

Comments of the Digital Radio Mondiale (DRM) Consortium on TRAI's Consultation Paper No 14/2024 dated 30th September 2024 on 'formulating a Digital Radio Broadcast Policy for private Radio broadcasters.

Introduction:

Our company is GOSPELL DIGITAL TECHNOLOGY CO.LTD. and we are mainly focus digital TV solution company, and our company has been investing in the research and development of DRM products for nearly 20 years. Up to now, we have developed and produced:

GR-216 (tabletop radio), and

A series of portable radios including GR-224BP, GR-226BP and GR-228BP.

In addition, we are also working on DRM front-end products, packaging encoders, modulators, transmitters, etc.

The reason why we have been insisting on investing in the research and development of DRM products is that we are firmly optimistic about the trend of analog to digital conversion, which can bring the following conveniences to broadcasting organizations and users:

- **Sound quality upgrade:** DRM technology can improve the broadcast sound quality to CD level, allowing you to enjoy a clearer and more delicate auditory feast.
- **Rich content:** Support multiple audio encoding methods, provide high-quality music, news, drama and other colorful program content to meet the needs of different listeners.
- **Wide coverage:** Supports both AM and FM frequency bands, covering a wider area, allowing more people to enjoy high-quality broadcasting services.
- **High efficiency and energy saving:** Saves more than 50% energy compared to traditional analog broadcasting, reducing operating costs.
- **Interactive upgrade:** Supports data broadcasting services, provides value-added services such as real-time news, traffic information, weather forecasts, etc., so that listeners can obtain more comprehensive information.

Comments on the issues raised in the Consultation Paper by TRAI

Q1: Do you agree that single digital radio technology adoption is preferable for entire country? If not, support your reply with justification.

Comments:

Yes, we strongly agree that single digital radio technology adoption is preferable for entire county. Choosing a single digital audio format and using a single standard for broadcasting has the following significant benefits for broadcasters:

1. Reduce equipment costs and maintenance costs

- Unified standards: Broadcasters only need to purchase and maintain a set of equipment that meets unified standards, reducing the diversity of equipment and reducing procurement costs.
- Simplified operation: Unified standards simplify the operation and maintenance of equipment, reduce the requirements for technicians, and save labor costs.

2. Improve efficiency

- Rapid deployment: Due to unified standards, broadcasters can deploy new broadcasting services more quickly and shorten market response time.
- Simplified process: Unified standards simplify the broadcasting process and improve work efficiency.

3. Promote the development of the industrial chain

- Scale effect: Unified standards promote scale effect, reduce the production cost of equipment, and thus reduce the procurement cost of broadcasting organizations.
- Technological innovation: Unified standards are conducive to concentrating efforts on technological innovation and promoting technological progress in the entire broadcasting industry.

4. Enhance competitiveness

- Reduce operating costs: By reducing equipment costs and improving efficiency, broadcasting organizations can reduce operating costs and enhance market competitiveness.
- Improve service quality: Unified standards help improve the quality of broadcasting services and increase audience satisfaction.

5. Expand the market

- Interoperability: Unified standards are conducive to interoperability between different broadcasting organizations, facilitating program exchange and joint production.
- Global development: Unified standards help broadcasting organizations expand overseas

markets and participate in global competition.

Q2. In case a single digital radio broadcast technology is to be adopted for the entire country, which technology should be adopted for digital radio broadcasting? Please give your suggestions with detailed justification.

Comments:

We recommended India gov to use DRM as a single standard, the main reasons are:

Wide coverage: DRM technology has good propagation characteristics in the medium and short-wave frequency bands, which is suitable for India's vast territory.

Support multiple languages: DRM can support broadcasting in multiple languages to meet India's multilingual and multi-ethnic national conditions.