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Consequences of the transition within the field of digital communication through radio

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Abstract

The transition to digital broadcasting will evoke radical changes mainly within the acquisition cost of receivers, because, besides the owners of the radio stations, the listeners are going to be obliged to interchange their devices,

too. aside from the American market, all told other countries, the acquisition of a digital receiver remains costly because there's not yet a production to scale back costs and to enjoy scale economies.

Keywords: Digital broadcasting, mass media, communication

Introduction

The launch of digital radio in Germany is supported by leading manufacturers of Europe and also the whole world. Manufacturers like PURE, SONY, Philips, Roberts, Panasonic, Enspert, DUAL, Tivoli et al. have committed to introduce to the market a good range of receivers, ensuring that each one market categories and every one budgets have the merchandise which perfectly meets their needs. In line with the launch of digital radio, two large chains of stores selling electronics, namely Saturn and Media Markt pledged to dispose a sufficient number of receivers. Great Britain appears to be wary, with the Culture Minister Helen Goodman warning the govt to not make hasty moves in relevancy the transition because it'd hurt poor households.

"Given the price of living crisis indirectly, it's not the correct time for somebody to force the bulk of individuals during this country to spend 50 or more pounds to get a brand new digital radio," said Goodman. "Pressing in such a direction, while everyone's budgets are tight, it's just another example of the govt. ministers who hear companies and other people running technology companies, without being in-tuned with ordinary people. The socio-economic dimension shows that folks with low incomes are less likely to use digital radio than people with higher incomes, that the cost falls disproportionately on people with lower incomes. "

The private association radio operators, Radio Centre, hopes to complete the transition by 2018, three years later than it had been given as controversial date in 2015. However, a consortium of 80 commercial stations, which meanwhile rose to 100, expressed its opposition to the move earlier in November, arguing that the move would endanger the local radio and would cost each household "several hundred pounds."

Literature review

It is a difficulty that the DAB system was designed during a vertical manner so as to satisfy the requirements primarily of large stations in Europe, having in mind the choices and listening habits of ordinary people, some claim within the uk. The very fact is that the DAB multiplex offers a good solution to Radio, like Digital TV.

For now, in Britain et al, listeners are tuned to some favorite radio stations and not by constantly zapping at various multiplexes, because it was happening on TV until interesting new shapes emerged. Listeners in Britain want the variety of accessible radio programs, but generally adhere to some beloved ones that match their tastes. For a few British citizens there's the paradox of the organization of radio programming to large multiplexes, with the choice of listeners to fall between some large public and personal stations.

According to John Shaw, Chairman of ITU-R social unit 6A Rapporteur Group fortunately, over time, it appeared one European solution to beat the restrictions of the system DAB. This can be the DRM +, the newest evolution within the family varieties of coding and emission DRM. The printed in DRM + was developed to exchange the analog broadcast within the areas of VHF, while remaining compatible with the strict planning of broadcast regions in Europe.

Initially the DRM + intended to exchange FM broadcasts in band II, the VHF (87.5-108 MHz). However, successful tests of DRM + (Scotland, Edinburgh, Rome Italy and elsewhere) in Banda II led to the consideration of its use for providing new broadcast opportunities in Band I (47-72 MHz) and Band III (174-230 MHz).

Of course, it's estimated that, with the continual increasing demand, prices are going to be reduced thanks to the big supply. Certainly, prices will vary reckoning on the device because the DAB + technology with the utilization of digital technology, offers possibilities which are unlimited and might be combined even with special navigation system that helps drivers on road unlike traditional analog transmitters where they may enter up to eight characters (RDS). within the study, conducted by the Office of intelligence activity of the EBU (SIS) and was presented in Geneva at the Conference on Digital Radio, experts discuss about means and platforms available and also the expectations and limitations resulting from the digitization of radio.

The main conclusion of the study is that public radio is at the forefront of the event of digital radio and during a critical position for the adoption and success of technologies DAB / DAB + and DRM.

Of course, this time, the removal from analogue broadcasting isn't foreseen on the horizon, and it'll take quite a decade until it becomes a sensible prospect. There are indications that FM will remain after 2020 in many markets. The study also highlights the very fact that without an avid broadcast network, the radio may be displaced by other platforms, where television and other services predominates. Radio stations can actually lose their identities if they constitute complementary capabilities to centralized services that control menus, electronic program and also the technical parameters of broadcast drivers.

Conclusion

As far as Greece is worried, a digital broadcast system has not been officially selected yet, but it seems that the DAB + are preferred for various reasons. Our view is that the Union of homeowners of Radio Stations and their members will soon acquire technical advice, knowledgeable individuals from Greece and from abroad, visit international fairs and conferences so on learn very well so as to make integrated and comprehensive view before the State, before it's too late..

In the transition stage from analogue to digital radio, listeners of terrestrial are confronted with questions and dilemmas. The new possibilities offered by digital radio (better sound quality, more channel choices, greater access and adaptability of use) create uncertainty in Europe that seeks the most effective possible model for users.

The media are gradually changing their character within the digital era compared to analog. The potential that the citizen should choose by himself what he wants to determine or hear (model "pull") - whenever he wants (on demand), effectively renders the older model, where a printed means or a broadcaster publishes in predetermined times the analog content, obsolete.

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