

**DEVELOPMENT OF DIGITAL  
RADIO BROADCASTING FROM THE  
VIEWPOINT OF DIGITALIZATION  
ROADMAP**

Mr Vu Phuc Yen,  
*Deputy Director of Infrastructure Dept.*

**NIICS**

Ministry of Information and Communications  
National Institute of Information and Communications Strategy



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# Current status of radio broadcasting in Vietnam

01 national radio broadcaster - Voice of Vietnam (VoV), 63 provincial radio and television broadcasters



## Current Status

Over 600 county-level radio and television broadcasters

Over 8.000 ward and communes-level radio broadcasters

68 radio channels, among those VoV's 05 channels and 63 local radio channels



Hà Nội Radio

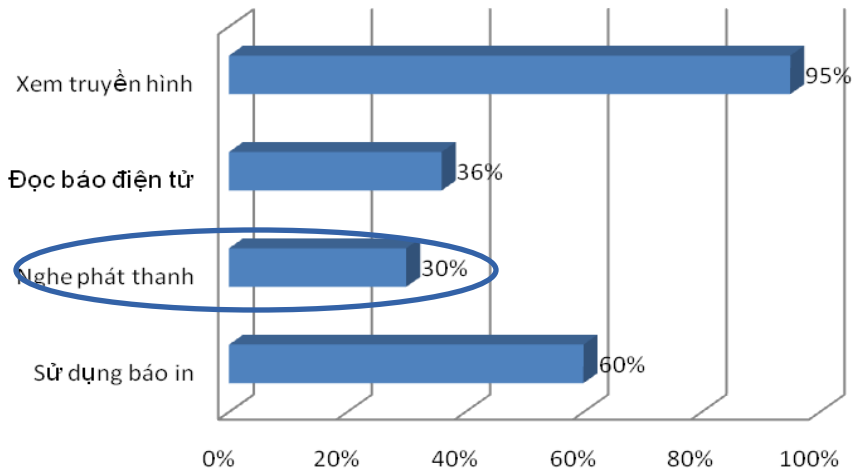


TIEN GIANG RADIO



# Current status of radio broadcasting in Vietnam

## Current status of communication method in use



Current Status

## Infrastructure status

- 11% households have radio receiver (2010)
- Radio coverage reaches 98% territory
- 3.500 transmitters (VoV's, local broadcaster's and local repeaters)

- All broadcasting systems of VoV, local broadcasters and local repeaters using analogue technologies.
- Broadcasters playing the role of both content provider, multiplexer and broadcaster.
- Each province has 06 radio channels (Including 05 VoV's channels and 01 local channel).



# Introduction to television digitalization roadmap

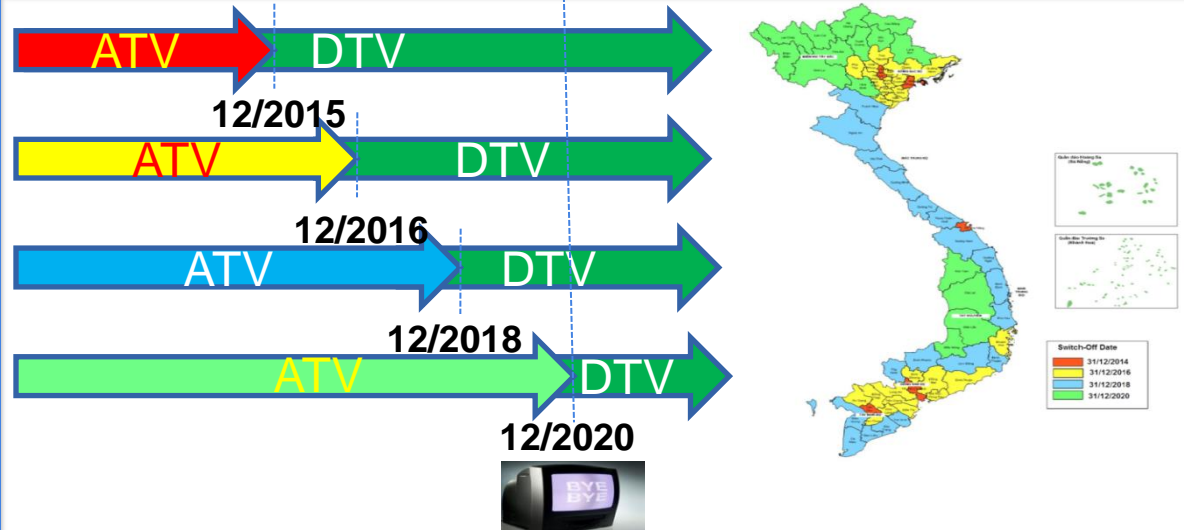
PM's Decision 2451/QĐ-TTg dated 27 Dec 2011 on digitalization of television broadcasting

