



Unión de Televisiones Comerciales en Abierto

ESTRATEGIAS Y ESCENARIOS PARA REDES Y SERVICIOS UHF

ANDRÉS ARMAS

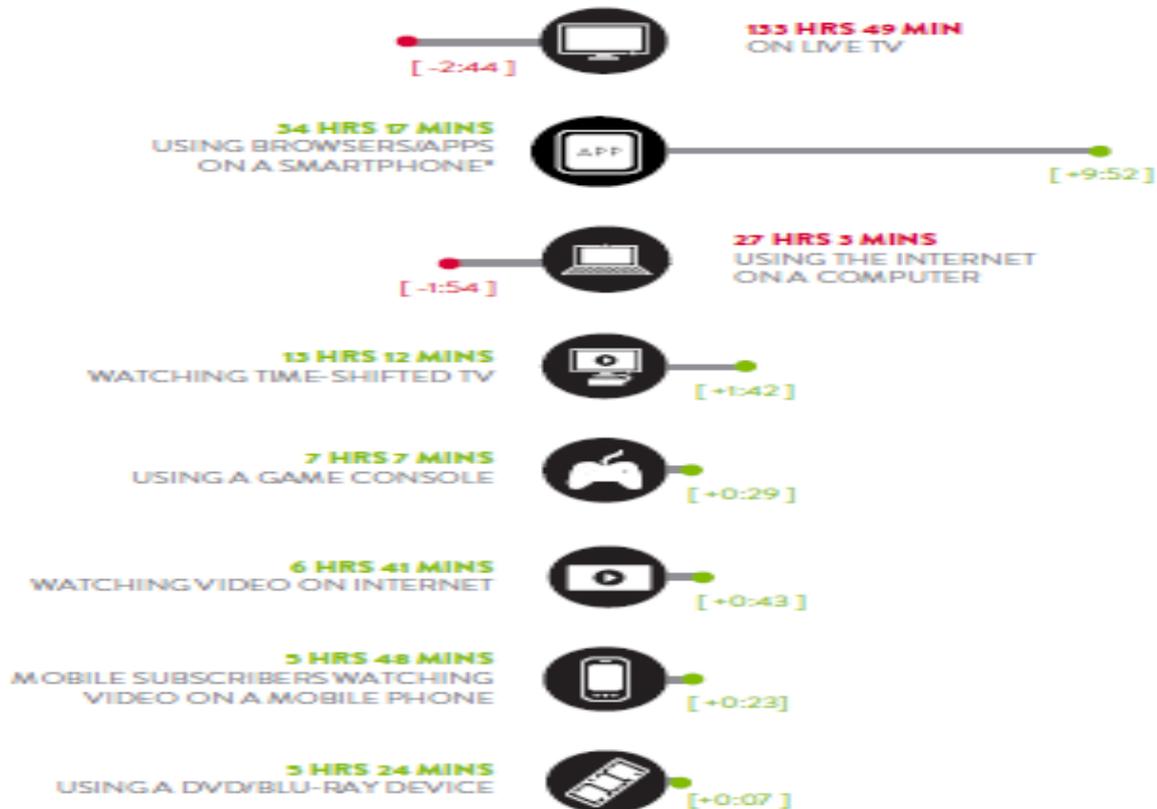
MADRID, 16 DE DICIEMBRE DE 2014

" YA NADIE VE LA TV "

