# Update

# RadioDNS

Global, open project  - not for profit organisation

Over 500 stations, 50 supporters, 24 members, across 3 continents (US, Europe, Australia)

A **new** application for an existing technology

**Patent free**, zero cost*

Uses IP to **enhance** broadcast radio

Blurs the distinction between **streaming** and **broadcast** radio

# RadioDNS Members

# Connecting Broadcast & Internet

Applications combining Broadcast and IP would deliver more value throughout the chain

Broadcast for mass-market ubiquity

IP for enhancements and additional functionality

Requires a simple technology to link broadcast radio services with IP delivered services

# Technology

# Technology

No **new** technology

A **new** application for DNS (Domain Name System)

**All** connected devices have DNS

(Virtually) all broadcast radio stations have **unique** identifiers in RDS (FM) or DAB or HD (USA)

Use **existing** identifiers to make a "pseudo-domain"

**RadioDNS** facilitates translation to a real domain

**Radio** DNS

radiodns.org

# Functionality & Content

The device seamlessly connects to the broadcaster in the background, within seconds of tuning in

The broadcaster can supplement the audio broadcast with IP delivered content and functionality

There are open-applications endorsed by **RadioDNS**

Anyone can create an application using RadioDNS

# RadioDNS Applications

RadioDNS Applications specify **functionality**

RadioDNS will enable **any** IP application

Anyone can create an application

Apps can be open, closed or proprietary

RadioDNS can endorse those that meet our statutory objectives (primarily, open and patent free).

2010

# 2010 Progress

Our first year!

Continued development of our three initial
    applications

  Visualisation, EPG, Tagging

New members, new stations launching services

New software packages and service providers

Mobile…

**Radio** DNS

# 2010 Progress

EBU workshop yesterday

    30+ attendees, 3 new services created in an hour

First production radios with RadioDNS

More broadcasters trialling services

    BBC, IRT

Silicon....

Radio DNS

radiodns.org

# RadioDNS & Mobile

# Radio on Mobile

Radio "apps" are very popular

   ~6m downloads (UK)

   ~48% of smartphones have a Radio app (UK)

Enhanced, interactive experience

Data intensive

   Streaming consumes 48-64kbit/s

   Exposes weaknesses in mobile networks

   Burns through users' data allowances (27MB/hour)
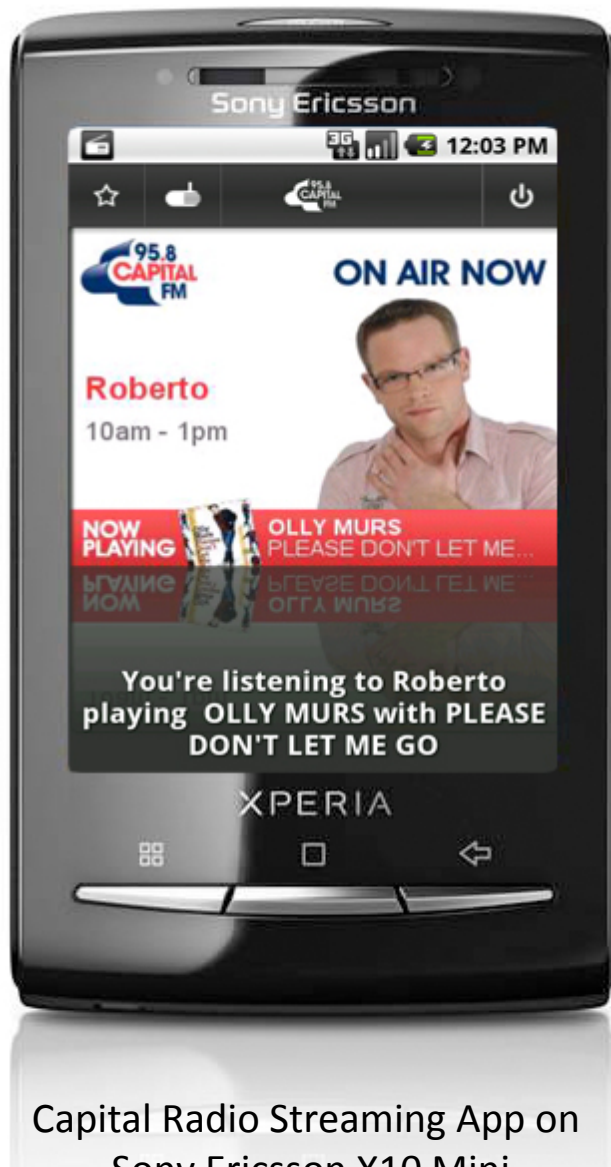
# Remove Inefficient Streaming