PM's Decision 22/2009/QĐ-TTg, dated 16 Feb 2009 on the master plan of transmission and broadcasting of radio and television to 2020

## Major Orientation

- Separation of transmission and broadcasting of radio and TV with content production.
- Infrastructure: To comply to Telecommunication's Law and Radio Frequency's Law...
- Infrastructure: Establishing up to 05 regional companies and up to 03 nation-wide companies to provide transmission and broadcasting of TV services.
- Content: To comply to Press's Law ...
- Content: Existing broadcasters focus mainly on content production.

## Television digitalization roadmap to 2020



## Radio digitalization

To 2020: Digital technology is applied widely in transmission and broadcasting of radio

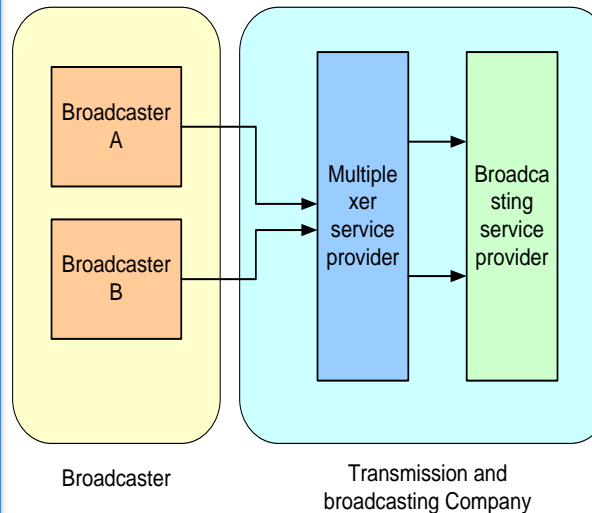
# Effects of digital radio broadcasting

## Advantages of digital radio

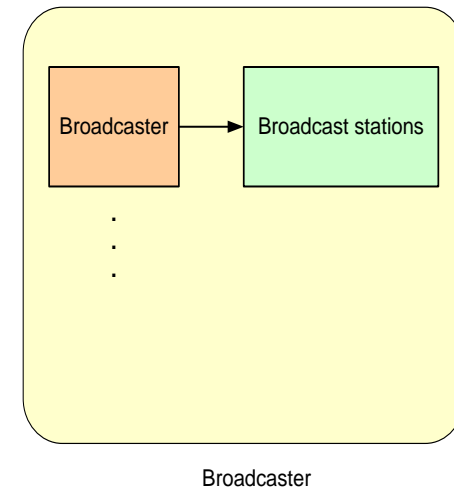
- Enhancing quality of services
- Broadcasting multiple channels on a single transmitter
- Reducing investment and operation cost
- Providing multiple value added services

## Changes in organization and operation model

### Operation model for digital radio broadcasting



### Operation model for analogue radio broadcasting



Subjects of radio digitalization

- 68 radio channels (05 VoV's channels, 63 local channels)
- 3.500 transmitters at urban and rural areas.

