

VIDEO OF NEWS ITEM ON DRM DIGITAL RADIO IN INDIA BY ALL INDIA RADIO

Website: <https://youtu.be/5KhO4o-hcnQ>

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The sound track in the video clip is in Hindi language. A word by word script is provided as under:

Transcript of the Video Clip

[Presenter] Akashvani (All India Radio) has adopted the Digital Radio Mondiale system and 38 DRM transmitters have been installed and commissioned. In new cars, the DRM can be 'seen' easily and the audiences are quite impressed with the transmitted programmes.

What is DRM and why people are enthusiastic about it? Our correspondent Girish Nishana is narrating this in his report.

[Reporter] "All India Radio has a special identity among its audiences. For some time now, All India Radio has adopted the DRM digital radio as a part of its digital advance. DRM i.e. Digital Radio Mondiale, is a technique of broadcasting digital radio which provides unmatched sound quality in the receiver. Together with good quality, there are many benefits of digital radio; such as larger coverage area using lower power; with the same transmitter, we can have several programmes or channels; and more importantly, in addition to audio programmes, we can read the text on the screens in the digital radio receivers.

So far All India radio has operationalised 38 transmitters with DRM, 35 for mediumwave digital radio and 3 for shortwave radio.

[Engineer-in-Chief of All India Radio says] "Digital Radio Mondiale is a broadcasting technique through its broadcasts we get an FM like quality in digital radios, we get a larger coverage area with lower power, we can provide several programme channels with a single transmitter, together with the audio, we can provide text services. So being in digital, it has many advantages of digital technology.

"DRM has been adopted by All India Radio and 35 mediumwave transmitters and 3 shortwave transmitters have been operationalised. So as of now, we have 38 DRM transmitters."

[Presenter] One can see several types of car on plying Indian roads and among these DRM can be seen in many of these cars. The car owners do not have to make any additional payment for the DRM. The car owners are quite enthused with the programmes being broadcast in DRM.

[A car owner / driver] "Previously we used to listen to FM, now this new DRM has started. The Government has implemented DRM and with this we will get all the news without any ads. This will help enhance our knowledge."

[Another car owner] "See, the quality of DRM is much superior to the normal FM sound quality. Firstly, we like to listen to this. Secondly, it provides text that carries Top News, international news, national news. What else do we need, we get everything in the car. This is a commendable initiative."

[Reporter] "Currently DRM radio carries 24-hour news and Rainbow channel. However, every afternoon, between 3.30 and 4.30 PM, several programmes can be heard at the same time the including Vividh Bharati channel. In the near future, we will get weather information, traffic and share market information on DRM radio.

"Currently we could only get FM transmissions in the cars, but now have DRM in the cars. A highlight is that we get 24 hour news from All India Radio and also the Rainbow channel. DRM will be very helpful in carrying the Centre's (Government's) developmental schemes to the people. Cameraman Shambhu Nath and Girish Nishana, DD News, New Delhi."
