

<https://www.youtube.com/watch?v=f4B5pgd24rU&list=PPSV>

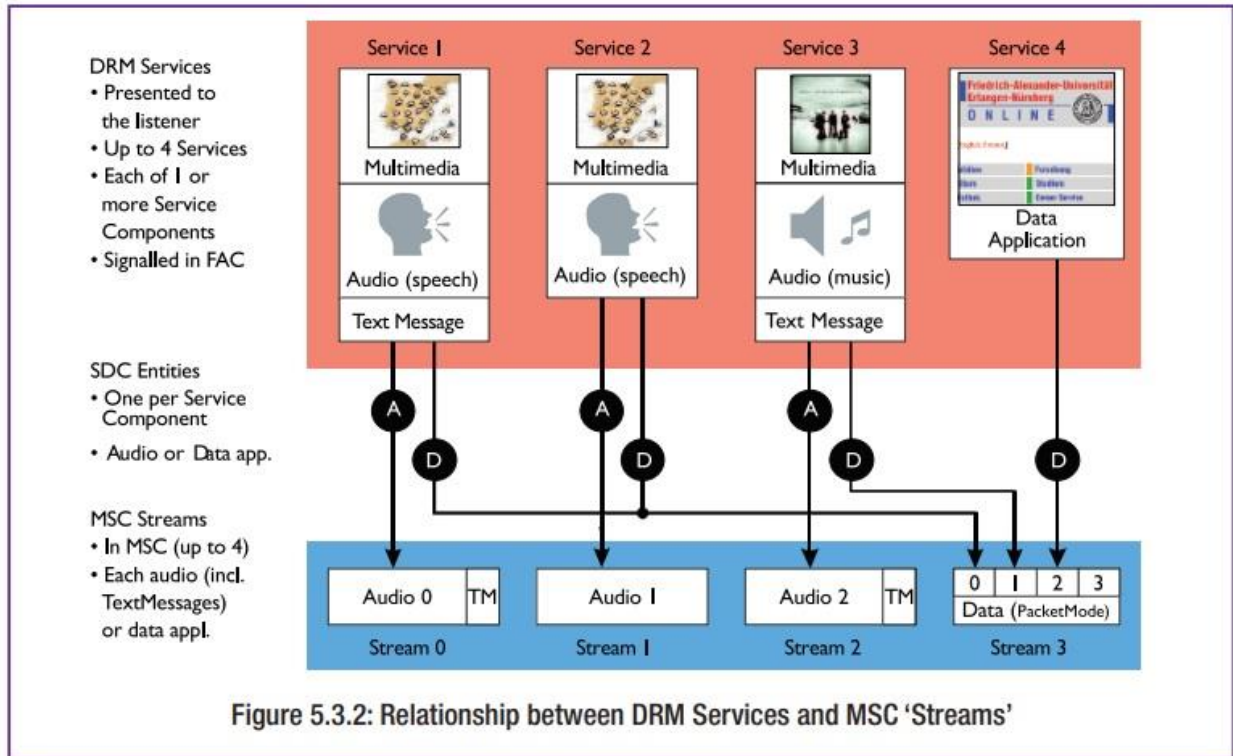


Figure 5.3.2: Relationship between DRM Services and MSC 'Streams'

Meet Arnit. He is one of about 25 million citizens of Integria, a country that might be a bit like yours. He works in the capital city, Digitalia, for an advertising company. Sadly, Arnit's favourite radio station only broadcasts in analogue mode, so the sound quality is not good outside the city. DRM Digital Radio services will launch tomorrow. Please tune in then for a wide selection of new programming with superior audio quality and advanced features. Integria has been planning a transition from analogue radio to DRM digital for the past few years, and tomorrow is the launch of the first digital DRM broadcasts. Arnit could order his DRM radio, as the government has made millions of radios available to the public at reduced cost, thanks to an international development grant. As the family wakes up, they remember that Digital Radio launch day has arrived! Rose tunes in to the morning show on their new DRM radio. Arnit leaves for work, switches on his car radio and is pleased to be one of the first to experience DRM digital radio. DRM radio provides high quality stereo sound, at least as good as FM, but unlike FM, it is not only restricted to the cities, but country-wide. Arnit LOVES disco music!

Rose must go to her news agency office where she works as a journalist. She reminds Iris to do her schoolwork. Iris explains to Rose how the teacher will teach her lesson over digital radio today, using full interactive radio-textbooks with pictures, diagrams and examples. They will be accessible on the radio's screen using DRM's advanced interactive text service called "Journaline". The DRM radio schooling service also includes homework. The answers to the questions will be broadcast tomorrow via DRM.

Rose passes the new DRM public signage in the town centre. It's displaying a lot of information: local news, prices, sports updates. These public notices are constantly updated. Rose's team has been asked to increase the amount of news reports generated for NR1 radio, now that the new digital radio channel is on air. The agency will increase output for current affairs, local culture, news and health issues, as DRM digital radio is broadcasting three different programmes on a single frequency at any one time, along with text information accessible on the radio's screen. This is a huge opportunity for Rose's agency.

DRM technology also provides opportunities for public messages displayed on public screens. These are efficiently distributed via DRM's Journalines service with text information and even graphics, idea for advertising, too. Armit's just secured a new deal to provide advertising to bus stops all over Integria using the DRM technology! Iris shows her parent the maths exercise she has done on her tablet connected via local WiFi to the DRM digital radio. All content is received via DRM digital radio, as mobile Internet is not available in their home. Armit, Rose and Iris are seen exploring all the new information options available with DRM digital radio: new stories, sports updates, weather forecasts, programme information, ads, etc..All available at any time, and, even, in multiple languages, simultaneously. The next morning, Integria is ready to celebrate the National Festival of Lights when many people travel long distances to see their families.

Today, Armit, Rose and Iris are going to visit Rose's brother, Ren, who lives on the side of the Great Forest: a car journey of several hours.

This is an emergency warning! There has been an incident at the chemical plant in Chilago. Please check your screens for more information. Thankfully, DRM digital radio also provides the Emergency Warning Functionality, with audio, text and images, also available on the receiver screen. Ren greets the family and asks about the journey. He was not alerted that there had been an incident at the chemical plant, because the DRM Emergency Warning was only broadcast locally, to receivers in the affected area. Ren has good news! He has just accepted a job at the new digital radio factory opened locally. They are manufacturing DRM radios in the country at reduced costs, thanks to a government grant. Ren and Rose call their parents to wish them a happy Festival of the Lights and tell them the good news. The parents are proud, but have not yet heard of the DRM digital radio revolution, so the family summarizes their experience: Up to three times more content choice with your favorite stations enhancing their offerings tailored to additional audiences, during special events or serving more languages. Universal coverage with FM quality sound and no fading or interference. Interactively accessible Journaline news service for text and pictures in multiple languages simultaneously and without any need for mobile Internet or broadband infrastructure. Remote schooling, up-to-date public signages and localized Emergency Warning Functionality and many more things beside. "That's fantastic!" says Rose's mother. "A truly new era for enjoying our beloved radio services! But there's one issue: With this DRM revolution we will now have to listen to Armit's Disco music loud and clear, wherever we go!"