

**BROADCASTING**

# NBTC to roll out digital radio platform

**KOMSAN TORTERMVASANA**

In addition to a national digital TV broadcast streaming platform, the National Broadcasting and Telecommunications Commission (NBTC) plans to develop a national digital radio and audio platform to bridge the “radio broadcasting gap” and promote automated emergency and disaster alerts nationwide.

According to AM Thanapant Raicharoen, the NBTC commissioner responsible for radio broadcasting, the goal is to create a centralised, credible audio platform for streaming radio programmes, alongside a sophisticated, automated emergency warning system to enhance public safety in the digital age.

The regulator has scheduled talks with the Public Relations Department (PRD) to collaborate on developing the platform, with the department expected to take the lead.

The audio platform development aligns with an NBTC plan to develop a national streaming platform for digital TV broadcasters. The platform aims to address the fragmented online radio landscape, where listeners must rely on

various private media apps and websites, he said.

The platform would serve as a centralised online audio channel, focusing on providing reliable information and high-quality digital content without competing directly for commercial survival, AM Thanapant said.

“The major benefit is to expand public access to radio content via the internet through a centralised, credible national portal,” he said.

Licensed digital radio stations can plug their content into the platform, saving individual broadcasters the cost of developing their own standalone applications, said AM Thanapant.

A key element is an automated emergency warning system that can be programmed to trigger alerts in specific geographic telecom cell sites, such as targeting only Chiang Rai or Ubon Ratchathani during a flood. The platform would automatically activate digital radio receivers and send alerts via the internet platform.

The initial investment for the audio platform is estimated at less than 100 million baht, he said.

The NBTC expects the PRD or Thai PBS TV to serve as the platform’s national host and network operator.

**DIGITAL RADIO**

The platform is expected to operate in tandem with the rollout of a terrestrial digital radio system, projected to launch at a regional level across 34 zones nationwide, said AM Thanapant.

Each regional digital radio network, known as a multiplexer, would be able to carry roughly 18 radio stations, he noted.

The strategy takes into account the rapid rise of electric vehicles, as many have dashboards equipped with digital screens that can automatically switch between FM, terrestrial digital radio channels, and internet-based streaming, depending on signal strength, said AM Thanapant.

The national audio platform ensures national content remains accessible to drivers, regardless of their location or signal type.

**NO ANALOGUE SHUTDOWN**

He insisted the regulator has no plans



The national platform would serve as a centralised, credible hub for both radio streaming and an automated emergency warning system, says AM Thanapant.

# Bangkok Post

Bangkok Post  
Circulation: 63,000  
Ad Rate: 1,366

**Section:** Business/NATIONAL

**Date:** Monday 6 July 2026

**Volume:** -      **No:** -

**Col.Inch:** 59.27      **Ad Value:** 80,962.82

**Page:** 3(Left)

**PRValue (x3):** 242,888.46      **Clip:** Full Color

**Headline:** NBTC to roll out digital radio platform

to shut down the traditional analogue FM radio system.

“The NBTC intends for both analogue and digital systems to operate in parallel, maintaining the classic appeal of FM while offering the advanced features of the digital platform,” AM Thanapant noted.

The frequency range for digital radio is roughly 140-154 megahertz, while the traditional FM system operates between 87-108MHz.

The NBTC expects to hold bids for digital radio network licences later this year.