



Commission for  
**Communications Regulation**



## **Using Radio Spectrum for innovation and leveraging the Smart Economy**

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**Presentation to IADT Conference**

“What Digital Media has to offer Ireland”

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## Outline of Presentation

1. Converging Communications environment (Markets & Trends)
2. Typical uses of Radio Spectrum
3. The Digital Dividend – What is it?
4. Study of predicted benefits – Supply and Demand Scenario analysis
5. Test & Trial Ireland
6. Summary



## Converging Communications Environment

### Mobile

Q3'09 penetration  
117% - at a  
plateau?



9 billion SMS & 43  
million MMS  
sent so far in 2009



75% of Ireland's 1.46m TV  
households subscribe to a  
pay-TV service



### Broadband

Almost 1.4m  
subscriptions and  
21% growth  
between Q3'08 and  
Q3'09



Next Generation  
Networks:  
planning and  
roll-out

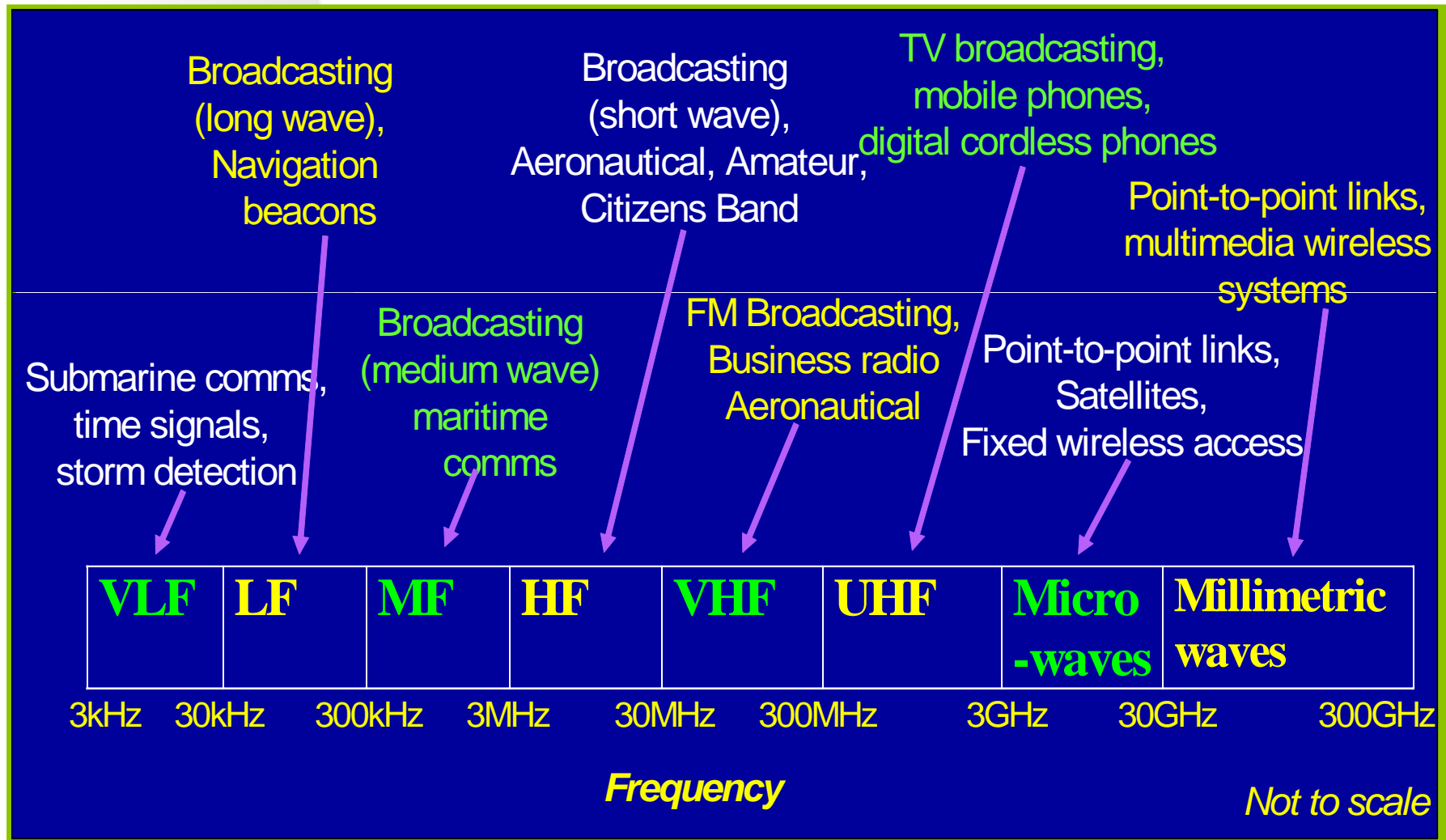


### Digital TV

64% penetration; Ireland  
ranks 6<sup>th</sup> in Europe in terms  
of Digital TV penetration



