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**Episode #100**

# The Future of Broadcast

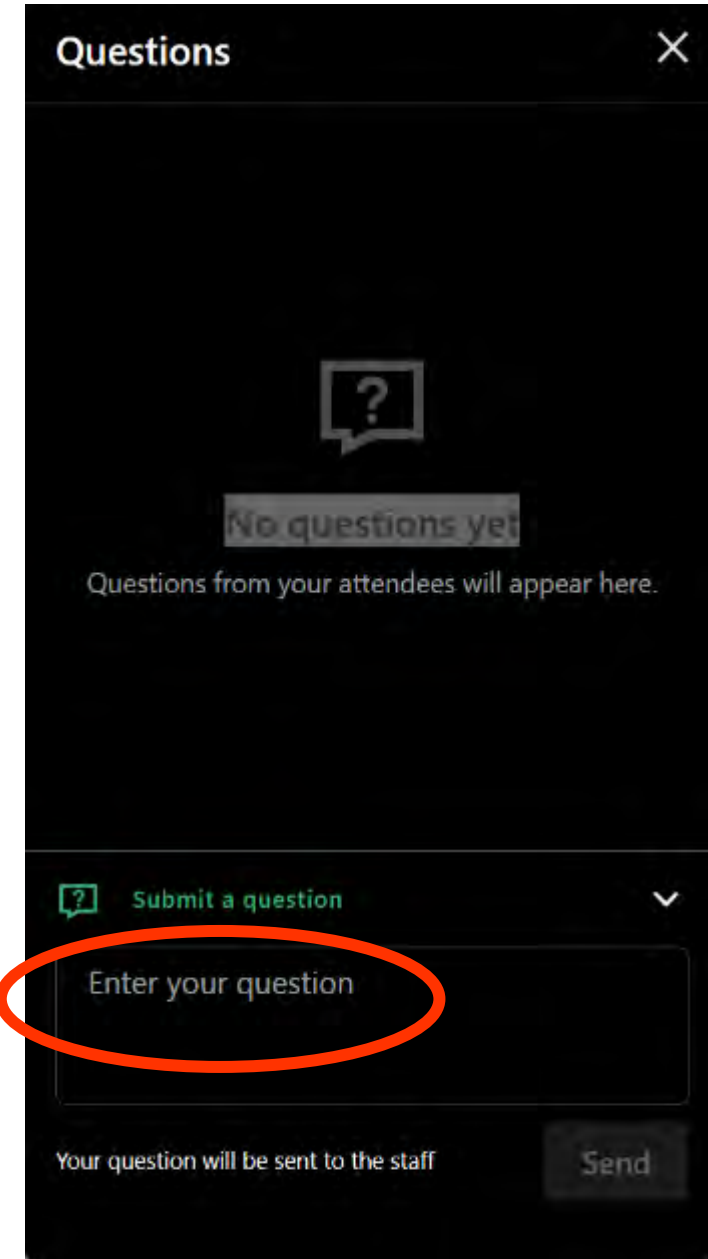
# Your questions please?



1. Find Questions symbol on the webinar control menu.
2. Please enter your questions in the text box of the webinar control panel window. (remember to press send)



Remember: The completion of a Nautel webinar qualifies for ½ SBE re-certification credit, identified under Category I of the Re-certification Schedule for SBE Certifications.



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Bill	Kansas	Will there come a time when low earth orbit, satellites, replace transmission towers?
Michael	Mbale	Do you have Nautel transmitter with fixed power of 250 Watts
Mohammad Reza	Tehran	As you know, in Iran, old generation transmitters of the Nutel ND series are installed, and even now, they are still broadcastin
Kebalepile	Central	While we discuss the future of over the air broadcasting, kindly touch on the future of shortwave, and medium wave broadcasting
Ahmed	Djibouti	So far ,the extension of radio FM and am digital,what is the perspective ?
Faustino	Ciudad Autonoma de Buenos Aires	¿Qué futuro ven para las ondas cortas y la AM?
Trevor	Gauteng	There is not enough space here to properly set out a question
Koniel day	Bougainville	I am a broadcast technician and wanting to learn new things/technology
Mark	Texas	I see AI as providing the same "service" as voice-tracking. Will it have to licensed the same as ASCAP, BMI & SecureNet?
Len	California	How can college radio help keep over-the-air broadcasting viable?
Bockarie	Indiana	I need help with repairs of 1000 watts FM Nautel transmitter
Tim	California	I will only be able to attend part of this webinar as it happens. Will a recording be available afterwards?
Freddy José	Region Metropolitana de Santiago	Do you think regulators should update their rules and policies to make it easier for terrestrial broadcasting to modernize?
keith	California	future of DTS Autostage would be nice to hear
Serah	Utah	What can under-resourced community stations do now, or starting thinking about now, to prepare for inevitable changes.
WILLIAM	Kentucky	will the FCC require HD on AM stations to help save AM given all the noise on the AM signals
Silvio	Lima	El futuro de la radiodifusión - Radio FM en el Peru, desde su perspectiva.
William	Ohio	Jeff - my assistant, best friend & wife of 40+ years, Sherrie Bowin went to be with Jesus on 4/28/26. She rarely missed a TTT.
SEAN	Indiana	On a Nautel transmitter web interface, show how to use the built-in scheduler to play streams or a playlist of songs.
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# Where we were...



