

## OptM comments Towards - India Cellular & Electronics Association and Centre of Excellence (CoE).

While HD Radio is a known standard with mature systems in the US, DRM offers several key advantages, particularly in the Indian context considering India's goals for technological self-reliance and competitiveness in the digital broadcasting landscape.

- **Open Standard and Innovation:** DRM (Digital Radio Mondiale) is an open standard, allowing freedom for innovation and development without reliance on proprietary technology. In India, significant advancements have already been made to tailor DRM for both domestic and global markets, aligning well with the needs of diverse broadcasting environments. We at OptM have developed cost-effective and innovative solutions for India and Global Market.
- **Cost-Effectiveness:** DRM is license-free for manufacturers, which lowers entry costs for Indian device makers, compared to HD Radio, which is owned by a single entity that charges licensing fees. This lack of fees contributes to overall cost savings, making DRM a more sustainable solution for large-scale adoption, particularly in cost-sensitive markets.
- **Local Manufacturing and Export Potential:** DRM's open standard promotes a competitive market where Indian manufacturers can innovate and produce cost-effective receivers. This enhances India's export potential, as locally manufactured DRM receivers can be marketed to other regions that have adopted DRM, making it a viable model for growth in international markets.
- **Flexible, Future-Proof Technology:** DRM supports both AM and FM digital radio, meaning broadcasters and manufacturers can deploy a single technology for multiple frequency bands. This versatility reduces the need for distinct solutions, lowering both development and manufacturing costs and simplifying the supply chain.

**Thus, DRM not only supports a scalable, cost-effective receiver ecosystem but also aligns with India's goals for technology independence and global competitiveness in digital broadcasting.**