In Case of Emergency...

An ETSI Summit on Critical Communications

20 November 2014

NL-ALERT: PUBLIC WARNING VIA MOBILE

Presented by John Tacken (projectmanager NL-Alert)
What is NL-Alert?
Interesting facts

- Launch: November 2012
- Usage: on average once every 2 weeks
- NL-Alert messages are distributed via 2G and 3G networks of all mobile operators. 4G support pending
- Penetration: 30% of the population. After activating 4G > 50%
- Obligation for mobile operators under the Netherlands telecoms law from end 2014
A comparison

<table>
<thead>
<tr>
<th>National siren system</th>
<th>NL-Alert</th>
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<tbody>
<tr>
<td>Limited alerting functionality</td>
<td>Alerting plus providing information</td>
</tr>
<tr>
<td>Poor coverage</td>
<td>Excellent coverage</td>
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<tr>
<td>Resilient, but only one national infrastructure</td>
<td>Resilient, but using 3 national infrastructures of mobile operators</td>
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<tr>
<td>Expensive, dedicated infrastructure</td>
<td>Relatively inexpensive, piggybacking infrastructure of mobile networks</td>
</tr>
<tr>
<td>Not suitable for deaf and hard of hearing</td>
<td>Suitable for deaf and blind people. Phone needs to be in reach, battery loaded and switched on.</td>
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Why cell broadcast and not SMS or IP?

- Advantages of using cell broadcast
  1. Works when networks are congested
  2. No privacy issues
  3. No costs for citizens

- Advantages of using SMS
  1. Well known
  2. Standard technology

- Advantage of using IP?
  1. Works with many devices
Important standards for NL-Alert

- Proprietary
- ETSI standard Cell Broadcast
- ATIS Standard WEA

Government -> Mobile Operators -> Handsets -> Citizens
Supported by the main mobile OS’s

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Implementation experiences

- Applying an (old) standard like cell broadcast does not mean that it works.

- Without the ATIS standard for the User Interface, NL-Alert would not have been where it is now.

- Hardware vendors have been very willing to support NL-Alert, despite of the small size of our market.
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