

Press release

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DAB+ in Italy. PRAIS announces cooperation with BCAST.

In October 2018, the Italian service provider PRAIS announced cooperation with its Polish counterpart BCAST. The purpose of the cooperation is to provide to Italian broadcasters a possibility to create high quality DAB+ services at lower cost. The effectiveness of cooperation was confirmed during the launch of the first two multiplexes of DAB + radio in Sardinia.

PRAIS S.r.l. for over 40 years has been operating the broadcasting towers and radio services on the Italian territory, managing over 270 sites (a large part of which are owned), offering emissions to over 100 local and national customers. BCAST is a company founded in 2013, specializing in broadcasting radio and television programs for public and commercial broadcasters on the territory of Poland. Its DABCAST.net platform, is a unique solution that allows broadcasters to create and deliver DAB+ digital radio services as-a-service, hence the name Radio-as-a-Service (radioasaservice.com). Thanks to it, broadcasters do not have to invest in (or cover the costs of) an expensive equipment for multiplexing and signal transmission. Instead, they purchase a subscription, within which they receive a special application for creating and managing content (Virtual Studio), while BCAST and its foreign partner (like PRAIS in Italy), are responsible for all technical aspects (transmission, multiplexing and broadcasting).

Thanks to the collaboration with radio stations in Italy, PRAIS has been carrying an intense experimental work on digital radio, in order to create solutions suitable for small and local broadcasters and to develop a simple and functional DAB+ platform to be proposed at costs converging with the current FM services. - We have selected BCAST with its DABCAST.net, as a partner for the faultless cloud encoding and efficient multiplexing solution that guarantees stability and reliability. This kind of solution made us possible to design the distribution infrastructure exclusively over IP – says Giovanni Pilotti, PRAIS. - The high scalability of the platform allows us to propose mixed solutions, either high quality audio or high number of services. This flexibility enables for grouping in the same multiplexer different local broadcasters with their own needs –says Maciej Lipiński, BCAST.

Now, with BCAST technology staying behind, PRAIS has been successfully operating 2 multiplexes in Sardinia. The first "DAB Sardegna" brings together 20 local radio stations with different types of quality and the content. The second one, "Radiofonia Digitale Sardegna", has fewer radio stations, but high quality profiled. For the future, PRAIS is planning to use this experience and company's broadcasting network to complete the coverage of digital radio in the Sardinia region and then (using the same philosophy and DABCAST.net support) move to the rest of the Italian regions.