

The image shows the ORS logo in the top right corner, consisting of the letters 'ORS' in a blue box followed by three red vertical bars. Below the logo, the text 'Österreichische Rundfunksender' and 'Austrian Broadcasting Services' is written. The background features a large radio tower on the left and several satellite dishes in the center, all set against a blue sky with white clouds. The text 'ORS', 'Österreichische Rundfunksender', 'Austrian Broadcasting Services', and 'DI Dubravko Petrovic' is overlaid on the image.

Separate from 1.1.2005

- Founding ORS - Österreichische Rundfunksender GmbH & CoKG in December 2004
- 100% ORF owned company (sale of 40% this year)
- takeover almost all contracts, including the following:
 - coverage of Austria
 - Site-Sharing with private broadcasters and other customers
 - ASTRA-Transponder capacity
 - supplier contracts

ORS main activities

Terrestrial Broadcasting

TV and FM *

TV analog

DVB-T - trial

FM analog

DAB - trial

SW and MW * *

SW, MW analog

DRM SW - trial

Digital Satellite * *

Uplink and coding

Distribution of Smart Cards

Site - Sharing * *

* officially regulated

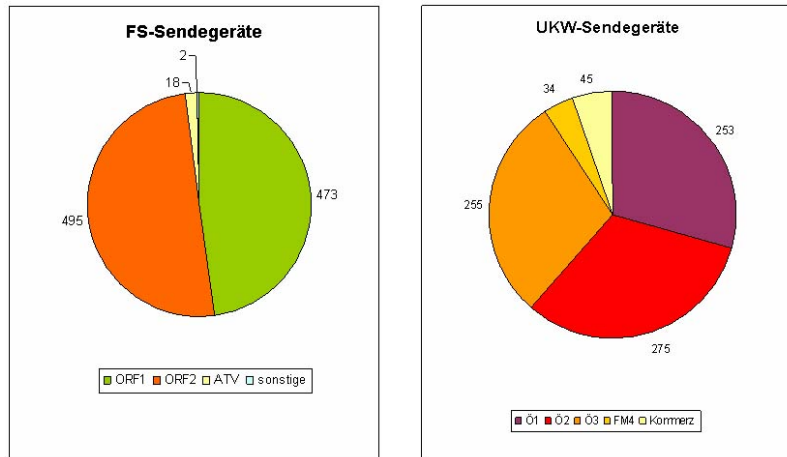
* * not officially regulated

Staff

- 97 employees
- Headquarters and planning department based in the ORF centre-Vienna
- Technical staff based in 7 provincial capitals

Infrastructure

- 475 sites (for coverage >96% TV, 98% FM of the 8 millions citizens)
- 988 TV and 862 FM transmitters in use (plus reserves)
- app.200 are connected to remote control - FKE
- 1 SW and 1 MW site
- Satellite uplink to ASTRA digital in Vienna (ORF and private customers)



Current TV situation in Austria

- 18% Terrestrial analog
- 36% Satellite analog (without Austrian channels!)
- 33% Cable analog
- 11% Satellite digital
- 2% Cable digital

MUX Licences 5/2005

- 1 MUX national, 1 MUX regional
- 60% of population in the first year - fixed outdoor (indoor desired)
- 90% of Population in five years - fixed outdoor (indoor desired)
- simulcast period of 6 month
- Analog turn off app. 2011

Planning Tools

- Software: LS telcom CHIRplus_BC
- Propagation model: IRT 2D and IRT 3D for alpine area
- DHM resolution of 100m
- Morpho and population data resolution of 100m

Planning parameters

- Modulation: 16-QAM (3 Programs plus Data - MHP, Teletext, etc.)
- Code rate 3/4, Guard Interval 1/4
- BW 8 MHz, (8k carriers)
- Allotments approach
- SFN if possible, MFN if useful and during simulcast period

Field strength

- for 95% of location probability
- 54 dB μ V/m - Fixed outdoor
- 74 dB μ V/m - Portable outdoor
- 87 dB μ V/m - Portable indoor

Plan for DVB-T 05/06

- 9 most important transmitter for >60% of population
- 2 multiplexer
- planning for >90% coverage with app. 65 transmitter



Österreichische Rundfunksender
Austrian Broadcasting Services



Thanks for your attention