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 Date: Mon, 28 Oct 2024 11:04:54 +0530
 Subject: TRAI: Consultation paper Digital Radio Broadcast Policy in India
 ===== Forwarded message =====

NXP, the worldwide market leader for car radio IC solutions*, would like to thank all involved governmental organizations in India for the successful roll-out of digital radio in the AM band in India. The digitalization of the FM band in India is a very important next step for the benefit of the country and its citizens and NXP is ready to support this with its automotive broadcast solutions. NXP has developed radio decoding firmware for the major digital radio standards used worldwide: DAB+, HD radio, DRM (in AM- and FM-band) and CDR. NXP's global radio products are true software-defined solutions and can be seamlessly applied across the world with software updates of the needed radio firmware.

Based on our long experience in the development of automotive broadcast solutions and working with international automotive partners and regulatory bodies, NXP would like to use the opportunity to share the following recommendations for further consideration:

- **A stable and trustful eco-system with all main participants/stakeholders is key:** All involved companies and organizations (private and governmental broadcast stations, broadcast infrastructure providers, car OEMs, Tier1s to the car OEMs, receiver manufacturer, semiconductor companies, software companies and many more) require legal certainty to make a digital roll-out successful. The development of a stable and transparent roll-out plan-will be key to ensure adequate resources and investment planning.
- **___Mandates by governments matter:** Mandates by governments can support the uptake of digital radio in the respective region and accelerate roll-out of safety and innovative use cases .
- **Digital broadcast enables multiple enhanced features:**
 - **Effective implementation of Emergency Warning Functionality:** Digital broadcast offers a technology for disaster management and public safety as it enables delivering warning audio alerts and text, and visual information to citizens.
 - Superior sound quality (providing an enhanced listening experience)
 - Multiple audio services per channel/frequency(more content for the listeners / most efficient usage of FM spectrum for the broadcasters)
 - Enhanced coverage for consistent and reliable reception
 - Additional program-related data services like news updates, artist information and station logos (providing detailed information on demand)
 - Interactive content and back-channel opportunities (offering a more engaging listening experience)
 - Service-linking feature (enabling uninterrupted reception in the event of signal loss, by falling back to the available analog broadcast with same or related contents)

These features unique to the digital radio shall be especially considered in the new digital broadcast policy, for the maximum benefit of both receiver and broadcast ecosystem.

* Source: *TechInsights*, April 2024

Thanks and Best Regards,



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