

## NEW ACHIEVEMENTS OF ALL INDIA RADIO

### **Launch of Digital Radio Transmission**

AIR has been broadcasting its programmes in analogue mode in Medium Wave (MW), Short Wave (SW) & FM bands. The SW radio provides large coverage but the reception quality is not satisfactory due to inherent sky wave propagation impairments. In MW the coverage is limited due to conductivity considerations and the quality of reception is fairly better over SW. The FM radio though provides excellent reception quality but the coverage is limited to Line of Sight (LOS).

All India Radio has embarked in the era of Digital Radio Broadcasting on 16<sup>th</sup> January, 2009 by launching its first Digital Radio Transmission in Short Wave band by using DRM Technology to bring significant improvement in the reception and coverage.

#### **AIR Services on Digital Radio Transmission :**

All India Radio has recently introduced Digital Radio Transmission for selective External Services like *General Overseas Service* & *HINDI* between 2310-0400 hrs.(IST) on frequency **9950 kHz** for the listeners in *UK and Western Europe* .

Afternoon Digital Transmission of *Vividh Bharati Service* is also available on frequency **6100 kHz** from 1430-1730 hrs(IST) up to a distance of approx. 800 Km around Delhi.

Public can listen to near FM quality programmes of *General Overseas Service and Vividh Bharati Service* by tuning frequencies 9950 kHz and 6100 kHz respectively on DRM receivers.