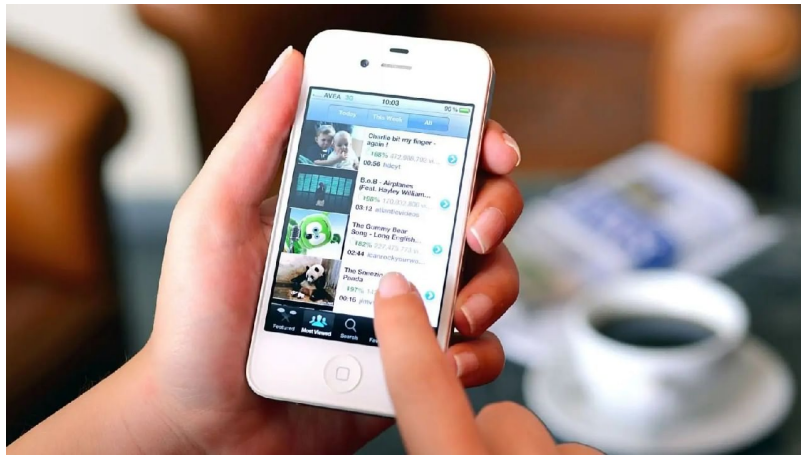# What is D2M technology, and how could it change your mobile behaviour?

By IASToppers | 2022-06-04 17:25:00

What is D2M technology, and how could it change your mobile behaviour?

The Department of Telecommunications (DoT) and India's public service broadcaster Prasar Bharati are exploring the feasibility of direct-to-mobile' (D2M) broadcasting technology.

[Ref: TV9]

Direct-to-Mobile Broadcasting:

- It is based on the **convergence of broadband and broadcast**, using which mobile phones can receive terrestrial digital TV.
- It allows to **broadcast video and other content directly to mobile phones**, without an active internet connection.
- It would be **similar to FM radio,** where a receiver within the phone can tap into radio frequencies.
- The technology will improve **consumption of broadband and utilisation of spectrum**.

Uses:

- It can used to directly broadcast content related to **citizen-centric information**.
- It can be used to **counter fake news, issue emergency alerts and offer assistance in disaster management**, among other things.
- It can be used to **broadcast live news, sports etc**. on mobile phones.

Consumer and Business Impact:

- Consumers, would be able to access multimedia content from **Video on Demand** (VoD), **Over the Top** (OTT) **platforms** without having to exhaust their mobile data.
- It will also allow people from rural areas, with limited or no internet access, to watch video content.
- For business purpose, it can enable telecom service providers to **offload video traffic from mobile network** onto the broadcast network.
    - It will decongest valuable mobile spectrum.
- This will improve **usage of mobile spectrum and free up bandwidth** which will reduce call drops, increase data speeds etc.

Possible Challenges:

- **Bringing key stakeholders onboard** will be the biggest challenge in launching D2M technology on a wide scale.
- A mass roll out of the technology will entail **changes in infrastructure and some regulatory**

changes.