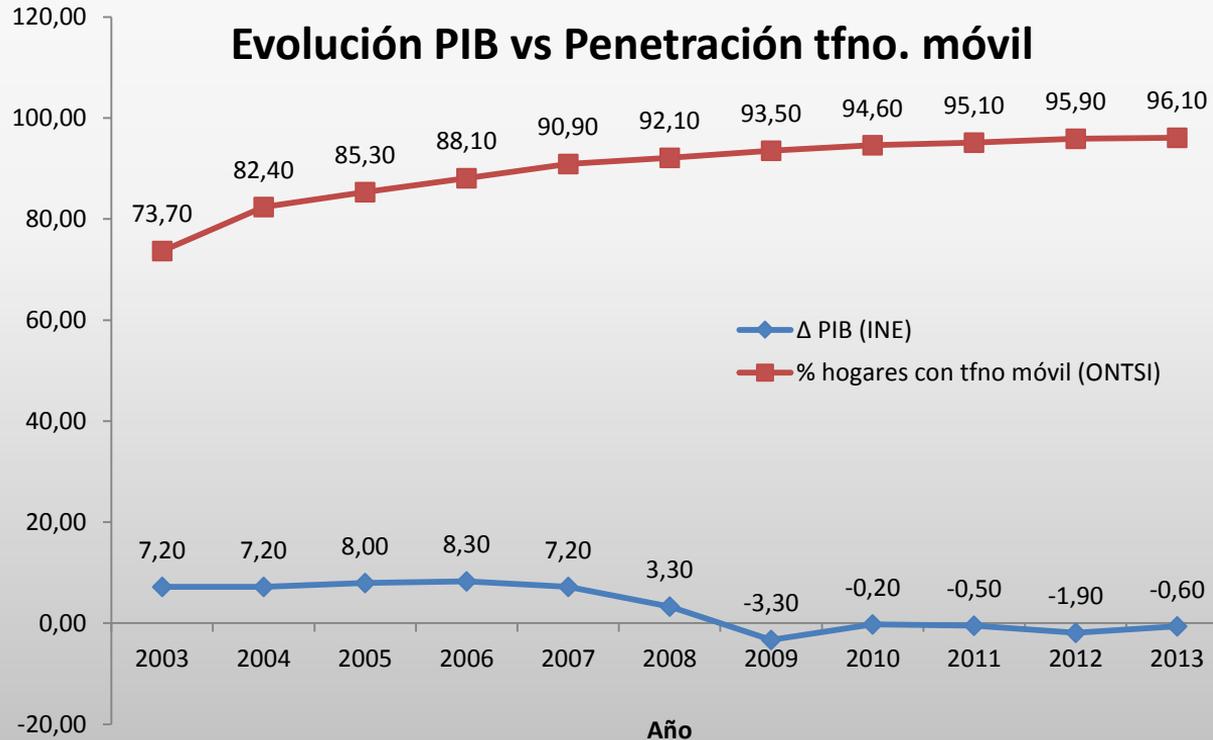
HOW CONSUMERS SPEND MEDIA TIME (HH:MM) EACH MONTH

● + CHANGE SINCE 2012

● - CHANGE SINCE 2012



“ LA TELEFONÍA MOVIL ES EL MOTOR DEL CRECIMIENTO ”



“ LA TELEFONÍA MOVIL HACE UN USO MAS EFICIENTE DEL ESPECTRO R.E. “

THE MYTHS & FACTS BEHIND THE SPECTRUM DEBATE

TELEVISION:
A THING OF THE PAST ?

In Europe
250 MILLION  **PEOPLE,**
nearly half of all households rely on DTT to watch TV

Estimates show live TV viewing will account for
 **82%** of TV consumption in 2020.



MOBILE USAGE:
INCREASING SO FAST IT
NEEDS MORE SPECTRUM?

Current models **OVERESTIMATE BY 100X**
or more the **mobile traffic density for 2020**

 **71%** of all wireless data to mobile devices in the EU was delivered using **Wi-Fi**, which offers better reception and is cheaper.



UHF BAND:
ONLY FREQUENCIES LEFT
FOR FURTHER MOBILE USE?

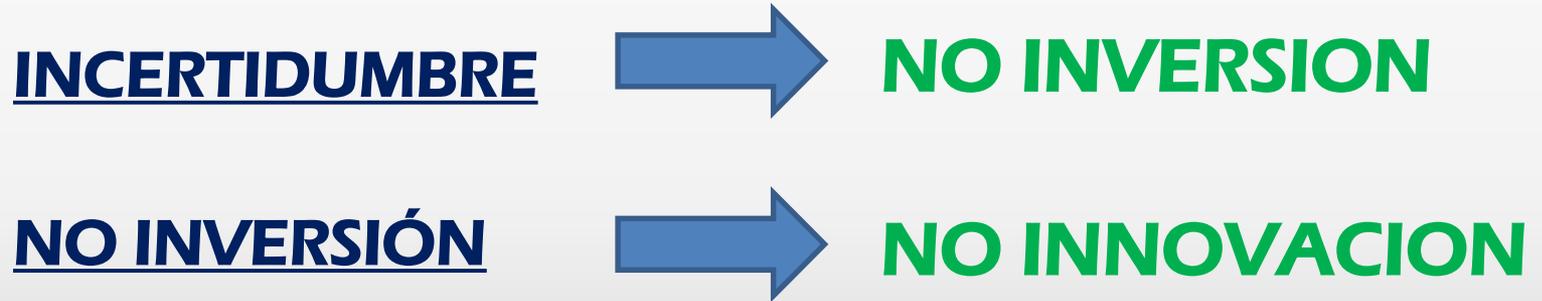
Mobile networks CAN and already **operate on higher frequencies** which could be used more efficiently.

TV, on the other hand, CANNOT function on higher frequencies.
The only part of the spectrum that DTT can use is within the UHF band.



- **TDT: MAYOR PLATAFORMA DISTRIBUCIÓN EU CONTD**
- **REDUCCIÓN ESPECTRO TDT:**
 - ▶ **REDUCCIÓN DE CANALES EN ABIERTO**
 - ▶ **OBSTACULO PARA HD/4K**
 - ▶ **FAVOR PAY-TV**
 - ▶ **SERVICIO UNIVERSAL?**

• **NECESIDAD ▼ INCERTIDUMBRE:**



• **COEXISTENCIA VS CONVERGENCIA**

- **POSICION COMUN SOBRE BANDA > 700 Y BANDA 470 -700**

2020 – 2025 – 2030

- **CONSENSO PARA FUTURAS MIGRACIONES**

- **PLANIFICACIÓN RIGUROSA Y NEUTRAL**

- **ELABORACIÓN DOCUMENTO DE REFERENCIA**

**LIBRO “L” : El uso en España del Espectro RE
de UHF en el periodo 2015 - 2030**