drm
DIGITAL radio mondiale

Events Invitation

Clear and Flexible Digital Radio

Celebrating the First India Made DRM Receiver: AVION with xHE-AAC

11th September 2015

14:00 to 15:00 (Hall 8 B80)

Fraunhofer IIS

DRM Radio Transmitters for Alert Systems

12th September 2015

11:00 to 12:30 (Hall 8 C35)

THOMSON BROADCAST

New Developments in DRM Transmitter Technology

12th September 2015

15:30 to 17:00 (Hall 8 C49)

nautel

Integrated Transmission Systems

13th September 2015

11:00 to 12:30 (Hall 8 D35)

AMPEGON

TRANSRADIO SenderSysteme Berlin

www.drm.org

To attend any of these events please RSVP to **projectoffice@drm.org**

IBC 2015
RAI Amsterdam
Conference 10-14 September 2015
Exhibition 11-15 September 2015

Digital Radio Mondiale (DRM)

A GLOBAL DIGITAL RADIO SYSTEM

DRM – Universally Applicable

- The only global, open, energy efficient digital radio standard for all the FM/VHF and AM broadcast frequencies
- Saves up to 90% of power
- Huge savings on energy bills
- Covers very large, as well as smaller, regional and local geographical areas
- No need for broadcasters to share large, expensive multiplexes. Low distribution costs

New Content and Revenue Opportunities

- DRM offers new content and revenue opportunities. Broadcasters are able to:
  - ✓ Maintain their traditional coverage areas, targeting listeners in their own language/s with dedicated national/regional/ local programmes
  - ✓ Increase the number of broadcast programmes on one single frequency from one in analogue to three new digital audio programmes plus one data channel
  - ✓ Maintain and enhance their advertising revenues, without sharing them with competitors
  - ✓ Enhance their listeners' experience through multimedia application: DRM text messages, Journaline advanced and interactive text (return channel), Slideshow images, TPEG/TMC traffic updates, EPG/SPI programme information, emergency warnings alerts, all part of the standard
- DRM broadcasts benefit from the latest low bitrate audio codec MPEG xHE-AAC, with services in better speech and music quality

www.drm.org

Easy Upgrade to Digital

- The broadcasters' transmitter infrastructure can be easily upgraded from analogue to digital (in many instances)
- Simulcast broadcasting is possible in the transition period from analogue to digital
- DRM helps the swift, flexible, efficient transition to digital, while maintaining or even increasing the former analogue coverage area