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### **DRM to Celebrate Indian Platform Activity with Workshop in New Delhi**

India is one of the leading countries in introducing DRM through an ambitious roll-out plan spearheaded by the public broadcaster, All India Radio (AIR). The progress has been good but the successful take-up of Digital Radio for the millions of radio listening Indians will depend on: affordable receivers, sufficient digital broadcasts, effective marketing and good content.

With the endorsement of AIR, the DRM Consortium launched an "Indian DRM Chapter" (Platform) in February 2011. Its focus is to support the digital roll-out in India.

The Platform, which meets virtually every month in order to exchange information and share in the latest development, is to hold a DRM Workshop at the LaLit Hotel in New Delhi on November 22<sup>nd</sup>. This event will offer an opportunity to all interested parties and stakeholders to hear how the DRM transmissions in India have been progressing, to get the latest DRM news from all over the world and receive an update on the All India Radio digital roll-out.

Mr Yogendra Pal, the Honorary Chair of the India Platform is looking forward to this meeting of the India Platform: "The meeting of the Indian Platform members is long overdue. Though we share information virtually all the time there is no better way to get the latest information and contribute to the successful introduction of DRM in India, than meeting face to face."

Ruxandra Obreja, DRM Consortium Chair, is keen that this event should be open and welcoming to anyone interested: "DRM needs to go beyond the transmission sites and excite radio manufacturers, content-makers and listeners now. As you know, the DRM India Platform is open to membership from other broadcasters, digital chip, module and receiver manufacturers, transmission companies, distributors and retailers. On the 22<sup>nd</sup> we will all meet and take the project forward."

For more information on the event on November 22nd please write to: [projectoffice@drm.org](mailto:projectoffice@drm.org).

### **About DRM**

Digital Radio Mondiale™ (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies below and above 30 MHz, including LW, MW, SW, band I, II (FM band) and band III.

DRM provides digital sound quality and the ease-of-use that comes from digital radio, combined with a wealth of enhanced features: Surround Sound, Journaline text information, Slideshow, EPG, and data services. DRM on short, medium and long wave for broadcasting bands up to 30 MHz (called 'DRM30') provides large coverage areas and low power consumption. The enhancement of the DRM standard for broadcast frequencies above 30 MHz ('DRM+') uses the same audio coding, data services, multiplexing and signalling schemes as DRM30 but introduces an additional transmission mode optimized for those bands.

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