

**The National Broadcasting Council standpoint**

**of 8th July 2014**

**The National Broadcasting Council recommends implementation of a document titled “Minimum technical and exploitation requirements for digital sound broadcasting DAB+ receiver designed for Poland” in production, import and commercial distribution of DAB+ reception devices on the Polish market.**

**JUSTIFICATION**

Radio broadcasting is currently in Poland the last analogue radio communication service with all the constraints of this fact. The main drawback of the current state of media services development is the lack of free frequency spectrum necessary to increase the reach of broadcasters currently operating in the market and blocking the access to that market for the new entrants. The concept of digitizing the radio broadcasting emerged shortly after the introduction of audio compression standards described by the MPEG-1 norms in the early 90's as a result of a research work carried out under the Project Eureka EU 147.

DAB standard developed at that time (modified later to DAB+ to increase the coding efficiency) was the first one widely using the technique of OFDM modulation, which has nowadays become dominant in the radio communication. Today, after switching off the analog TV broadcasting in band III VHF, there are no longer any major obstacles to implement radio multiplexes from the Plan GE-06. What is more, a decrease in the receivers’ prices eliminates the last barrier for the radio digitization.

Another factor that should accelerate the diffusion of digital radio is placing the receiver, operating in new technology, in devices such as smartphones and tablets, which are a subject of rapid exchange among consumers in contrast to the traditional analog radio receivers, which can be found in Polish households. Fortunately, the role of the analog radio is steadily decreasing, giving a way for portable and automotive receivers, which can be used in motion.

The success of the conversion to digital broadcasting will depend on the ability to convince the public that the offer delivered digitally will be not less attractive and valuable than that available on the internet. Moreover, the access to the content will be easier, more reliable and will not involve any additional costs.

The receiver should not be expensive if its minimum set of parameters complies with the European standards. However, the experience shows that it is not always enough, especially when it comes to the proper presentation of the letters, characteristic for the Polish alphabet, by the receivers equipped with the simplest character–mapped display.

The objective of the document titled “Minimum technical and exploitation requirements for digital sound broadcasting DAB+ receiver designed for Poland”, which is attached to the standpoint, is to be a guide for both broadcasters and producers of the digital radio DAB receivers. It includes information on the parameters that should be used and on how the receivers should be constructed to provide a minimum interoperability, which guarantee error-free communication. The document has been prepared in a form which allows the stakeholders to use it as an example of a code of good practice.

Chairman of the National Broadcasting Council

Jan Dworak

Attachment:

Document: “Minimum technical and exploitation requirements for digital sound broadcasting DAB+ receiver designed for Poland”