

RadioDNS Project

5th Steering Board Meeting Minutes

17th April 2012, 08:00 PDT / 10:00 MDT / 11:00 EDT / 16:00 BST / 17:00 CEST
Room N236, Las Vegas Convention Centre, Las Vegas, NV ; 8am - 10am

Attendance

Nick Piggott (Global Radio) - Chair
James Cridland (Media UK) - Secretary
John Farrell (Frontier Silicon)
Michael Reichert (SWR)
Chris Gould (All In Media)
John Ousby (vTuner)
Skip Pizzi (NAB)
Nick Jursacheck (Pure)
Mathias Coinchon (EBU)

Apologies

Apologies were received from both George Wright and Richard Morris.

Agenda

1. Approval of the Minutes of the 4th Steering Board Meeting (13th Feb, Geneva) *5 mins*

These were approved.

2. Actions from Previous Meetings *30mins*

- Nick P to write a [document](#) (SB5/3) explaining the interaction between RadioDNS core and RadioDNS applications (TAG, VIS etc).

This document was circulated electronically and available from the link above.

The purpose of this document was clarification of the RadioDNS core process (the RadioDNS "lookup table") and the relationship of each application.

JamesC to format correctly and place on radiodns.org

- James C specific video assets and documentation for the website
*The website has had a full editorial overview, rather than a few new videos: to ensure that the website is clear for each target audience. George Wright has produced a clear explanatory video for RadioTAG which could be added to the website as well. **JamesC to check with GeorgeW about publishing.***

- Chris G and Ben P to discuss semantics of EPG URIs
There was a semantic discussion around the structure of the URIs; Chris G is now comfortable with the direction of the RadioEPG URIs.
- All - to discuss the RadioDNS Business Plan 2012 on email
*This was not actioned, and **NickP to carry this forward***
- Chris G to investigate serving of a “static” / simple RadioVIS service
- Chris G / James C to investigate better tools for self-service
ChrisG and JamesC discussed a self-service portal, and Chris wrote the notes below:

As part of the self-service process, users enter a number of details online to setup their RadioDNS account. This could be extended so that a radio station can enter RadioVIS details (and potentially a simple RadioESG service). These RadioVIS details could include the details for either;

- 1. Their live RadioVIS service (hosted by the radio station or a third-party)*
- 2. A static RadioVIS service (managed by the RadioDNS project)*

For option 2, RadioDNS could offer a simple solution where radio stations host a single static image on their own server. The RadioDNS project would run a simple STOMP server that when an end-user device connected to it, would serve up that single image and close the connection. If a radio station wants to update the image they deliver over RadioVIS, they update the image on their servers, and when new RadioVIS-enabled devices connect in the future, they will receive the new image. Alternatively the image could be hosted on servers managed by the RadioDNS project.

In terms of funding models for this;

- 1. A third-party company could be commissioned to write and host this service, potentially as part of supplying a self-service portal for the RadioDNS project*
- 2. A third-party company may be prepared to provide the service at no cost to RadioDNS, but they are likely to require some form of return for this (e.g. promotion of their own services on the RadioDNS website or within the self service portal)*

Mathias discussed the EBU’s RadioManager platform, which is currently in use by ClearChannel. He offered this platform as a ‘free’ model, but pointed out that this was offered with no SLA. He also offered to publish the source for others to install themselves.

Skip highlighted the potential barrier for entry with the current “do it yourself”

environment for RadioVIS. He offered to potentially persuade the NAB to do something similar.

Nick questioned whether we are producing a “slippery slope” that may cause problems in the future.

James said he wasn’t looking for a full-service - a third party could/should provide commercially. RadioDNS should offer something very simple for a free when a station is registered, in order to rapidly increase the number of participating stations.

John Farrell asked whether this might conflict with RadioEPG.

