Cell Broadcast in the Netherlands
Why Cell Broadcast?

- How to find ways to better alarm and inform public

- Sirenes
  - not useful in all hazardous situations
  - just one kind of message
  - no follow up information

- Government should use modern technology in case of alarming and informing the public

- the Netherlands adopted a Multi channel philosophy
Public Warning: Multi channel philosophy
How does Cell Broadcast work?

- It is not an SMS message
- Uses radio signals
- Uses the mobile phone network
- Define the area of transmission with great precision
- Still works in the event of mobile network failure
- The technology can be implemented on a broad scale
Main project activities

Go-NoGo jan 2010  System live end 2010

Trials, Procurement, consensus building, decision making

Implementation

Communication

European collaboration

Knowledge and innovation
Results of the trials in the Netherlands

Technology
• Technology is useful for warning and informing the public

Communication
• REACH (how many will be reached): 86%-94%

ACCEPTANCE (of the use as a citizen alert)
• Acceptance amongst citizens is high

CONTENT (effect of the information)
• Risk, action and information as message content
• Telegram style
• Sender, date and time indication
• Alarm tone
Main project activities

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Knowledge and innovation
Partners for implementation

- Implementation of service NL-Alert
- Broker: Centric
  Overall implementation of service
  Monitoring/reporting of service
  Security check

- Operators: KPN, T-Mobile, Vodafone
  Sending of message to subscribers
  Implementation of GSM/UMTS in network
  Activation of newly sold handsets

- Implementation project: Logius
Sending end of service: users

- Technical Implementation
  - 25 control rooms, 5 national users
  - on existing infrastructure, webbased

- Organisational and administrative implementation
  - Mandate
  - Procedures/protocols, emergency plans
  - Alarm messages (i.e. databank)
  - Information messages

- Communication with NL-Alert
  - Format and contents of messages
Trends in crisis communication

- More media, more competition
  Consequences:
  - Hurry → careless fact checking
  - Every slice of information is news
  - More speculation

- Media are interactive

- ‘Citizen journalism’
  - http://www.youtube.com
  - www.twitter.com
Conclusion

With ‘citizen journalism’:
• everything becomes public
• no fact checking.
• more chances of rumours,
• incorrect news

That demands from the government:
• faster response by authorities (and communication)
• total openness
Communication with cell broadcast

- Detailing preconditions for the organization and the management
  - How, when and by whom used?
- Detailing the content of the communication message
  - Length, sender, type of message, details level
- Organizing training sessions for users
EU Project

Exchange of information and knowledge
Standardization in the field of Cell Broadcast
Position paper
Preparation of European wide tests

Grant accepted by EU (JLS)

**Partnership countries:** Germany, Hungary, Poland, Sweden and the United Kingdom

**Participating countries:** Austria, Finland, Norway, Estonia, Spain, Denmark, France, Latvia, Belgium, Bulgaria
EU Project

Results of the project
Position paper and support letters
General functionalities described
Three sorts of messages
  • Alarm messages
  • Alert/information messages
  • Information messages
Standardization process in motion
  • EMTEL, ITU, 3GPP
  • USA (CMAS), Japan (Area Mail)
  • Nokia, Motorola, Vodafone, T-mobile etc
New name for the service (NL-Alert, EU-Alert, ES-Alert)
Statusmonitor (UK, Swe, Pol, Fra)
Handsets manufacturers

- Handset is a global industry
  - therefore cooperation is essential

- Implementation of standards
  - alarm tone
  - menu structure
  - channels and attributes
  - languages
Project phasing and timeline

- Basic Service NL-Alert 2011
- New applications 2011-2014
  - weather/traffic alarm
  - blind, deaf
  - public areas
  - children, elderly
- Matured service > 2014