



**North American
Broadcasters Association**
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February 21st, 2017

Mr. John Knubley, Deputy Minister
Innovation, Science and Economic Development
C.D. Howe Building
235 Queen Street
Ottawa, Ontario K1A 0H5

Re: A Voluntary North American Digital Radio Standard

Dear Sir:

I am writing to present the attached Position Paper from the North America Broadcasters Association (NABA). It is for your review and future industry discussion, as it speaks to a cooperative continental approach on the transition from analogue to digital radio technology.

The paper, developed by the NABA Radio Committee's Digital Radio Working Group, focuses on why NABA supports both this specific technology and a continental approach. As you'll note in the paper, the transition is well underway in the U.S. (since it has benefitted from FCC support since 2002, one could say it is entering a more mature phase), the transition is beginning in Mexico, and it is in the experimental stage in Canada.

NABA recognizes that each national jurisdiction has its own opportunities, issues and barriers to overcome in selecting a digital radio technology. NABA believes that all the stakeholders (consumers, broadcasters, regulators, administrations and manufacturers) will benefit by a continental North American approach, while recognizing individual country requirements. Sharing of transition strategies, sharing research on spectrum and technology issues, and, where possible, harmonizing regulations can benefit everyone.

In addition, the Position Paper includes an appendix which details HD Radio technology and how it works.

In compiling this paper and appendix, the Working Group consulted widely with radio broadcasters, broadcast associations, manufacturers,

and service providers in Mexico, the U.S. and Canada. The paper represents the NABA Radio Committee's consensus about the future of over-the-air digital radio and has been supported by the NABA Board of Directors. We hope you find it interesting and helpful as you consider the transition of analogue to digital radio. NABA remains available to answer any questions or follow ups you may have.

Sincerely,



Michael McEwen

North American Broadcasters Association (NABA)
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NABA is a non-profit association of the most influential broadcasting organizations throughout North America committed to advancing the interests of broadcasters at home and internationally. Network broadcasters, both public and private, in the United States, Mexico and Canada, work together to provide a common voice for the North American broadcast community. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for North American broadcasters to share information, identify common interests and reach consensus on issues of an international nature. NABA provides representation for North American broadcasters in global forums on topics including journalism issues, protection of content, spectrum related concerns, the territorial integrity of broadcasters' signals, and digital transmission issues. For further information about NABA, please visit: www.nabanet.com

Enclosures: NABA Position Paper – HD Radio Technology

cc: Jean-Pierre Blais, Chairman and Chief Executive Officer, Canadian Radio-television and
Telecommunications Commission
Ajit Pai, Chairman, Federal Communications Commission, U.S.
Gabriel Oswaldo Contreras Saldívar, President & Chairman, Instituto Federal de
Telecomunicaciones, Mexico