

# EBU-DRM Conference

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# Welcome Note

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# A Hearty Welcome to the EBU-DRM Conference!

- DRM is a state-of-the-art digital system for the 21<sup>st</sup> century!
- DRM is more than audio in excellent quality. It is about data, services and more choice for the listener!
- DRM is more than efficient technology only – it is about content too!  
Can EBU, ABU, national broadcasters and organisations pull together to get us all in the digital radio age?
- DRM needs to be part of any digital receiver (the global standard that can dovetail with any national digital option)!



# DRM – Digital Radio Mondiale System

- **DRM System (DRM30 and DRM+):**  
**Global open standard for digital radio**
  - Serving SW, MW, LW and band I/II (FM)
  - Covering large areas but also great for rural and local markets and on the move
  - A low power community or event radio
  - Complements and works seamlessly with DAB and other standards

# DRM – Digital Radio Mondiale Consortium

## ➤ DRM Consortium founded in 1998

- **non-commercial**,  
promotes the adoption of the DRM standard
- **around 100 members**  
incl. broadcasters, manufacturers, network operators,  
regulators, research institutes, etc.

# What can DRM (DRM 30 and DRM+) offer?



- **Automatic tuning**
  - by station name, no longer by frequency
  - re-tunes when leaving coverage area
- **Good coverage** area and robust signal
  - supporting SFN (single frequency networks)
- **Per-device IPR cost:**
  - One-time license fees, part of device cost
  - **No running royalties** for broadcasters!
- **More choice for listeners**
  - up to 4 programs on 1 frequency
  - simulcast analog / digital
- **Excellent audio quality**
  - no distortion
  - stereo and 5.1 surround sound
- **Added features**
  - Journaline text, EPG, images, traffic info, ...

# Updates on DRM – The Open Worldwide Digital Radio Standard

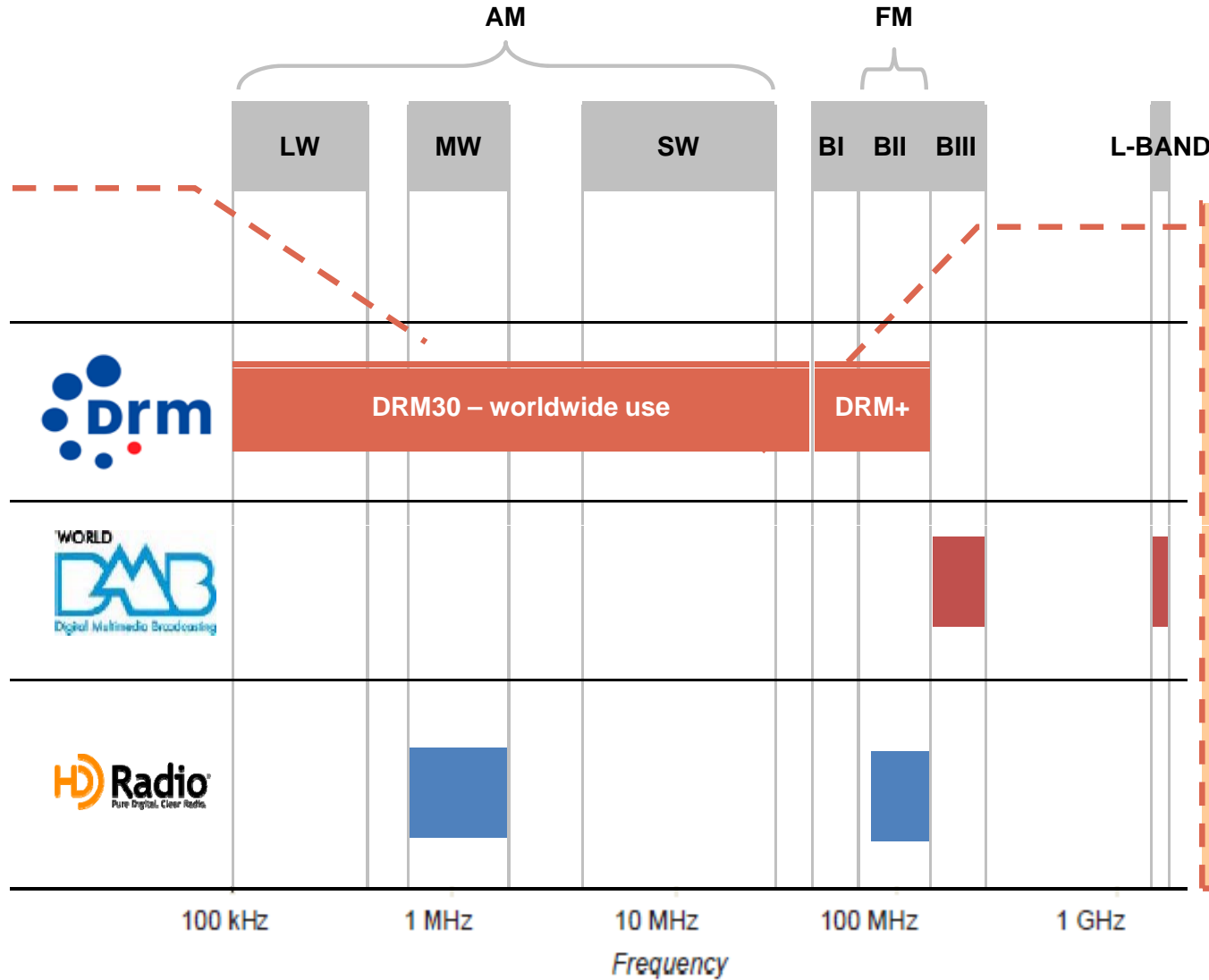
- DRM+ extension (DRM in band I/II) and Surround Sound ready (Aug 09)
- DRM Profiles –  
on the way to a global receiver (Sep 09)
  - Aimed at creating vibrant digital radio market **worldwide**
  - Defining minimum **functionality** for receivers that use DRM system
  - Give **broadcasters** confidence to plan services that will be received
  - Give **manufacturers** confidence that their investment will be supported by services
  - Give **consumers** confidence in a product providing them with consistent quality of experience



# Where DRM fits – Introducing DRM+

## Frequency bands & capability of different digital technologies

**DRM30** is designed to work over the **bands currently used for AM broadcasting** (below 30MHz; short wave, medium wave and long wave) which allows for **very long distance signal propagation** and is **robust against the fading and interference** which often causes problems at these frequency ranges.



**DRM+** is designed to cover spectrum **up to 174MHz**, including band I / band II (FM).  
**ETSI ratified** on 2009-08-31; ITU recomm. prepared



- It is NOT 1998 technology, it is 21<sup>st</sup> c. technology with lots of features in tandem with a lot of the apps out there
- It is NOT proprietary
- It is NOT exclusive to one band
- It is NOT multiplex dependent
- It is NOT difficult to implement (can use existing infrastructure)
- It is NOT more expensive than other digital technologies, possibly cheaper

**IT IS HERE, READY TO USE AND MEET YOUR NEEDS !**

**Thank you**

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