

Cell Broadcast for Public Warning

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Cell Broadcast

- Standard cellular phone service
- Broadcast from cell tower to all cell phones in signal range; no service subscription is needed
- Message is broadcast **immediately** to all; not one-at-a-time like SMS messages
- Cell Broadcast is ideal for public warning in the event of a life-threatening emergency



Adoption of Cell Broadcast for Public Warning

- Cell Broadcast has been adopted for public warning in: Canada, Chile, China, Denmark, Greece, Hong Kong, Israel, Italy, Japan, Lithuania, Netherlands, New Zealand, Oman, Peru, Philippines, Romania, Saudi Arabia, South Korea, Sri Lanka, Taiwan, United Arab Emirates, United Kingdom, United States
- [EU-Alert](#) - European-wide Public Warning Service based on cell broadcast (mandated June 2022)
- In many countries, cell broadcast builds on CAP

Cell Broadcast Advantages

(from https://en.wikipedia.org/wiki/Cell_Broadcast)

- messages a few or millions of people in under 10 seconds
- supports a unique and dedicated ringtone and vibration
- handled by 99% of all handsets used today
- supports multiple languages, allows hyperlinks in the alert
- reaches all subscribers including roaming
- reaches all subscribers in their own language)
- not affected by mobile network congestion
- not affected by data protection constraints
- can address people in one cell or all cells in a city, country
- suitable for periodic public warning awareness tests
- has no influence on the battery life of mobile devices

Questions, Discussion



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