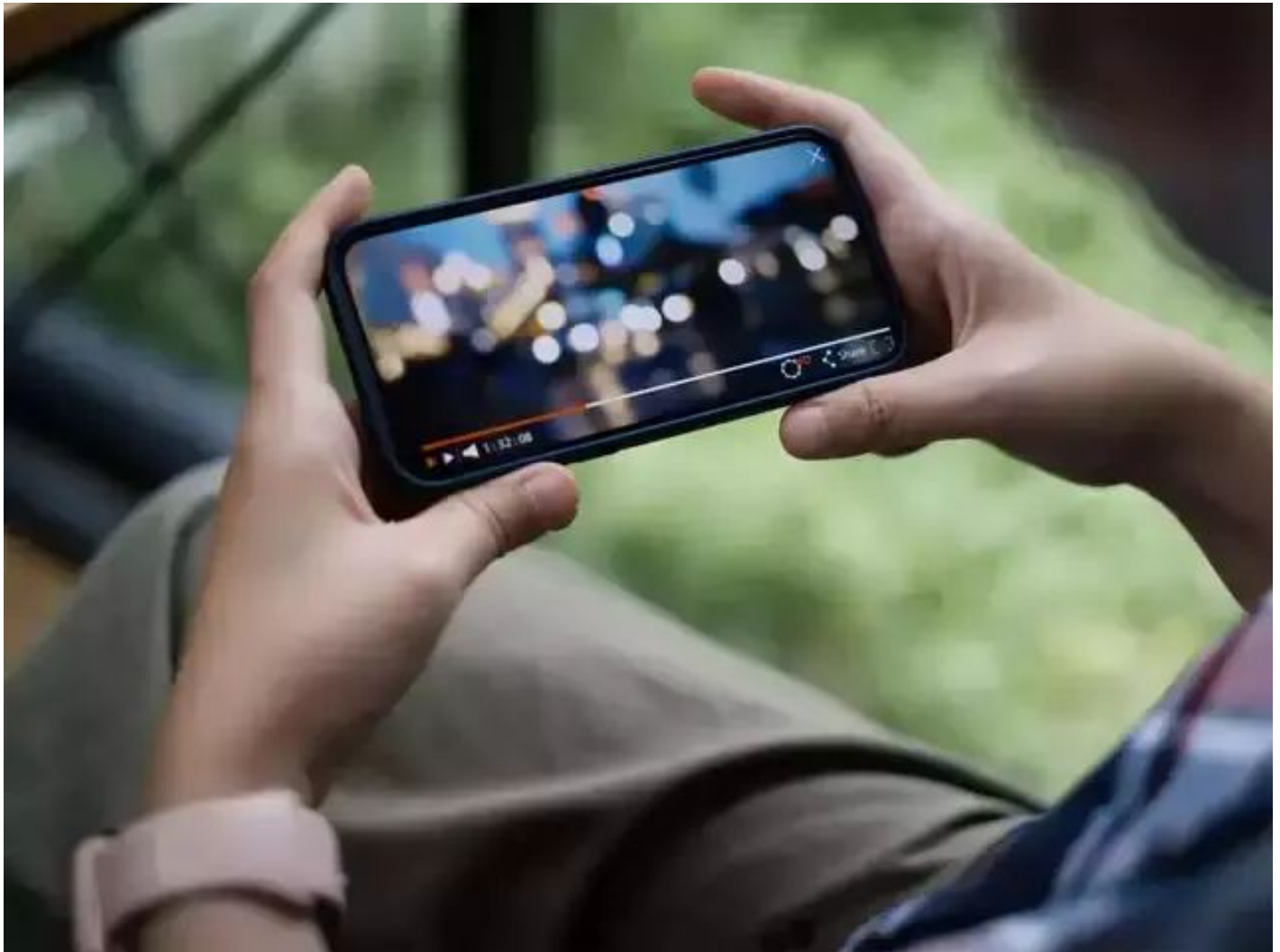


Direct-to-mobile (D2M) technology

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About Direct-to-mobile (D2M) technology

- The science behind D2M is similar to that of an FM radio, where a receiver within the device can tap into different radio frequencies.
- This new-age technology is a combination of broadband and broadcast that uses mobile phones to capture territorial digital TV signals.
- Using D2M, multimedia content, including live TV matches, can be streamed to phones directly without using the internet.
- D2M can ensure-
 - Emergency alerts are delivered directly, reliably and without dependence on internet/cellular networks.
 - Disaster Management audio content is delivered directly and authentically in a targeted manner.

- With D2M, governments can broadcast citizen-centric information.
 - This approach benefits consumers by reducing their reliance on internet data consumption for staying informed and entertained.
 - Challenges involved
 - It is still in the development stage.
 - The biggest challenge in front of the government is to bring different stakeholders, including telecommunications, on board in launching D2M tech on a wide scale.
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Q1) What Is Broadband?

Broadband refers to various high-capacity transmission technologies that transmit data, voice, and video across long distances and at high speeds. Common mediums of transmission include coaxial cables, fiber optic cables, and radio waves.

Source: [Why telcos are asking govt to auction direct-to-mobile services spectrum](#)

Source: <https://vajiramandravi.com/current-affairs/d2m/>

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