Nick said this was a tactical opportunity to ensure we can encourage more stations to use the Project. He was keen to ensure that this tactical opportunity - which would need to support RadioVIS since no products yet support RadioEPG - would need to have clear time limits, to ensure that we do not commit ourselves in future.

Skip said he liked the idea of a “starter kit” to give broadcasters instant gratification.

NickP pointed out that in the last two months, we have seen some companies already offer some self-service RadioDNS tools too.

JamesC, SkipP, Mathias and ChrisG volunteered to look into this and report back what, how and when we would produce a self-service portal.

g. James C to implement ticket handling system for feedback@radiodns.org

We are using desk.com - it works well, and we’d like to continue using this service.

h. James C / John O to discuss common production tool for service info

JamesC and JohnO: This will be carried forward.

Financial Update (SB5/5)

15 mins [ends 08:55]

- Expenditure on NAB Show

We are expecting to spend approximately £3,000 on the NAB show this year. Travel costs were reasonably high at £1,700.

NickP noted that we have a great position and extended his thanks to SkipP for NAB's help. NickP acknowledged Alan Jurison and Mathias Coinchon's help in making ClearChannel's stations RadioVIS work well.

- Membership fees

Membership Invoices were issued on 17-March, so are falling due today (17-April).

17 memberships are outstanding, to a total value of £23,552. Screenpeaks declined to renew their membership this year, but backend-systems.net joined.

The bank account this morning had a balance of £31,680.80 (which takes into account some but not all of the expected costs of NAB).

- Discussion on Membership Fee levels (deferred from SB4)

NickP asked whether we might wish to raise the membership fees to ensure delivery of the business plan.

JamesC wondered whether this was a little "cart before horse", given that we have yet to discuss the business plan (see previous actions), and suggested we might discuss this after the discussion of the business plan.

NickP asked whether our policy should be to keep the membership fees low (we charge US\$1500-ish), and look at increased revenue from elsewhere; or whether we should consider raising the membership fee to the levels of other associations (around US\$7000).

Skip questioned whether some members would cease if the costs were that high; NickP gave an example where RadioDNS was significantly easier to justify than another association which is rather higher. JohnO said a discussion on other methods to raise revenue would be helpful. He raised an example from the IMDA.

NickP to look at "models based on tweaking various parameters and seeing how they drop out" (sounds like something very suited to Las Vegas). He pointed out that one industry association has considered RadioDNS "too small".

[Working Team Reports](#) (SB5/4) (Ben Poor)

15 mins [ends 09:11]

The reports linked-to above were distributed before the Steering Board Meeting.

- RadioEPG - Update from Ben Poor, Working Team Leader
*NickP said that Ben has done an excellent piece of work on this document, particularly since there were detailed discussions with some members of the working group. He proposed ratification. **This was ratified.***

NickP also thanked Michael and Mathias for his work on his tool to ensure that ClearChannel's demonstration worked well at NAB.

- RadioVIS - Update from Ben Poor on changes to specification

NickP noted

- a change to the way we use HTTP to transport slides (this also makes it possible to produce a static slide, which is useful for initial users)

- the ability to do advanced slide sizing (it is now possible for a device to indicate how big the screen size is, and therefore request an appropriately-sized image)

NickP highlighted the discussion on the RadioVIS group, and that Ben has met the requirements to put this in front of us and to attempt ratification.

- JohnO wondered how much consideration had been given about the screen sizes, as screens become bigger, and wondered how flexible and future-proof the new specification was. NickP highlighted that the change was FROM a fixed-size 320x240 size TO an arbitrary size.

- <http://radiodns.org/wp-content/uploads/2012/04/RVIS01-v1.1.0-draft.pdf> - page 20 is relevant to this discussion.

John asked about section 6.3, and which manufacturers had been consulted.

