

Subject: **ICEA Comments - 'Consultation Paper on Reserve Price for auction of FM Radio channels'**

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Dear Mr. Agarwal,

In reference to the 'Consultation Paper on Reserve Price for auction of FM Radio channels', please find below our comments on the same.

ICEA has reviewed the TRAI Consultancy Paper for Phase III auction and supports the planning for future FM broadcasting. Radio services offer information and public service content to millions of listeners across India. The majority of radio listening is done on mobile handsets with over 900 million mobile devices with built-in FM receivers.

Digital broadcasting is transforming radio operations across the world. Many digital technologies and are providing new services and content to consumers. Analog radio is losing ground to these digital services and losing audience share in many markets. In order to compete, radio stations in countries around the world are converting to digital radio broadcasting systems. We are supportive of the plans for allowing broadcasters to implement analog as well as digital broadcasts on their new frequency assignments. TRAI's suggestions to allow stations to implement a digital radio transition on a voluntary decision permits the continuation of analog broadcasting for the 900+ million mobile receivers and creates the future for digital broadcasting programming to provide new audio channels and enhanced alerting and warning systems.

We believe that TRAI should move quickly to enable digital services on new frequency assignments and to allow existing broadcasters to also support digital radio services with their current frequency assignments.

We hope for a favourable announcement at the earliest.

Thank you.

Best Regards,
Piyu Bajaj
Associate Director



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