

## **EuMW2015 PMSE Event 7<sup>th</sup> Sept 2015 – Introduction**

*Alan March, APWPT Co-President, United Kingdom*



Good Morning everybody,

Firstly, many thanks for taking the time out of your, undoubtedly, busy schedules to attend today's session on PMSE. I would like to say a special thankyou to those people attending from the various administrations, in particular France, the UK and Austria as well as our colleagues from the European Commission.

In a sense, PMSE is, as we would say in the UK, "the elephant in the room". What do I mean by this? Well, the use of PMSE equipment is a fundamental cornerstone of modern content production. It lies at the heart of theatre, TV, conferencing, sport, political meetings and rallies...the list goes on and on. Wireless microphone systems and in-ear monitors have become absolutely entrenched in the content production process, whether or not it is a 'just seen now' event such as a concert or indeed, a production that is captured for broadcast or distribution, across whatever platform – that platform could be DTT, satellite or critically, a mobile network.

Indeed, much of the mobile community's claims with regards to 'growth in data demand' centre on the distribution across their networks of what is termed 'film and video content'. Well, today I repeat the message that we – APWPT and others – have been trying to deliver for a good while now. And the message is simply this; "Before you can distribute content, you have to make it and the citizen/consumer only wants to pay for content or events that are delivered in the highest quality". Critically, the content needs to be exciting and vibrant in order that citizens and consumers will want to watch and listen to this content, but also for content distributors to attract the highest advertising revenues. The use of PMSE equipment is an essential component in ensuring that the content produced has free movement, has intelligibility and – for want of a better word – has "consumability". Yet, given its secondary user status, PMSE would appear to be losing out in the current climate of spectrum policy making. By the time 700 MHz has been re-allocated, PMSE will have lost access to over 150 MHz of prime spectrum – with, at present, no firm plans for any compensatory replacement spectrum 'on the table'.

This has to change. What is required is full recognition from Administrations, the European Commission and primary users – DTT broadcasters, satellite broadcasters and mobile operators that we all rely on successful, interference free PMSE operations in order to populate the networks with desirable content.

Today we will have contributions and presentations from various interested parties in the PMSE debate. Some are simple to understand, others will improve our technical knowledge. However, at the end of the day, in the panel discussion, I'm sure that we will have a number of questions; So, let's get things started...

First up I would like to invite Alain Richer, a fellow Co-President of the APWPT to take the floor to give a short introduction as to what we mean by the acronym – PMSE.

Thank you and I hope the day will prove to be informative and thought provoking for all attendees.