

Why FM HD Radio™ for local regional broadcasters

Agenda

- Introduction / assumptions
- Why not XY-System?
- So what is left?
- Conclusions and “the last word”

EHDRA HD Radio Day, 2009 Lucerne - Switzerland

Markus A. Ruoss

www.ehdra.eu

Why FM HD Radio system for local regional broadcasters



Introduction/Assumptions:

- We know in the meanwhile that radio digitalization will take very long,
- and we learned that additional relevant commercial income (from new digital content) is far away! (10 years or more?)
- We understand that we only can start with very little additional operating cost,
- and we accept that we cannot wait much longer to start going digital in digital terrestrial distribution.
- We know that there is no „One size fits all“ solution for all broadcasters in radio digitalization.
- **Lets start with the question why not use the XY system?**
(for private local-regional one program broadcasters in Europe)

Why FM HD Radio system for local regional broadcasters



Why not DAB ? (the old one)

Because it will not survive long enough, and is no efficient solution

Why not DAB + in Band III?

DAB+ is the most (technically) efficient multiplex-technology available today

- for public and large scale private broadcasters
- for new wide area programming
- **but no economical solution for the local broadcasters**

Why not DAB in the FM Band?

- **What a crazy idea!!** (but it is on the candidate list of ECC FM PT 45)
- **Needs FM switch off in approx 2Mc segments of the FM-Band?**
And where the analog listeners go?
- **If DAB+ then better go Band III right away!**

Why FM HD Radio system for local regional broadcasters



Why not DAB-IP?

- Way too early and see DAB+, no economical solution today and virtually no receivers yet

Why not DAB+ in L-Band?

- That's where some of the public broadcasters and administrations wanted us to spend our money!
- In the meanwhile, most L-Band operations are closing
- no further comment necessary! (no way for local broadcasters)

Why not DMB in Band III?

- can we afford multimedia and do we want this?
- see DAB +
- But it is not an economical solution for local broadcasters

Why not FMeXtra?

Lowest introduction cost of all systems, but :

- no receivers yet
- to little content capacity
- to much coverage- / reception- reduction

Why FM HD Radio system for local regional broadcasters



- **Why not DRM+ in the FM Band?**

Best (engineering only) efficiency of all systems, but:

- no receivers yet
- no real (simple) FM-simulcast solution yet in sight

- **Why not DRM+ in Band I or Band III?**

- see DRM + and
- the advantage of using the same FM-infrastructure is lost

- **Why not IP Radio?**

Important as additional distribution vector, but
is not a replacement for a digital terrestrial broadcast distribution of
licensed broadcasters with service obligations

- **Why not Satellite Radio?**

no viable solution in sight, is no alternative, and too expensive

Why FM HD Radio system for local regional broadcasters



So what is left? FM HD Radio! 😊

Why? Because it adds values for users and broadcasters:

- **Same frequency and same basic FM-infrastructure**
- **Additional content on the “same frequency”**
- **Better quality of service in the coverage area**
- **Backwards compatible with FM (simple communication!)**
- **Slow evolution with little investment for the broadcaster**
- **And much more “radio innovations” to come! (tagging, data, CAS, and more...)**

Conclusions and „the last word“

- FM is OUR „HOMETOWN“, be careful with the FM Band
- Think as local broadcasters ! (Not for the industry !)
- Be active to convince your administration to allow the implementation of HD Radio technology as soon as possible (on a pragmatic basis!)
- Do not wait for the day when a 100% perfect radio digitalization solution is available for all involved in the chain! (it will simply never happen!)
- To become successful, a strong push is necessary, become an active EHDRA member now!
- It is really time to go digital on the last mile! If you do not start the process soon..... **you will (maybe) be obsolete in the long term**

Thank you

- Questions?
- Download:
<http://www.ehdra.eu>