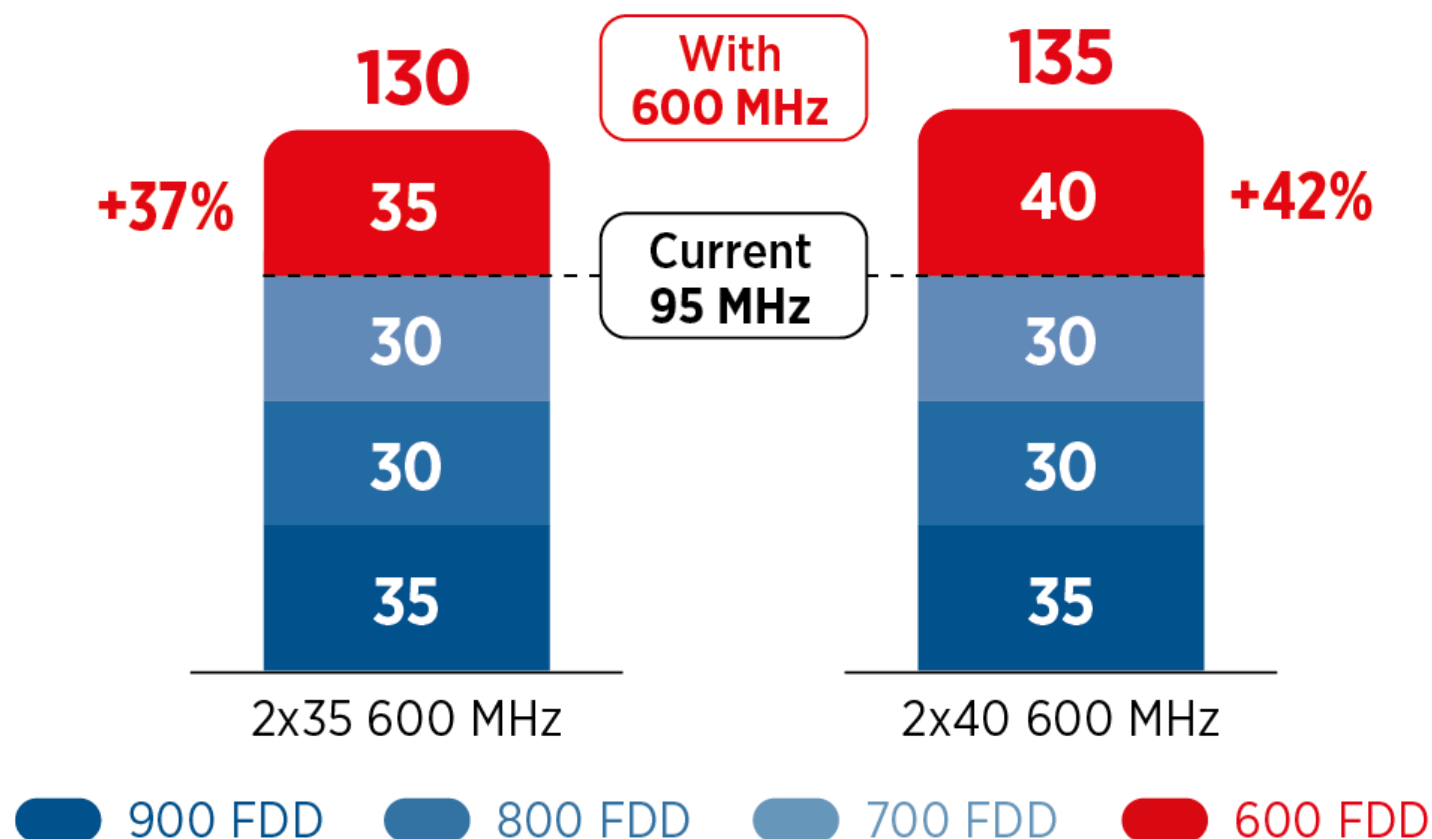
- Debate on UHF is driven by evolving TV viewing habits
- These vary across Europe, but shift from linear TV via DTT is clear

Source: Omdia. Reference Nielsen, BARB, Mediametrie, AGF, Auditel, Kantar, SKO, MMS, OzTAM, Sensor Tower

