



DRM in Brazil

The Digital Radio Consultation Council was created by the Ministry of Communications in order to give advice and recommendations to Parliament and the Presidency on what digital standard Brazil should adopt. On November 29th, the key Ministry engineer supervising the tests of the two standards in contention: DRM and HD, Dr. Flávio Lima, made a day long presentation about the digital radio test results in Brazil. On December 5th one of the Chamber of Deputies specialised committees organised a public hearing with the title "*The future of AM radio and the digitalization process of radio in Brazil*". DRM could make a strong case for the use of this band in the Brazilian context with its strong base of AM stations. The next day a meeting with the sub-committee of the Digital Radio Council focusing on the industrial impact of digitisation took place at the Ministry. (The Ministries' Council has created 3 sub-committees: industrial matters, tests analyses and technology innovation). In this business context the DRM representatives demonstrated how DRM can be implemented together with and by the Brazilian industry. The members of the sub-committee were presented with the main points of the comprehensive business and investment plan for implementing DRM in Brazil. This document was put together mainly by Brazilian economic specialists and makes projections of how much the industry, the broadcasters and population will invest in digital radio in the next 20 years. The next day, December 7th, the main event of the week took place: at a meeting with all the Digital Radio Council members. The strong Brazilian delegation made a 40 minute presentation about the consortium, the system, and its benefits, the gains for the industry and for the Brazilian society in general. The presentation was followed by a 2 hour debate, with the DRM team answering questions that varied from clarifications about IP charges to how long batteries last on a standalone DRM radio. During the lunch break all present heard the DRM transmission from Ascencion Island on Shortwave. This created quite a buzz as can be seen in some of the pictures taken. The afternoon was taken up by the presentation and discussions of the HD system.

The intense activity around the digital standard choice is not over. Thursday, the 13th, is the date for the last meeting of the Digital Council meeting. It will start with a presentation by the Chair of the Brazil DRM Platform on the integration of the Brazilian digital TV middleware, Ginga, into DRM. After that one of the key specialists in digital radio Dr. Nélia Del Bianco, of the University of Brasília will present her research on the expectations of 700 radio stations about digitalisation. After this the Council will conclude its activity. The Ministry promised in July to announce by the end of this year what digital system will be adopted in Brazil. It looks like the decision will be postponed again, so we are now looking at 2013. I hope the world doesn't end first.

Marcelo Goedert – DRM Representative in Brazil