

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1373
(TO BE ANSWERED ON 06.12.2024)**

**CONTRIBUTION OF DIGITAL RADIO AND DIRECT TO MOBILE (D2M)
BROADCASTING**

1373. SHRI TEJVEER SINGH

SHRI GHANSHYAM TIWARI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

- (a) the contribution of Digital Radio and Direct to Mobile (D2M) Broadcasting as affordable and effective mass communication tools;
- (b) the major steps taken so far by Government to support emerging technologies in the broadcasting sector; and
- (c) the special schemes and programmes implemented by Government to promote development of latest broadcasting technologies?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

(a): Direct to Mobile (D2M) broadcasting is a new technology as it enables direct delivery of broadcast signals (video, audio, data) to mobile phones and smart devices (without SIM) by leveraging terrestrial broadcast infrastructure. The D2M network can be used to inform, educate and entertain the masses at free/affordable costs and can also be used as a data pipe to deliver educational content, emergency alerts, disaster management updates etc. The Digital Radio broadcasting technology is also an affordable mass communication tool as it enables the users to access multiple radio channels over a single radio frequency.

(b) and (c): The Ministry of Information and Broadcasting supports and promotes adoption of emerging technologies in broadcasting sector by issuing appropriate policy directions from time to time. Further, Prasar Bharati continuously upgrades the Akashvani and Doordarshan networks by adopting emerging technologies in broadcasting sector viz. digitalization of network, upgradation to latest equipments etc. Prasar Bharati has also entered into an MoU with IIT-Kanpur for D2M broadcasting technology.
