



Nigel Fry

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Nigel Fry has responsibility for the processes and systems used to aggregate and distribute globally, BBC World Service radio and tv services and programmes. Content in 28 languages is distributed globally by satellite to partners and for broadcast from BBC World Service's network of high power and low power transmitters. Services including BBC Arabic TV and BBC Persian TV



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BBC and DRM, an update for the DRM GA

Nigel Fry, Head of Distribution
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Radio audiences and listening

- *Global Audience measure 2015, total audience outside UK, 308million*
- *Total radio audience 133million*
- *AM Audience, Shortwave 59million, plus medium wave*
- *From West Africa to China, international services that complement local*
- *Listening in Africa – largest audience Nigeria, over 20 million*
- *AM services are breakfast and evening only - DRIVETIME*

BBC World Service's new services

- *11 new languages*
- *Enhancements to English services and Arabic service*
- *On Radio, TV and the Internet*
- *New shortwave services to East Africa, possibly West Africa and Korea*
- *More DRM?*

Why shortwave (DRM) is important

- *There is much competition for RF spectrum*
- *The AM spectrum remains available for broadcasters and provides coverage of large areas (in comparison to Band 2 or Band 3) – DRM makes this more economic.*
- *International broadcasting provides access to services free of local gatekeepers*
- *Shortwave is used for national coverage, typically in Africa*
- *Can offer much better daytime coverage than medium wave and at much lower power (less energy)*

DRM

- *We are very pleased with the progress made by the consortium during 2015*
- *The progress in India is generating concrete interest from receiver manufacturers*
- *The capability of DRM to revolutionise radio services in large sparsely populated and perhaps poor countries is being understood by stakeholders in Southern Africa*
- *DRM as a system complementary to DAB is being better understood*
- *We will shortly have on air a DRM+ trial in Southern Africa*
- *Radio changes peoples lives, by supporting DRM you are helping this process*



Thank you

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