# ➤ Recommendations and Proposals

To direct, assess, issue digital radio broadcasting standards for Vietnam

To build roadmap for radio broadcasting digitalization (similar to TV roadmap)

To build mechanisms and policies to encourage using digital radio and manufacture digital radio receivers (similar to TV roadmap)

To build organization and operation model for digital radio broadcasting in Vietnam

- To test and pilot implement of different digital radio broadcasting standards
- To support MIC in selecting suitable digital radio broadcasting standards in Vietnam

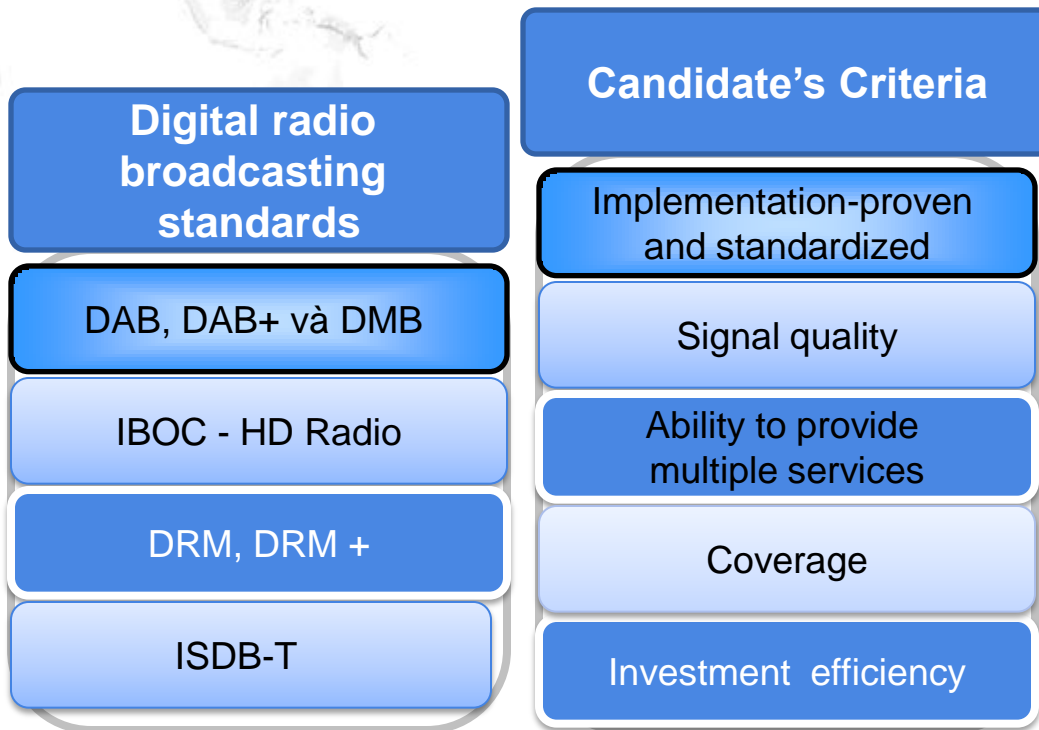
Ministry of Information and Communications (MIC)

Voice of Vietnam (VOV)



# Recommendations and Proposals

Evaluation and decision making



Experiment, and final decision



# ➤ Recommendations and Proposals

Suitable operation  
model for Vietnam

| Criteria  | Proposals  |
|---|--|
| Separate between infrastructure provision and content production                          | Establishment 01 national digital radio broadcasting company with the duties of transmission and broadcasting all digital radio channels in each local site (including central VoV's and local radio channels) |
| Define of essential information and communications radio channels                         |  |
| Coordinate infrastructure sharing between national and local broadcasters                 | Existing local broadcaster: Focus on producing radio programs and contents   |
| Efficient use of state investment resources   |  |
| Ensure essential transmission information and communications radio channels (06 channels) |  |

Thank you very much  
for your kind attention