



Press Release

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Digital Radio Mondiale (DRM) Welcomes Pakistan Broadcasting Corporation (PBC) to DRM Consortium

Digital Radio Mondiale is delighted to announce the Pakistan Broadcasting Corporation as a new member of the Consortium. Pakistan Broadcasting Corporation, also known as Radio Pakistan, is a public radio broadcasting network, as well as a mass-media state-owned big corporation in Pakistan.

Syed Imran Gardezi, Director General of PBC said, "The Pakistan Broadcasting Corporation is interested in introducing the latest digital technologies for the benefit of the Pakistani listeners. As such we are happy to join the DRM Consortium as we are embarking on the modernisation and digitisation of our infrastructures".

Ruxandra Obreja, DRM Chairman, welcomes PBC to the DRM Consortium and sees this "as a serious commitment of PBC to the latest radio technologies like the DRM standard and a chance for the DRM Consortium to strengthen its position in Asia and to learn more from an important market like Pakistan".

About Pakistan Broadcasting Corporation

PBC provides a wide range of radio and news services broadcast on TV, internet and radio and in almost two dozen languages used in Pakistan. Outside Pakistan PBC broadcasts in more than half a dozen languages. PBC's programmes aim to entertain people through music, features, and plays, while educating the overseas audience about Pakistan, its culture and government and the world. PBC programmes educate people on socio-economic issues covering 'health, education, environment, population welfare, agriculture, special persons, rights of women, human rights, minorities and media freedom'. Its core mission states the aim of PBC as: "education, news and information to bring public awareness to a whole range of significant activity." At national level, PBC broadcasts in 23 different state-recognized languages 24-hours a day. The PBC external services programmes are broadcast 8-hours a day in 10 different foreign languages, covering Western, Southern, Eastern, Northern Asia and some parts of Eastern Europe.

For more information please see www.radio.gov.pk



About DRM

Digital Radio Mondiale™ (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies.

The DRM standard comprises of two major configurations: 'DRM30' intended for broadcasts on short, medium and long wave up to 30 MHz and providing large coverage areas and low power consumption. The configuration for the VHF bands above 30 MHz is called 'DRM+', tailored for local and regional coverage with broadcaster-controlled transmissions.

All DRM configurations share the same audio coding, data and multimedia services, service linking, multiplexing and signalling schemes.

DRM provides high quality sound combined with a wealth of enhanced features: Surround Sound, Journaline text information, Slideshow, EPG, and data services.

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