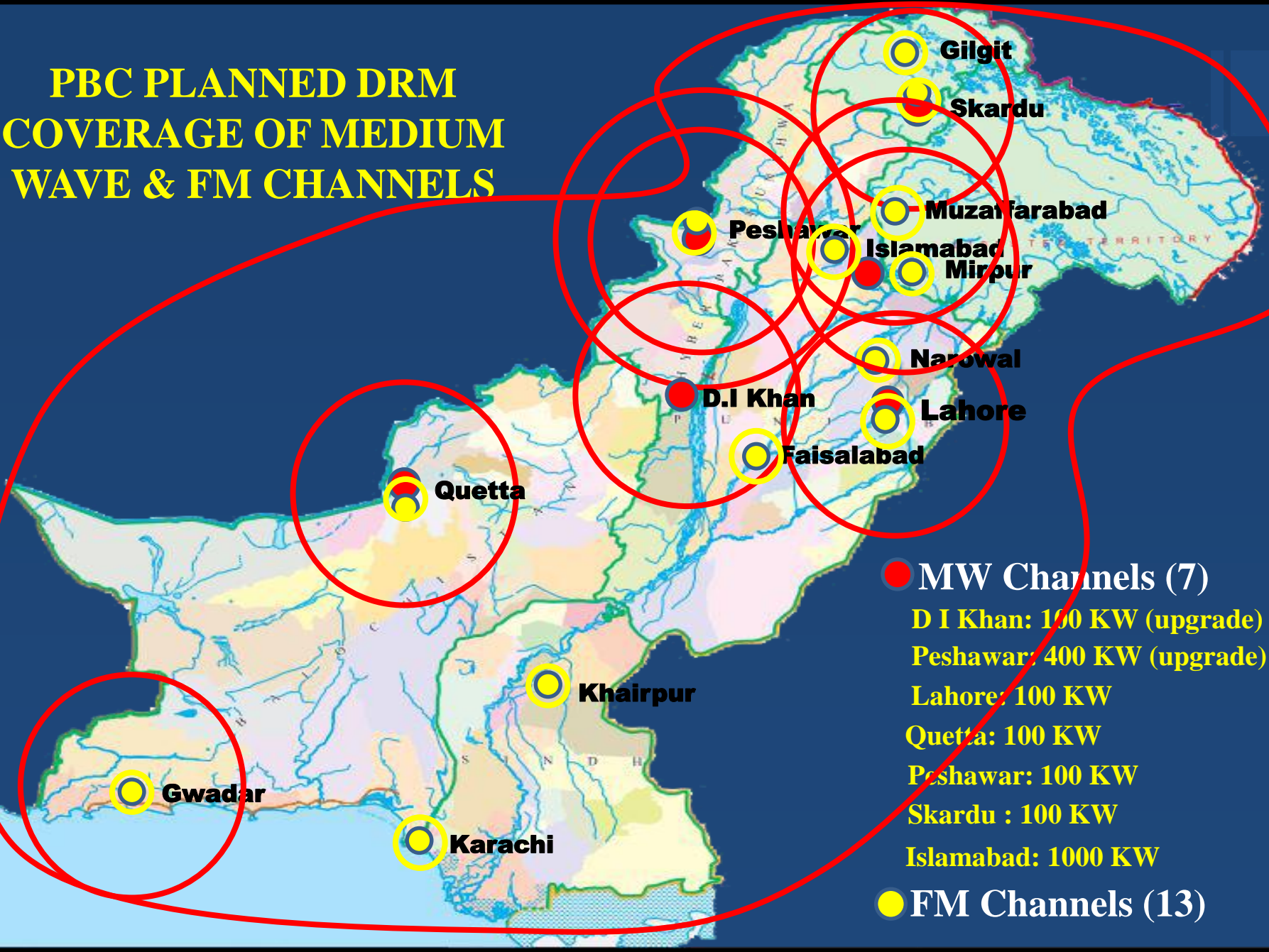


# RADIO PAKISTAN



## DIGITAL RADIO MIGRATION PROJECT

# PBC PLANNED DRM COVERAGE OF MEDIUM WAVE & FM CHANNELS



- **MW Channels (7)**
  - D I Khan: 100 KW (upgrade)
  - Peshawar: 400 KW (upgrade)
  - Lahore: 100 KW
  - Quetta: 100 KW
  - Peshawar: 100 KW
  - Skardu : 100 KW
  - Islamabad: 1000 KW
- **FM Channels (13)**

# DIGITAL RADIO MIGRATION PROJECT

- ▣ Federal Cabinet approved installation of 1000 KW medium wave transmitter.
- ▣ As per direction of Planning Commission, PBC prepared “Digital Radio Migration Policy – Adoption of Digital Radio Standard”.
- ▣ The Policy & DRM Standard was approved by **PBC Board** in January, 2020.
- ▣ As per Policy, Digital Migration Project will be implemented in **three** phases.
- ▣ Composite PC-I document of all phases was submitted to M/o PD&SI in June, 2020. Total cost of the project is **Rs**

# DIGITAL RADIO MIGRATION PROJECT (Contd.)

## ☐ PHASE –I

- Up-gradation of existing 100 KW MW Transmitter at D.I Khan on DRM
- Up-gradation of existing 400 KW MW Transmitter at Peshawar on DRM.
- Estimated Cost: **Rs. 328.795 million**
- Completion Period **2 Years**

## ☐ PHASE –II

- New DRM MW Transmitter of 1000 KW power at Islamabad (Rawat)
- New DRM FM Transmitters of 10 KW/ 5 KW power at 13 following locations:
  - 10 KW: Islamabad , Lahore, Karachi, Faisalabad and Muzaffarabad
  - 5 KW: Quetta, Peshawar, Skardu, Gilgit, Gwadar, Mirpur, Khairpur and Narowal
- Estimated Cost: **Rs. 6.350 billion**
- Completion Period **3 Years**

## ☐ PHASE – III

- New DRM MW Transmitters of 100 KW power each at 4 locations, including Skardu, Peshawar, Lahore, Quetta for strategic purpose
- Estimated Cost: **Rs. 3.912 billion**
- Completion Period **2 Years**

# DIGITAL MIGRATION STRATEGY

- ☐ Operation of digital transmitters on the **simulcast mode**, broadcasting both analogue and digital services simultaneously during transition period.
- ☐ Launching of extensive media campaign through radio announcements, promos and road shows, informing the listeners about availability of digital transmission.
- ☐ Distribution of free-of-cost DRM receivers to the media persons, social and political figures of the relevant areas.
- ☐ Request to be made to Federal Board of Revenue (FBR) to waive off import duty & other taxes on the import of DRM receivers.

## DIGITAL MIGRATION STRATEGY (Contd.)

- ▣ Request to be made to Ministry of Industries & Productions to make it obligatory for car manufacturers & smart phone manufacturers to equip cars and smart phones with DRM receivers.
- ▣ Seminars & workshops will be organized in collaboration with universities & stakeholders for creating awareness about digital radio.
- ▣ After 1 year of operation on simulcast mode, 1 hour daily will be allocated for transmission on pure digital mode.
- ▣ After availability of cheap digital receivers in the local market, the duration of pure digital transmission will be gradually increased and over a period of time the analogue transmission will be phased out and taken over by pure digital transmission.