

From: Ben Barber <[ben@inovonicsbroadcast.com](mailto:ben@inovonicsbroadcast.com)>  
To: "[advbcs-2@traf.gov.in](mailto:advbcs-2@traf.gov.in)" <[advbcs-2@traf.gov.in](mailto:advbcs-2@traf.gov.in)>  
Cc: "[jtadvbcs-1@traf.gov.in](mailto:jtadvbcs-1@traf.gov.in)" <[jtadvbcs-1@traf.gov.in](mailto:jtadvbcs-1@traf.gov.in)>  
Date: Fri, 25 Oct 2024 04:59:13 +0530  
Subject: Response to document CP\_30092024\_0  
===== Forwarded message =====

Dear Sirs,

I would like to comment on document CP\_30092024\_0 as it relates to Digital Radio in India.

As a manufacturer of Radio Broadcast Equipment used worldwide, I would like to share my thoughts.

**Q1: Do you agree that single digital radio technology adoption is preferable for entire country? If not, support your reply with justification.**

I believe that having one standard for nationwide radio broadcasts is the best way to go. In the USA, AM/FM have been the standard for decades, and now more recently HD Radio has entered the market as the standard. As people travel from one region to another, having the same standard for Digital Broadcast in the entire country makes the most sense. One standard for all of India!

**Q2: In case a single digital radio broadcast technology is to be adopted for the entire country, which technology should be adopted for digital radio broadcasting? Please give your suggestions with detailed justification.**

HD Radio is already a worldwide standard with transmitters and many receivers already available. Using HD Radio utilizes the same frequency band as existing FM broadcasts, so ? nothing? really changes from the way current users utilize the FM band. Also, HD Radio give the advantage of adding multiple channels of audio, along with other data such as station branding logos, and artist and title information. HD Radio is already standard all across the USA. India would not be reinventing the ?wheel? and could start broadcasting HD Radio by simply upgrading current FM Transmitters.

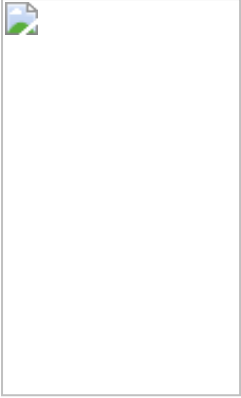
**Q3: In case multiple digital broadcasting technologies are to be adopted, please specify whether it should be left to the market forces to decide the appropriate technologies and what could be the potential problems due to adoption of multiple technologies? Please suggest probable solutions to the problems, with detailed justification.**

In the USA, our governing authorities were slow to adopt any one standard. What that did was to make the digital radio roll out very slow with false starts and stops. If the governing authority would have picked one standard and then gone with it, it would have been so much better because there will not be confusion. Using HD Radio just makes sense for the Indian Market since all the infrastructure is in place and with minimal costs, HD Radio can be up and going very quickly. The quality of HD Radio is very good. I believe it is the simplest, quickest, and most cost-effective way to implement HD Radio. Don?t wait!

Please feel free to reach out to me directly for additional thoughts and comments.


Best Regards,

**Ben Barber**  
PRESIDENT / CEO



[ben@inovonicsbroadcast.com](mailto:ben@inovonicsbroadcast.com)

 +1.831.458.0552

 5805 Highway 9,  
Felton, CA 95018 | USA

 [inovonicsbroadcast.com](http://inovonicsbroadcast.com)