



Arab States Broadcasting Union

League of Arab States



ASBU Digital Audio Broadcasting Future.

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Background-I



- The Arab States Broadcasters have enjoyed monopoly up to the early 2000.
- FM Radio deployment started slowly, picked up momentum mid 90's.
- Broadcasters and Audience have enjoyed the availability of FM Band receivers without any single effort at low cost as well as low power consumption.



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Background-II

- FM quality Radio was appreciated by the Audience in the presence of Highly congested limited AM BW.
- Satellite TV spread was a gateway for Arabs free access to information as well as entertainment.



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Current situation



- De-regulation has started in the Arab Countries at a various rates.
- National Coverage is not a major request for all commercial broadcasters.
- The FM Spectrum is relatively congested in most Arab Countries.
- Digital Audio will provide better quality and will be appreciated by the listeners

Current situation

- VHF Band – III was planned for T-DAB in the RRC-06...However further effort is needed in this field **L- band usage is not envisaged in our Area.**
- Receivers prices are encouraging to start new services, however international broadcasters teaming to join the New digital ERA will encourage manufacturers to thin their profits.



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Future Tasks



- ASBU to adopt Digital Audio Broadcasting (T-DAB+).
- ASBU Working groups shall prepare the necessary information for the whole broadcast chain.
- ASBU shall seek the support of the high level official as part of the Arab League



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Future Tasks



- OMAN Pilot DAB+.
- Available T-DAB Channels are 10 & 11
- Site Characteristics. & Coverage TBD
- Receivers Distribution Plan for successful Trial.



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Conclusion-I

- The DAB is a proven Technology and ready to be implemented in our region
- The DAB Receivers prices will be decisive factor in the implementation.
- The Launch of DAB Pilot projects in a number of Arab Capitals will play a major factor in spreading the Technology.
- ASBU is ready to spread awareness among members to convey the DAB specifications to the local regulators



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Conclusion-II



- The DMB Forum is invited seriously to provide ASBU with
 - Expertise and related information to the Arab Broadcasters.
 - Equipments to run Pilot projects at various simultaneous Arab Capitals. To create Momentum
- Arab Broadcasters are encouraged to approach the respective regulators to provide incentives for both public and private broadcasters.
- Network operators shall be subsidized by the government for a definite period e.g. till the receivers population reach 20%.



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Thank you

