

ACM DSB SUBMISSION

ACM Conference 2018

Association of Christian Media

- The ACM is a non-profit network of Christian media organisations that share a vision of reaching people with the Gospel.
- The ACM strives to be a unifying force that fosters efficient, effective and sustainable Christian media organizations and a greater representation of the Christian worldview within secular media.
- The ACM currently has over 120 members and our members include radio stations, print media, TV channels, electronic media and content providers.

SCOPE OF THIS SUBMISSION

- The ACM will not cover technical questions in this submission, but will endorse the response of the NAB & Radio Pulpit
- The ACM will add to the NAB response by contributing further answers to questions 1 and 8 in this document.

Question 1 – Is there a need for the introduction of DSB technologies in South Africa? Motivate your answer

- The ACM believes that there is a need for the introduction of DSB technologies in South Africa.
- With the growth of digital communication of media, listening audiences have got more demanding of choice.
- This demand is to some extent being met by internet radio, mostly International.
- Internet radio is costly to the consumer, is not bandwidth efficient for larger audiences, and has mobility and portability limitations

Question 1 – Is there a need for the introduction of DSB technologies in South Africa? Motivate your answer

- Audio quality is better with DSB than with FM & Internet
- DSB can give some visual content giving more information to users
- FM Spectrum is currently full yet there is a demand for more stations (especially in urban centres)
- Need for diverse content

Question 8 – Can the current sound broadcasting market afford new DSB licensees in community, commercial and public service? In your answer, explain your reasons and/or choice for any of your submission

- The ACM suggests that marketing is the answer to affordability.
- A few years ago, the smart-phone was considered unaffordable for the African market. But since 2016, smart-phone sales have out-stripped feature-phone sales in Africa. There are three contributing factors:
 - People have been able to pay over a two-year contract.
 - There is overwhelming consumer demand driven by content and features.
 - Quantity has reduced the manufacturing costs.

Question 8 – Can the current sound broadcasting market afford new DSB licensees in community, commercial and public service? In your answer, explain your reasons and/or choice for any of your submission

- For the broadcaster
 - possible increased transmission costs can be met by increasing audiences and advertiser revenue.
 - Increasing audiences can be attracted by an enhanced listener experience, quality fresh content and additional features provided by DSB.
- DSB receiver costs, paid monthly, can be less than those for internet radio. This is an opportunity for radio stations to market receivers on contract, and at the same time build brand loyalty.



Question 8 – Can the current sound broadcasting market afford new DSB licensees in community, commercial and public service? In your answer, explain your reasons and/or choice for any of your submission

- DSB does open the way for possible National Community of Interest radio stations.