

The Impact Of Digital Radio

Community Radio perspective



BACKGROUND OF COMMUNITY RADIO IN RSA



- 1)Community ownership and control
- 2)Mostly regulated
- 3)Costly but cheaper compared to Television
- 4)Lots of regulatory costs
- 5)From 4000 listeners to over 8.6 million listeners in July 2014 (covering over 29.9 % of the total radio audience, and this excludes spealages)



Benefits of Digital Radio



More Choice

Because of the way digital radio technology works broadcasters can transmit many more stations than ever before. From rock to easy listening, today's hits to books and comedy. On average (depending on location) the digital radio listener will have double the choice of stations compared to listening via FM.



Radio text / Scrolling text

Have you ever heard a song on the radio and wanted to know who it is by or what it's called? Or tuned into speech radio and wanted to know what the programme is about or who is speaking?

Digital radio sets come equipped with a small screen which carries information about the programme you're listening to. This may be a plot summary to a play, the name of the track currently being played, e-mail addresses, up to the minute sports results or competition details, and sometimes even what's coming up next.

Soon, Digital Radio will offer even more sophisticated data, including an EPG - Electronic

Programme Guide for the radio letting you select programmes by genre and pre-select

what you listen to. Simply keep an eye on the screen to tap into this wealth of words



Clearer sound

Digital radio doesn't suffer from the annoying effects of interference caused by adverse atmospheric conditions or electrical interference, which can spoil analogue broadcasts. The way digital radio is broadcast means there is no hiss and crackle, no fading, no overlap, just great radio all the time as long as you are within the coverage area



Easy to use

You'd be surprised how many people know the name, and kind of their favourite FM radios, sort of where it is on the dial, but waste time searching around for it. Some people are even afraid to change stations because they worry they'll never get back to their favourite. Others mark the dial with a pen, or sticky tape so they'll always be able to find their way home.

With a Digital Radio there are no frequencies. Just choose the station you want by name from the text display screen. It's easy every time and you don't need to worry about getting lost.



No need to retune on the move

Want to keep listening to your favourite station without the bother of retuning? Digital Radio stations are broadcasting on different technologies but the receiver does the job itself, so you never need to retune when you're on the move.

Your radio always knows where to find the best signal for the station you listen to, so wherever you go within the coverage area, stations go with you



Control time

Some new Digital Radios let you Pause, Record and Rewind live radio. For the first time this puts you in control of when you listen to the radio. You can stop time, go back in time, or set a timer to record a future programme.



Will it really benefit
Benefit Community
Radio , in its current
form
In RSA



Community Radio in RSA will benefit in digital radio:

However there are key questions to be dealt with

- 1) Audience reliance / relevance
- 2) Costly (you need a totally new infrastructure)
- 3) Marketing perspective
- 4) Will runaway from community control
- 5) Commercial takeover
- 6) Technological capacity



Thank you
Dankie
Ke a leboga

