



PIONEER ELECTRONICS (USA) INC.

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Shri Deepak Sharma
Advisor (B & CS), Telecom Regulatory Authority of India
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Re: Comments regarding potential adoption of HD Radio technology

Dear Mr. Shri Deepak Sharma,

Pioneer Electronics (USA) Inc. believes that the HD Radio digital radio broadcast standard has significantly benefited listeners in the United States and Canada with enhanced broadcasting services accessible throughout these territories. The United States formally adopted the technology as their digital radio standard in 2002, and radio broadcasters in Canada have also deployed HD Radio technology.

Pioneer Electronics (USA) Inc. encourages broadcasters and regulators in India to work together to advance the rollout of HD Radio digital radio services across India and to harmonize the use and regulation of digital radio in the AM and FM broadcast bands to create a de facto digital radio standard that includes both India and North America.

Over the last two decades, consumers, manufacturers and retailers globally have held strong interest in upgrading radio technology from analog to digital. The standardization of digital radio services has reduced the cost and complexity for manufacturers such as Pioneer when developing radio receiver products and we believe this will be applicable to Pioneer products developed for the India market as well.

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

Yes, adopting a single digital radio technology for the entire country is preferable. A single solution in India will allow uniformity and standardization of products, allowing Pioneer's manufacturing teams to benefit from economies of scale, and providing a simplified user experience without the need to worry about compatibility.

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?

Based on our experience in the United States and Canada, Pioneer Electronics (USA) Inc. endorses the HD Radio system as the digital radio broadcast standard. The HD Radio system is stable, robust, and provides reliable coverage and services for Pioneer's customers. Additionally, the HD Radio team offers a comprehensive certification program which evaluates many different functional and performance requirements of their standard. Achieving HD Radio certification ensures that our products are fully compatible with the transmission standard and will work correctly in all markets where HD Radio services are offered. As a result, we have experienced very high consumer satisfaction with Pioneer HD Radio products. Lastly, a single standard fosters innovation and futureproofing, a significant benefit to consumers. With a unified approach, product manufacturers can focus our research and development on enhancing and evolving the technology, leading to a more robust digital radio ecosystem. This unified approach will ultimately benefit manufacturers, consumers, and the broader broadcasting ecosystem.

Respectfully,

Hideki Ono
Chairman President & CEO
Pioneer Electronics (USA) Inc.