

Subject: ASBU COMMENTS: TRAI Consultation Paper No 14/2024 "formulating a Digital Radio Broadcast Policy for private Radio broadcasters"

The Arab States Broadcasting Union (ASBU) is one of the oldest pan-Arab institutions, belonging to the League of Arab States system. It is a professional organization, established in February 1969 in Khartoum, with the objective of "strengthening ties and promoting cooperation among broadcasters in the Arab States for better production and content development."

ASBU has studied DRM digital radio, for many years and recommended it in MW/SW and FM radio, in the Arab region in these bands with DAB+ in VHF B III

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

- Yes, Adopting a uniform digital radio technology country-wide should be the objective. But achieving that is not always possible.
- Single standard is beneficial for everyone listeners, broadcasters and the industry.
- The chosen technology should be efficient in terms of spectrum usage and power consumption.
- This technology should enable affordable-cost receivers (car and personal)
- Uninterrupted indoor reception and mobile reception are quite important.
- It is noted that the DRM digital radio broadcasting in the MW and SW band is already recommended in all Arab region (in Africa and Asia).and naturally DRM FM would be the choice.
- However, the availability of DAB+ receivers in the market with established technology in Europe and some parts of the world makes it a suitable technology, yet multiplexer management requires special care.

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.

- DRM is standard (not controlled by a single company) for all frequency bands except for Band III VHF.
- DRM is adopted by many countries all over Asia-Pacific as the de-facto digital radio standard for the region
- DRM has very good propagation performances
- for the development of the receiver ASBU recommends opting for a single standard valid for MW/SW/FM, from this point of view the DRM standard is better positioned to meet this requirement.
- Receivers' deployment and regulation associated with it has to be considered thoroughly, Promises only remain promises unless there are strong procedural and regulatory power associated with leverage to make receivers available at a competitive price.
- DAB+ was a good choice for ASBU region for the regional coverage, however national coverage requires DRM standard. The receivers availability and market forces and competition will always be the main factor.