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# What makes OTA broadcast powerful?

## Why Each Service Still Matters

### AM Radio

- Huge coverage area.
- Excellent for regional information and emergency communications.
- Can provide service hundreds of kilometers from the transmitter, especially at night.

### FM Radio

- High audio quality.
- Excellent mobile reception.
- Extremely efficient local and regional service.

### Television

- Delivers news, weather, sports, and public information to entire populations simultaneously.
- Modern digital TV can also carry emergency alerting, datacasting, and educational services.



# What makes OTA broadcast powerful?

The simplest way to summarize broadcasting's enduring value is:

**Broadcasting is the only communications medium that becomes more valuable as more people use it, without requiring more network capacity.**

That's a remarkably powerful characteristic—and one that internet and cellular networks still cannot fully replicate.



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# How could we improve?

What could over the air broadcasters (radio and television) do better to compete with digital platforms, or should they look at integrating digital into their media?

Broadcasters should absolutely integrate digital media—but not by trying to become the next YouTube, Spotify, TikTok, or Netflix. They cannot out-scale the technology giants. Instead, they should leverage what broadcasting already does better than anyone else and use digital platforms to extend those strengths.



# How could we improve?

## Make Content Available Everywhere

Every station should have:

- Live streaming
- Podcasts
- On-demand clips
- Smart-speaker integration
- Mobile apps
- Social media presence

The transmitter should be one distribution channel among many.

## Embrace Personalities

People follow people more than brands.

Stations should build recognizable talent whose content appears:

- On-air
- On YouTube
- On TikTok
- On Instagram
- On podcasts



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# AI Image only – NOT a marketing concept (yet)



## GV2 IP – CONNECTING BROADCAST WITH EVERY AUDIENCE

The power of over-the-air. The reach of IP. The future of radio.

### BROADCAST STATUS

**On Air**  
**FM 98.1**  
Program: The Drive Home  
Now Playing: Imagine Dragons - Believer

RF POWER: **25.0 kW**  
Digital IBOC / HD Radio

VSWR: **1.12:1**  
Efficiency: **78%**

### IP SERVICES STATUS

Primary STL (IP)	Connected	1.2 ms
Backup STL (IP)	Connected	1.5 ms
Remote Control	Connected	
SNMP Monitoring	Connected	
Audio over IP (AoIP)	Connected	
IP Security	Enabled	

### AUDIENCE REACH

**127,842**  
Total Listeners  
(Past 24 Hours)

**41%**  
Mobile & IP Streams

### SOCIAL MEDIA INTERACTION

Twitter/X Facebook Instagram YouTube

- @RadioFan88  
Love this song! Brings back memories. 🎵  
#TheDriveHome  
2m ago
- @LizaOnTheGo  
What's everyone listening to on the way home?  
#DriveTime  
5m ago
- @MikeC\_81  
Shout out to the best station in town! 🗣️  
#981Rocks  
7m ago

### SEND ON-AIR MESSAGE

What should we play next?  
Post your requests below! 🌟

SEND

### LIVE POLL

Which classic should we play next?

Don't Stop Believin' – Journey	42%
Sweet Home Alabama – Lynyrd Skynyrd	33%
Hotel California – Eagles	25%

Total Votes: 1,248

### OVER THE AIR

Reliable. Resilient. Always On.  
FM / HD Radio / AM Ready

### IP CONNECTIVITY

STL, AoIP, Remote Control,  
Monitoring & More

### AUDIENCE ENGAGEMENT

Real-time social interaction,  
polls, & listener feedback

### SECURE & REDUNDANT

Built-in IP security, backup  
paths, and system protection

### SMART ANALYTICS

Understand your audience.  
Grow your reach.



# The long term view

## Looking Ahead

The future probably isn't:

- Broadcast only
- Streaming only

It's likely:

### **Broadcast + broadband.**

Broadcast remains the most efficient way to deliver the same content to large audiences. Broadband is the most efficient way to personalize, search, interact, and transact.

The broadcasters that thrive will be the ones that stop viewing digital as a competitor and start treating it as the return channel that broadcasting never had. For companies with deep transmission expertise—such as [Nautel](#) and others in the broadcast ecosystem—that hybrid future may actually play to broadcasting's greatest strengths rather than its weaknesses.



# Online Information



## **Webinars**

<https://www.nautel.com/resources/webinars/>



## **Nautel Waves Newsletter**

<https://www.nautel.com/newsletters/>



## **YouTube**

<http://www.youtube.com/user/NautelLtd>



## **Online Info, such as the Broadcasters' Desktop Resource**

<https://www.thebdr.net/>



# THANK YOU!



**Worry-Free**  
Transmission