

### Prominence Framework for Radio on Smart Speakers

The concern is about getting linked to other countries. What about within Australia? The networking of both the ABC and commercial for example all metro commercial stations are on networks of one in each capital city, but it also occurs in regional areas with lots of MMM and Hit as well as ABC local radio stations as examples. The ACMA rules require a minimum amount of local content <https://www.acma.gov.au/local-content-regional-commercial-radio> The ABC has breakfast, mid mornings and news bulletins from local regional studios.

Remember that Australia is 3 hours wide in summer, 2 hours in winter so if you get the wrong state you will end up with the wrong program.

I would expect that local advertisers do not want to be excluded from listeners in their licence areas nor pay for coverage outside of these areas. Regional areas also have their own local news bulletins. This is what pays for local production.

The practice of promoting a radio station's AM or FM frequency only applies to analog radios. For example, Perth commercial station 94.5FM is a common frequency in lots of countries overseas. On digital radio, the frequency is totally different and is not used by the listener to select programs. Instead, there is a list of program streams listed alphabetically. In streaming a transmitter is not used at all. Thus, the station frequency and the letters AM or FM should not be used at all.

All radio stations have been given unique call signs for their licences by the ACMA. This will substantially resolve the problem. Automated insertion of a call sign in networked programs can be done in the same way as local advertising.

Prominence of Radio in vehicles is not mentioned. The streaming companies are paying vehicle manufacturers to put their logos on the screen when vehicles are started. The list of local radio stations should show instead. **Vehicles already have voice recognition, so this Prominence Framework for Radio on Smart Speakers also applies to vehicles.**

Digital radio both DAB+ and DRM, there is additional data called 'Alternate Frequency Switching' which can be added to the transmitted signal to tell the receiver where the same program can be found so that if the signal becomes unusable. The receiver will search for alternatives not only on DAB+, DRM but also FM and AM. This means that if the vehicle move out of the coverage area the receiver will switch to another transmitter from the same broadcaster. It will always select the best quality sound. The receiver can also switch back if the vehicle returns back to the original coverage area. To achieve this each transmitter would only transmit its own details and those of the same network in surrounding coverage areas. The AFS data also has to be transmitted in the Radio Data System on FM and the AMSS system on AM, to enable the return to digital radio or alternative AM or FM station.

Alternate frequency Switching is not available on AM or FM radios.

The listeners don't have any problem remembering a digit and 2 or 3 letters if they are continually used in station promos and it is shorter to say. Call signs are more unique than words like 'Hits'

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