Everything You Need To Know About Hybrid Radio....

...but were afraid to ask

Nick Piggott, Project Director, RadioDNS
Old ideas
Old ideas become New Ideas
A low-cost, wide-area, power efficient, multicast, multimedia, distribution technology
A packet addressed, bi-directional, application independent transport
Broadcast or Internet?
Broadcast and Internet
Hybrid Radio

Broadcast works for the mass market
Reliable, ubiquitous, free

The Internet adds value
Enhanced experience & interactivity
Not-for-profit membership organisation

Founded in 2010

Create open technical standards for hybrid radio

Operate a root DNS server for hybrid radio lookups
Our Members

Audi  BAUER  BBC  Pluxbox  commercial radio

vrt  EBU  ALPINE  FRONTIER  SILICON  global

Imagination  Institut für Rundfunktechnik  IRT  NPO  NRK  NAB  rtbf

SRG SSR  SWR  SEETECH
Applications

What RadioDNS Hybrid Radio can do
Works Best
Looks Worst
Presence
Prominence
NOW PLAYING  How We Do (Party) by Rita Ora

The Bassman's on hand with the biggest hit music including Labrinth, David Guetta, Rita Ora, Calvin Harris and more.
Radio

- Capital
  - Now: The Bassman
  - Next: Greg Burns
- Classic fm
  - Now: Jamie Crick
  - Next: Classic fm Drive
- Heart
  - Now: Nick Snaith
  - Next: Tim Lichfield
- LBC
  - Now: Julia Hartley-Brewer
  - Next: James Whale
Automatic Switching

Broadcast Radio

Audio

IP

Streaming Audio

Only use streaming when the broadcast signal is weak
RadioTAG
Interactivity for Radio
Tagging
RadioTAG

Interactivity for when you can’t be interactive
Driving, Walking, Showering, etc.
‘If it sounds interesting, TAG it’
A list of interesting things you heard on the radio
Works with ‘login’ to individually identify listeners
Can be tracked and measured
Technology

How RadioDNS Hybrid Radio Works
Open Technology Standards
EBU Recommendation R138

Open
Free
Standardised
Equal for Commercial and Public Service Radio
Works with all broadcast
What is “DNS”?  

DNS = “Domain Name System”

Register a domain name and IP address with a registrar

Your registrar creates a DNS entry to link them

www.bbc.co.uk = 210.72.58.16

DNS entry replicates to all DNS servers worldwide
Why “RadioDNS”?

RadioDNS operates a specialist **DNS server** for radio

Register **broadcast details** and **domain** with us

We will create a DNS entry to **link** them together

\[09580.c479.fe1.fm = capitalfm.com\]

DNS entry is available to all devices **worldwide**

We have **rules** to validate registration of DNS entries
1. Existing Identifiers (e.g. f=95.8MHz, PI=c479)

2. DNS lookup ‘09580.c479.gb.fm.radiodns.org’

3. DNS Response ‘radio.com’

4. Contact ‘radio.com’ Exchange data over IP
Listener finds radio station by tuning **normally**

**No** central list of stations

Radio connects **directly** to radio station

**NO connection** via RadioDNS
Open Technology

Any manufacturer can implement RadioDNS
It’s **free** for manufacturers and broadcasters
You can use **any** system provider
You can build your **own** system

**New ideas** for radio
Summary
Broadcast

Reliable, cost-effective delivery of audio
No gatekeepers or central control

IP

Targeted, premium visuals and audio
Value adding – insight, transactions