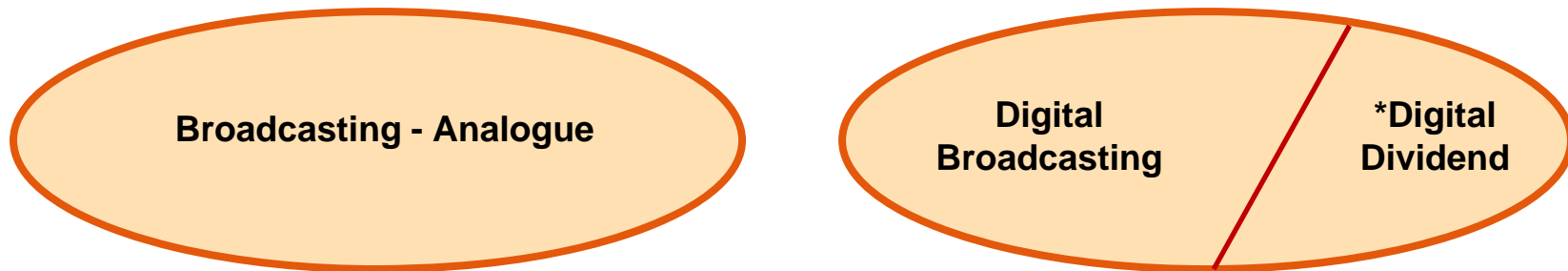
## Typical uses of Radio Spectrum





## Digital dividend – What is it?

- The digital dividend: (790 to 862 MHz) spectrum freed by the transition to digital broadcasting transmission



- \*Potential uses include:
  - Broadcasting (maintain current offer, offer more and better quality e.g. HDTV)
  - Wireless broadband (overcome the digital divide, provide cost effective broadband)
  - New services and/or new applications



# Study of predicted benefits – Supply and Demand Scenario analysis

- In all scenarios, whether the uptake of DTT is high or low, there are significant additional benefits associated with the adoption of the “800 MHz” sub-band in Europe for ECS other than broadcasting

## Summary of all results

	Scenario 1 <i>(adoption of the first sub-band only)</i>	Scenario 2 <i>(adoption of the second sub-band)</i>	Scenario 3 <i>(clearance of the band)</i>
Scenario A <i>(DTT low, WBB low)</i>	<b>EUR17 billion</b>	EUR13 billion	EUR1 billion
Scenario B <i>(DTT low, WBB high)</i>	EUR44 billion	<b>EUR61 billion</b>	EUR51 billion
Scenario C <i>(DTT low, WBB high &amp; new use)</i>	EUR44 billion	EUR75 billion	<b>EUR95 billion</b>
Scenario D <i>(DTT high, WBB low)</i>	<b>EUR17 billion</b>	EUR12 billion	EUR0.2 billion
Scenario E <i>(DTT high, WBB high)</i>	EUR44 billion	<b>EUR60 billion</b>	EUR50 billion
Scenario F <i>(DTT high, WBB high &amp; new use)</i>	EUR44 billion	EUR74 billion	<b>EUR95 billion</b>

Red indicates the private value associated with the optimal supply scenario

Source:

[www.analysismason.com/EC\\_digital\\_dividend\\_study](http://www.analysismason.com/EC_digital_dividend_study)



Disclaimer: These slides do not reflect any official views of the European Commission



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[www.testandtrial.ie](http://www.testandtrial.ie)

# Test & Trial IRELAND

Language: [English](#)

Ireland's Wireless Test & Trial licensing Programme

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Test & Trial Ireland

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[www.comreg.ie](http://www.comreg.ie)





## Summary

- ✓ Ireland has a natural spectrum advantage of having a high availability of radio spectrum
- ✓ Digital Dividend will be a key enabler of the Smart Economy
- ✓ Test & Trial Ireland is designed specifically to meet the need of the R&D community
  - Any available spectrum at any location is considered
  - Easy access to spectrum at a low cost
  - Ideal for collaboration activities







## Thank You!

## Questions

Further Information

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