

**Digital Sound Broadcasting
in South Africa Hearings
11th to 13th July 2018**

Gareth Kneale Submission

Introduction

- I have a background in Radio and Electronics. Not the Broadcast Industry, but I have a good understanding of Broadcast Radio and an interest in the technology
- I have worked in the Distribution Industry for Electronic Components and Modules
- My interest and involvement is partly a personal level as a potential listener
- I have also done research on Manufacturers of Digital Radios
- I have found Manufacturers of low-cost, or mid range DAB+ Receivers. As a potential listener it is important to know these lower cost Receivers exist

Why I am in favour of Digital Radio

- It's the next evolutionary step in Radio, incorporating the features that are found with Internet Radio, Media Players and Streaming Services; such as the Song Playing, Album Art, Program, Station ID, Advanced Traffic Info and Emergency Warning capability
- Compared to listening via the Internet It's Free-To-Air and will not have the cost of Data, nor consume Network Capacity. I also understand that there is a limit to the number of users that can access a particular internet based Radio Broadcast at the same time (concurrent listeners)
- It's an opportunity for new Channels and choices of content for listeners and new Broadcasters

Methods of listening to Digital Radio

- Fixed Receivers such as Tabletop, Clock Radios and Hi-Fi Receivers
- In the car, in vehicles which have factory fitted Receivers or Aftermarket Converters. What is the South African status of new vehicles with Digital Receivers?
- Via Smartphones – does not appear to be happening
- Computer based Hardware and Software - which are not practical for most listeners

The Two Technologies

- Both DAB+ and DRM30/DRM+ show that they are working solutions and offer the desired frequency efficiency, data capability and sound quality
 - DAB+ searches provided results of many manufacturers including the well established manufacturers here and including Aftermarket Products

- DRM searches yielded fewer manufacturers of Receivers
- Some also never made it to production or have been discontinued. The existing products were also priced in the medium to high-end product range.
- This search included Receivers available in India where I believe it was traditionally an AM market and DRM is most suitable to replace AM
- Due to the cost and lower availability of receivers, it appears to me to be more for the Short Waves enthusiast and it might be less of a commercial success here

Examples of DAB+ Receivers

- DAB+ and FM Receiver
- DAB+ Auto Adjusting Clock
- Dual Alarm Function
- Two Line Alphanumeric Display
Some provide Electronic Program Guides (EPG), others just Song and Station ID
 - Typical Resale
R500 including VAT



Conclusion

- For myself as a potential listener to purchase Digital Radio Receivers there needs to be:-
 - More choices of Radio Stations
 - These Radio Stations providing the information for the advanced features of Digital Radio such as Song ID, Album Art, Station ID, EPG, Advanced Traffic Info and Emergency Warning