

Document: Consultation paper on formulating a Digital Radio Broadcast Policy for private Radio broadcasters (30th September 2024)

Response by:

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About Inntot Technologies Pvt Ltd: (<https://www.inntot.com>)

Inntot Technologies Pvt Ltd is a pioneer in Software Defined Radio (SDR) receiver solutions for commercial Digital Radio Broadcasting standards like DRM, DAB/DAB+, CDR etc. The company has several granted patents in digital radio broadcast domain that provides differentiating and competitive performance to the customers. SDR based receiver IP solutions of Inntot Technologies have been deployed in more than **700,000 units of cars in India across 12 car models and 35 variants**. Inntot Technologies is the proud recipient of the prestigious **National Technology Awards, Technology Development Board, Department of Science & Technology, Govt of India 2021** and **Pandit Deendayal Upadhyaya Telecom Skill Excellence Award, Department of Telecommunications, Govt of India, 2022**.

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

<Inntot - Response>

Single Digital Radio Technology is preferable as it will lower the costs of broadcast equipment and most importantly receivers, especially in a country like India where the receiver cost is very sensitive to common people. It will also reduce the complexity of the implementation that in turn gets reflected in cost.

Also, it is very important to note that different digital radio standards have different bandwidth requirements for the broadcasting and adopting the same standard and specifically the digital radio with a lower bandwidth requirement is most efficient in terms of a seamless switchover from analog to digital, implementation and maintenance.

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.

<Inntot - Response>

We recommend that only DRM must be adopted for digital radio broadcasting due to the following compelling reasons.

- DRM is an Open Standard
- Lower costs for the receiver and no licensing fees involved in broadcasting or receivers
- Lower complexity as same technology is used in AM and VHF bands
- Successful deployment in India with many DRM stations and DRM Receivers with more than 6 million receivers in cars alone

Q3. In case multiple digital broadcasting technologies are to be adopted, please specify whether it should be left to the market forces to decide the appropriate technologies and what could be the potential problems due to adoption of multiple technologies? Please suggest probable solutions to the problems, with detailed justification.

<Inntot - Response>

Deployment of multiple technologies is not recommended as it substantially increases complexity and cost of digital radio receivers.

Additionally various tests need to be performed with simultaneous transmission of multiple technologies to understand if there is an impact on reception due to interference.

Also, different digital radio standards have different band requirements for the broadcasting and adopting the same standard and specifically with a lower bandwidth requirement is most efficient in terms of a seamless switchover from analog to digital transmission, implementation and maintenance.

Q7. What measures should be taken to facilitate the availability of affordable digital radio receivers?

<Inntot - Response>

- Higher volumes of production will enable lower cost receivers. Similar to EU, policy should be made to mandate digital radio technology in automobiles from a target date.
- During the initial phase of analog to digital switch over, incentives should be given to the broadcasters to switch over to digital to popularize the technology.
- During the initial phase of analog to digital switch over, incentives should be provided to manufacturers to produce digital radios at a lower cost to popularize the technology.
- VHF-II white space auction must be mandatorily done in digital standard only so that the technology gets popular and prepared for a full-fledged transition in near future.

Q34. Stakeholders may also provide their comments/ suggestions along with detailed justification on any other issue that may be relevant to the present consultation.

<Inntot - Response>

- A clear mandate has to come from Government of India regarding adoption of digital radio broadcasting at the earliest.
- White space available in VHF-II based must be auctioned in the recommended Digital Radio Standard at the earliest.

- Incentives should be provided to broadcasters and manufacturers in the initial phase to facilitate digital switch over.

For Inntot Technologies Pvt. Ltd.

Managing Director



Rajith Nair

MD & CEO, Inntot Technologies Pvt Ltd.

(For Inntot Technologies Pvt Ltd)