

World DMB Recommendation for Digital Radio Services

The technical standards developed by WorldDMB for digital radio, and published by ETSI, commonly offer choices and options for broadcasters which allow development and adaptation of the service offering.

In order to assist new markets, World DMB has prepared this recommendation which captures the essential technical elements likely to lead to a successful launch (although many other marketing and editorial elements are needed to create all of the conditions necessary).

1. New markets should deliver services using DAB+

DAB+ provides the most efficient audio compression system, meaning that each radio station uses less of the multiplex, thus potentially resulting in lower transmission costs and more space for added value features. DAB+ is widely available in existing mass-market products.

2. All stations should provide Dynamic Label text

Adding descriptive text using the Dynamic Label feature differentiates digital radio from analogue, especially when it is updated to reflect and complement the changing content during a programme. Dynamic Label is a low cost feature for broadcasters to implement and it is widely available in existing mass-market products.

3. The preferred transmission band is VHF Band III

The propagation characteristics of Band III give better coverage in both urban and rural areas compared with higher frequencies. All receivers support Band III reception.

4. Station logos should be transmitted

Modern devices increasingly have colour screens, and the brand recognition achieved on these devices from providing station logos will greatly enhance the user experience. Station logo artwork is readily available and requires no ongoing editorial or operational support.

Broadcasters may also consider adding a further visual element, particularly if they already create similar content for their website.

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