Most radio app listening is to stations also available on broadcast (FM)

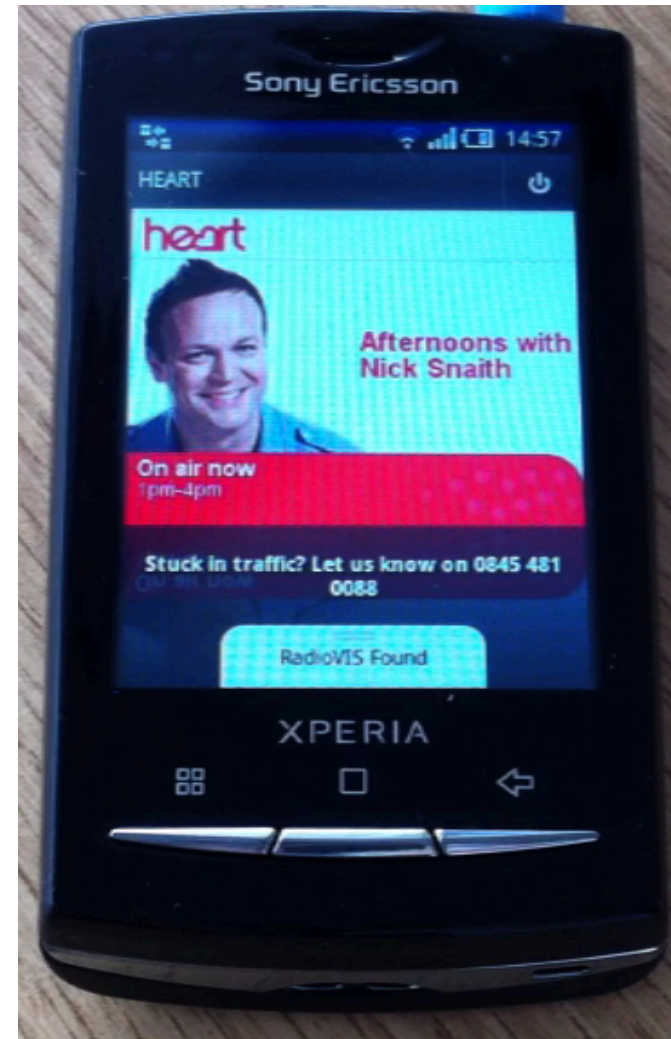Many handsets have FM radio functionality

A **RadioDNS** aware app can deliver the **same** app experience, but use audio from FM, not streaming

A **RadioDNS** aware app can move between broadcast and stream automatically

# Example



Capital Radio Streaming App on Sony Ericsson X10 Mini

Identical functionality, using FM + RadioDNS, on the same handset

# Mobile Status

Prototype code available for:

    Android (Eclair / 2.1 / Certain Manufacturers)

    Maemo / Meego

In discussion

    Microsoft (Phone 7) / RIM

In question?

    RadioDNS is on the Symbian Roadmap...

# RadioDNS

## 2011

# RadioDNS in 2011

**Primary Focus** – more broadcasters providing services

    Service Providers section on the website

    Directory of open-source software solutions

Silicon manufacturer engagement

Mobile phone engagement

NAB Show / RadioDays Europe / EBU Conference

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