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Communication consequences of the transition in the field of the media listener

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Abstract

The digital assimilation has not been as fast as it was once expected, with 35.6% of all listening by digital platforms, around two thirds of the percentage of radio DAB. Coverage

DAB falls well short of the analogue radio via FM and AM and it remains unclear how it will finance the future installation of transmitters DAB.

Keywords: Consequences, transition, Media Listener, DAB

Introduction

When the Labour Party was still in government in 2009, it was said that the two-year plan of digital radio switchover will not start until at least 50% of the hearing happens via a digital platform. The Goodman company suggested that this must rise to at least 75% of the hearing before any transition target is set, with 50% of the hearing being via DAB. The Goodman said: "We know that less than 20% of the radios used is digital and only the fourth listening to the radio is radio with digital audio broadcasting (DAB). There is also a particular problem for cars".

In Britain, there are people who raise discussion regarding the digital radio broadcasting system and how much better the selection system that would allow the implementation of the transition to the digital world in phases, with the gradual replacement of available FM services, would be.

National, Regional and local stations, but also the Community Schools in the United Kingdom would have the opportunity to stem the concerns of listeners. The worst is the feeling that some have about being forced to fit in a multiplex DAB (DAB multiplex). In addition, the cost of attending multiplexers may discourage many smaller stations of England, on the grounds that the coverage of the multiplexer is much poorer in terms of audience base, but also the expectations of advertisers.

Many concerns are now expressed in England regarding any potential non-advantageous, or absent emission capability of smaller private and community stations, or non cost-emission, in fear of a vital mixture of multifarious radio content being put at risk. Concerns that smaller stations may lack over larger stations, of which designed the DAB system in the UK, has not abated, despite the repeated reassurances by the authorities.

And now it is clear that the organization of the digital switchover of radio emission in phases will provide the easiest way, but also the time required so that the FM stations will be transformed into capable for DRM + stations that will be able to have the initial coverage of their area, similar to FM, without many transponders, regardless of whether they are smaller or larger stations, which cannot be achieved by the DAB.

The new radio technology, which according to the intentions of the state will move along with the procedures for digital television, will create a new reality for most radio central businesses and for the vast majority of businesses in the region. The digital radio broadcast requires new investments by the radio business, while the consumer should put his hand in his pocket given the need to purchase new radio receivers (home, car).

The listener-receiver uses either DAB receivers incorporated in radio / CD car or on desktop and mobile devices to receive the transmitted audio signal and the information. The replacement costs remain high and listeners will be forced to pay a lot of money.

A very important advantage is the space saving and the environmental arranging arbitrary installations in mountains, since the DAB + system requires only one antenna system unlike analog broadcasting where each radio transmitter requires its own antenna (no possibility of dual emission from an antenna system but requires special conditions and long distance between the PLL that is emitting the frequency and excessive costs of creation).

While so many years we were talking about the notorious antenna farms, which in most regions there is still spatial determination of the exact location, most would not put such a restriction because the installation of a single antenna can be erected anywhere appropriate. Radio stations can be a geographical coverage of the region and not necessarily only local coverage.

Conclusions

Generally, the version where the user requests content instead of the version where the informative or entertainment means "pushes" some content, brings a small revolution to the quality of information / entertainment material, too. Where previously the means massively targeted to an average, more content can be fully qualified to meet the specific needs of people.

On the other hand, broadcast media are trying to "reconcile" the information by estimating an average of viewers' interest. But, in the digital era, information and entertainment will be by "mass-customization" in which all viewers will seek for specialized content that interests them. In this part, the contribution of the digital content production is probably crucial to leverage new capabilities to the fullest.

On this matter, only the digitization of analogue material or creating digital material based production principles as those applicable to the analog era is not enough; we need to create material that covers multiple specialized interests. As understood from the above, in the last years particular emphasis on the technology of the medium was given, but the other two elements, content and listeners, were neglected. Since, at least theoretically, we conclude to a common technology platform, even if this causes some to move at two speeds.

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