

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

LOK SABHA

**UNSTARRED QUESTION NO. 439
(TO BE ANSWERED ON 27.11.2024)**

DIGITAL RADIO AND DIRECT TO MOBILE BROADCAST.

439. Shri Chavda Vinod Lakhamsi:

Shri Vijay Baghel:

Shri P P Chaudhary:

Shri Vishweshwar Hegde Kageri:

Shri Shankar Lalwani:

Shri Vijay Kumar Dubey:

Shri Yogender Chandolia:

Shri Tejasvi Surya:

Smt. Shobhanaben Mahendrasinh Baraiya:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the role of digital Radio and Direct to Mobile (D2M) Broadcast as an affordable mass communication tool;
- (b) the steps taken by the Government to support the emerging technologies in the Broadcast sector along with the expenditure incurred thereon;
- (c) whether the Government has collated any details on the number of such digital radio and D2M channels in the country and if so, the details thereof along with the State-wise distribution thereof;
- (d) whether the Government has conducted any assessment of digital radio and Direct to Mobile (D2M) broadcasting as mass communication tools in the country, if so, the details thereof including their potential reach and cost-effectiveness, State-wise;
- (e) the specific plans and timeline for rolling out digital radio and D2M broadcasting services across the country, State-wise; and
- (f) whether any pilot projects for D2M broadcasting have been initiated and if so, the details thereof including the locations and outcomes?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; MINISTER OF ELECTRONICS AND INFORMATION TECHNOLOGY; AND MINISTER OF RAILWAYS (SHRI ASHWINI VAISHNAW)

(a): Direct to Mobile (D2M) broadcasting is a new technology as it enables direct delivery of broadcast signals (video, audio, data) to mobile phones and smart devices (without SIM) by leveraging terrestrial broadcast infrastructure. The D2M network can be used to inform, educate and entertain the masses at free/affordable costs and can also be used as a data pipe to deliver educational content, emergency alerts, disaster management updates etc.

(b): The Ministry of Information and Broadcasting promotes adoption of the emerging technologies in broadcasting sector by issuing appropriate policy directions from time to time. Further, Prasar Bharati continuously upgrades the Akashvani and Doordarshan networks by adopting emerging technologies in broadcasting sector viz. digitalization of network, upgradation to latest equipments etc. Prasar Bharati has stated that it has incurred an expenditure of Rs 504.12 Crore towards digitalization of Medium Wave and Short Wave transmitters in Akashvani during the period 2010 to 2021. Further Prasar Bharati has also entered into an MoU with IIT-Kanpur for studying D2M broadcasting technology.

(c) to (f): Prasar Bharati has conducted experimental studies on two digital radio broadcasting standards in the popular FM band at Delhi and Jaipur during the years 2020 and 2021. Further, Prasar Bharati has stated that Akashvani has installed 35 Medium Wave (MW) and 3 Short wave (SW) Digital Radio Mondiale (DRM) Transmitters for Digital terrestrial radio broadcasting which are capable to operate in Digital mode, Analog mode and can simulcast in both the modes. Further, 3 more Digital-ready MW transmitters have also been upgraded to MW DRM.

In respect of D2M broadcasting technology, after assessing D2M technology, IIT Kanpur has released a White Paper and demonstrated a large scale Proof of Concept (PoC) using Prasar Bharati infrastructure in Bengaluru and in Delhi.
