

ELEMENTS INNOVATION UK LTD
ELEMENTS INNOVATION AUDIO & VIDEO
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11 November 2024

TRAI Consultation Paper No 14/2024
formulating a Digital Radio Broadcast Policy for private Radio broadcasters

Dear Sir,

I am Sunny VP of sales from Elements Innovation (Audio & Video) Ltd and Director of Elements Innovation UK Ltd. Elements Innovation (Audio & Video) Ltd is a Product Company which exports digital radios and audio products/equipments to worldwide, while Elements Innovation UK Ltd is a technology company holding different technical licenses and technologies, providing for consumer electronics.

Before I established these companies, I was working in Frontiersmart Ltd (A DAB+/DAB technology company) as a Sales Director in Far East. After that my own company was a distributor of Reciva Ltd(The DAB and Internet Radio technology company who was taken over by Qualcomm)That's why I am continuing working in this digital radio industry until now after setting up my own company. Witnessing how DAB started in UK? how DAB+ started in Norway while stopping FM? how HD radio started in US? how DRM started but be quiet until DRM+ being embraced again?

Elements Innovation (Audio & Video) Ltd is now manufacturing two DRM radios, a Retro wooden DRM radio with WiFi , another is DRM+/DRM30/AM/FM Car Radio with Bluetooth

connect, wifi connect(option) which allows to be connected smartphone to display Journaline, EWF info...etc

These two radios are also supplying to China currently, getting a lot of of attractions.

About the questions, here are my comments:

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

Yes, I believe a single digital radio applied in one country is the best choice. There are different technologies, but citizens are confused with more than one technology in radio industry nature. Millions of cars are installed DRM in India and is the most efficiently way for India! Investing a duplicate digital radio technology is not a choice if you looked at the history of all digital radio experiences on other countries.

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 the most suitable choice because it is an open standard which allows to more competitions to drive the cost of DRM comes to market driven, also, DRM is already off-air in India.

I believe India requires a digital radio infrastructure with hardware base, this is more suitable for a large and high density country. Other than smartphone network, a big country is required an alternative technology to keep the country run forever, digital off-air DRM is your choice, don't you agree?

The broadcasting is currently running and operating daily, as soon as the receivers comes to the market, the market dynamics will gear up the industry, meantime the DRM consortium is running in place to drive the market growing healthy. Also, many cars are running in India with DRM technology inside, why not DRM??

As DRM is definitely an open standard, the nature could drive India Broadcasting industry to be successfully at the end!