*NickP said that this was present in the original specification, and was a mapping of what was in the DAB specification. JohnF and NickJ both agreed that 320x240 was a comfortable minimum. NickP clarified there were no backward compatibility issues. **This was ratified.***

- RadioTAG - demonstrations at NAB

NickP said that a demonstration has been put together for the show, and thanks to the BBC, Global and Frontier for putting together a great demo. There is nothing else to report because of time demands in the last 6-8 weeks.

NickP mentioned that BenP would like to stand down as RadioVIS working team lead. He pointed out that Ben is also leading RadioEPG. NickP asked how we should look for a new team lead. Ben will be asked to post a request on the RadioVIS list.

[Renaming RadioEPG](#) (SB5/2) (Nick Piggott)

10 mins [ends 09:21]

NickP mentioned that the radioepg developer list has recommended a rename to

RadioESG.

JamesC outlined the two reasons he felt a rename was necessary: that the programme guide element is actually optional, and makes a potential barrier for some broadcasters (where a programme guide is a technical/editorial hurdle).

NickJ questioned the use of "ESG" - "this is what the TV community calls the EPG". JohnF questioned whether EPG or ESG actually helped, and captured what the thing was all about, particularly to consumers. JamesC was not convinced that "RadioESG" would be marketed to consumers at all.

NickP said that the name was used in two ways: FIRST to market the application to broadcasters. He said we know that the EPG name deters interest since the programme guide is less interesting (and more complex) for broadcasters to do. SECOND to market it to consumers, perhaps.

General feeling from the Board was:

1. Nobody particularly **loves** RadioEPG.
2. Nobody particularly likes RadioESG either.

JohnF asked whether changing the name later after ratifying the specification might cause confusion. Skip wondered whether there was a wider discussion around whether these functionalities required a logo and a descriptor in any case.

Michael Reichart wonders whether "RadioGUIDE" is a good name.

JamesC wondered whether Members might offer their marketing resource to discuss.

NickP to contact steering board via email to create a group of either steering-board members or their marketing representatives to discuss further

Trademarks Applications Update (James Cridland) 15 mins [ends 09:36]

James explained the need to protect some of the trademarks - catalysed by the launch of the new Philips iPod Dock products, on which they wanted to put a RadioVIS logo. We weren't able to licence that to them, because we didn't have the legalities sorted.

James has spoken to [redacted] and [redacted] - the latter were better value and more helpful.

Our goal is to look at controlling the use of RadioDNS, RadioVIS and RadioTAG to describe our technologies - to see if we can register them as TradeMarks in European Community, Switzerland, Norway, US, Canada and Australia. These are the territories that are likely to have multi-platform radio first.

We want to control the marks and the logos.

It's looking more expensive than originally anticipated - c. £10k, \$15k, €12k.

In the first instance, the recommendation is to a UK search to look for conflicts with those trademarks (RadioDNS, VIS, TAG). From there we move out to look out to the other territories. It's likely to cost £1.4k, \$2k, €1.6k.

John Ousby - what's our protection in China, where is it likely to be abused?

Skip P - It's hard to know how the services will be branded by manufacturers, but it would be a smart pro-active move if it can be done at a reasonable cost.

James C asked to reaffirm that we're doing the right to protect our marks, and to go ahead with trademark search in the UK.

John F asked if it was actually worthwhile doing a UK trademark search, as it was unlikely to find anything. James C explained the breadth of the search.

(Being specific, it's a ® not a ™ - we can slap a ™ on our logos right now: they're relatively meaningless)

The Board agreed to continue a UK search for our trademarks, and JamesC will report back. Given the discussion about RadioEPG->ESG may open discussions further, JamesC will act once we are clear about application names.

[Forming A Legal Body](#) (SB5/1) (Nick Piggott)

15 mins [ends 09:51]

NickP discussed the requirement to look at a legal organisation, for the reasons given in the linked document. NickP asked for the OK from the Board to continue to look at the benefits of this.

JohnO asked about the tax implications. NickP said he was still looking into this area. NickP to continue.

There was no Any Other Business; the meeting concluded at 10.00am.