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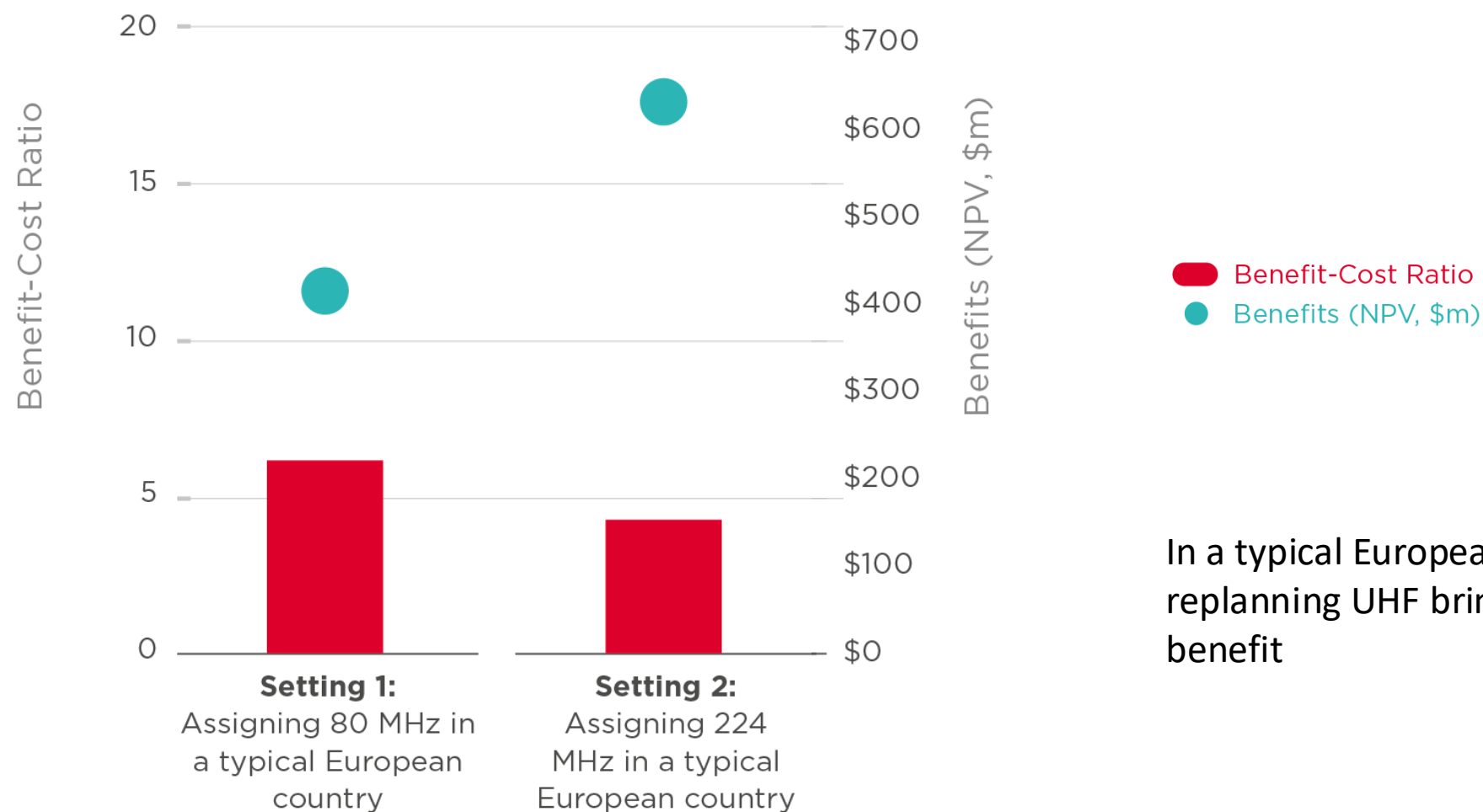
# Rural Speeds and Low Bands



- Download speeds are dictated by spectrum capacity
- Just adding 600 MHz to existing bands increases capacity by 37% in Europe using n71... or 42% with n105

Vision 2030: Low-Band Spectrum for 5G

# Cost Benefits: More Mobile vs Status Quo



In a typical European country, replanning UHF brings economic benefit

[The Socio-Economic Benefits of 5G: The Importance of Low-Band Spectrum](#)

# 1.

## 600 MHz mobile

- DTT continues below 600 MHz (some reduction in spectrum and MUX / channel offering)
- Leverage existing 600 MHz FDD mobile global ecosystem

# 2.

## SFN DTT

- DTT moved to SFN
- Subsequent new dividend is put to new uses including mobile

# 3.

## Mobile & Broadcast

- Some countries continue broadcasting via DTT while others deploy mobile
- What band plan and arrangements will be best?

# 4.

## Switch off DTT

- Public sector broadcasting continues its crucial social role but the link between PSB and high broadcast towers removed
- Potential new mobile, government, PMSE use etc



# For the benefit of all

Mobile means a fairer world. It brings opportunities to prosper, learn, laugh and love, allowing everyone to live their lives to the full.

**SPECTRUM** for the benefit of billions