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

Dear Sir/Madam,

IZT would like to comment on the TRAI Consultation Paper No 14/2024.

About IZT: High frequency and microwave technology in combination with most advanced digital signal processing are the key technologies of the Innovationszentrum für Telekommunikationstechnik GmbH IZT.

Signal generation equipment, receivers for signal monitoring and recording, transmitters for digital broadcast, digital radio systems, and channel simulators are included in the product portfolio of IZT.

Customized solutions and powerful platforms for high signal bandwidth and real-time signal processing applications with an excellent service are our commitments for your satisfaction.

We are a supplier of test solutions for the various digital broadcasting standards as well as for headends for DAB and DRM.

## IZT comments:

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

A1. Yes, we fully agree that only one standard for a digital broadcasting network should be introduced. A single standard offers a variety of benefits for all parties involved, from regulators to broadcasters and end users. The parallel operation of several standards causes high effort and costs both in the procurement and operation of the required infrastructure.

- 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.
- A2. DRM is an open and fully developed standard for digital radio broadcasting. It is specified for all frequency bands available in India.

DRM is already widely available in India. Millions of DRM receivers are in use in India, for example in cars. A great deal of local expertise has been built up in setting up and operating the existing DRM network in India. For these reasons, our recommendation is to select DRM as the sole digital broadcast standard.

Best regards,

Rainer Perthold

CEO