

Radio **DNS**[®]
HYBRID RADIO

The logo features the word "Radio" in a large, bold, black sans-serif font. To its right, "DNS" is written in a smaller, bold, black sans-serif font, enclosed within a black magnifying glass icon. A registered trademark symbol (®) is positioned above the "S". Below "Radio" and "DNS", the words "HYBRID RADIO" are written in a bold, white, sans-serif font inside a black rounded rectangular box. The background of the entire slide is a vibrant, abstract graphic composed of overlapping, semi-transparent, wavy shapes in shades of blue, green, yellow, orange, red, and purple, creating a sense of motion and digital connectivity.

Eleventh General Assembly

6th February 2017
EBU, Geneva

WiFi Code: 4018

General Assembly

14:30 - 17:00

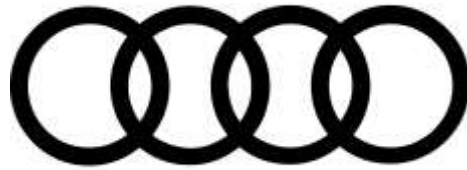
<https://radiodns.org/organisation/general-assembly/ga-feb-17/general-assembly>



Introductions

Floris Daelemans, Secretary

Welcome New Members



Agenda

Formal Business

Elections

2016 Review & Discussion

2017 Plans & Discussion

<https://radiodns.org/organisation/general-assembly/ga-feb-17/general-assembly>

Meeting Format

Round table / open-line

We'll deal with the formalities and present to you

We would like to engage in a discussion about what we've done and our plans for 2017



Formal Business

Floris Daelemans

Voting

Voting is simpler this year

Vote by raising your hand or saying yes

Proxy votes have been received by email

Voting

Approve [minutes](#) of the **Tenth General Assembly**

Approve the [2016 Accounts](#)

Vote

Do you approve the minutes of the **Tenth General Assembly?**

Do you approve the **2016 Accounts?**

VOTE NOW

Steering Board 2016

Review of Actions and Decisions

Steering Board Meetings 2016

The board met 4 times:

[SB21](#) - 6th April 2016

[SB22](#) - 7th June 2016

[SB23](#) - 19th September 2016

[SB24](#) - 12th December 2016

Standard Licence & Guidelines

Discussion at July 2016 [Automotive Workshop](#)

Automotive manufacturers want legal surety that they can use assets provided by broadcasters using RadioDNS' standards

Broadcasters want to know that their assets are going to be used correctly

Standard Licence & Guidelines

We consulted during H2 2016

Board debated at length the best solution

Decision:

To create a Standard Licence for Metadata (with Guidelines) and encourage broadcaster adoption

HbbTV - DNS Services

HbbTV added DNS discovery to their standard
They approached us to provide their DNS lookup
service for their users

Revenue generating opportunity for RadioDNS

Decision:

To provide a DNS lookup service to HbbTV

Changes to Standards

Some **broadcasters** want to provide “private” streaming URLs and links to enhanced content only to trusted partners

Needed to adapt the **SPI** standard to be able to identify who was asking for metadata

Changes to Standards

NPR requested that we add better support to **SPI** to identify presenters, guests, contributors

Automotive Manufacturers requested that we add support to **SPI** enable voice navigation

Standard Metadata Licence may need a new location in the **SPI** document

Changes to Standards

Decision:

Amend the SPI standard (TS 102 818) to add:

Client Identification

Programme roles

Phonemes

Licence URLs

Trademarks

We have secured trademarks in most territories that we wanted

Decision:

Not to register the trademarks in any more territories at this time

Project Director

Initial Project Director contract ran Feb-July 2016

Project Director runs the Project Office.

The Project Co-ordinator role is currently vacant

Decision:

To renew the contract for August - January 2017 and then January 2017 - January 2018

Voting

Do you approve the decisions of the **Steering Board** in 2016?

VOTE NOW

Steering Board Elections

Nick Piggott

Elections

The entire board is being re-elected at this General Assembly

The term will run for two years until the **Twelvth General Assembly**

Chair, Secretary and 9 Board Members

Election - Chair

Walter Huijten

Service Manager (Radio), NPO

VOTE NOW

Election - Secretary

Ben Poor

Project Manager, Digital Radio, EBU

VOTE NOW

Election - Board Members

Travis Baxter

Bauer Media

Nicolas Bresou

RTBF

Kath Brown

CRA

Joe D'Angelo

DTS

Alex Erk

IRT

John Farrell

Frontier Silicon

David Layer

NAB

Sean O'Halpin

BBC

Christian Winter

AUDI

VOTE NOW



Coffee Break

15 Minutes

Objectives 2017

Strategy, Plan and Budget

2017 Strategy

Continue **Project Logo** growth

North America focus

Develop **Standard Licence for Metadata**

Update **Standards - SPI / RadioTAG**

Launch **HbbTV** provision

Grow **Membership**



Project Logo

Increasing coverage in 2017

Project Logo

Focused on **automotive** market requirements

Continuing our **partnership** strategy

EBU, RadioPlayer, AER etc.

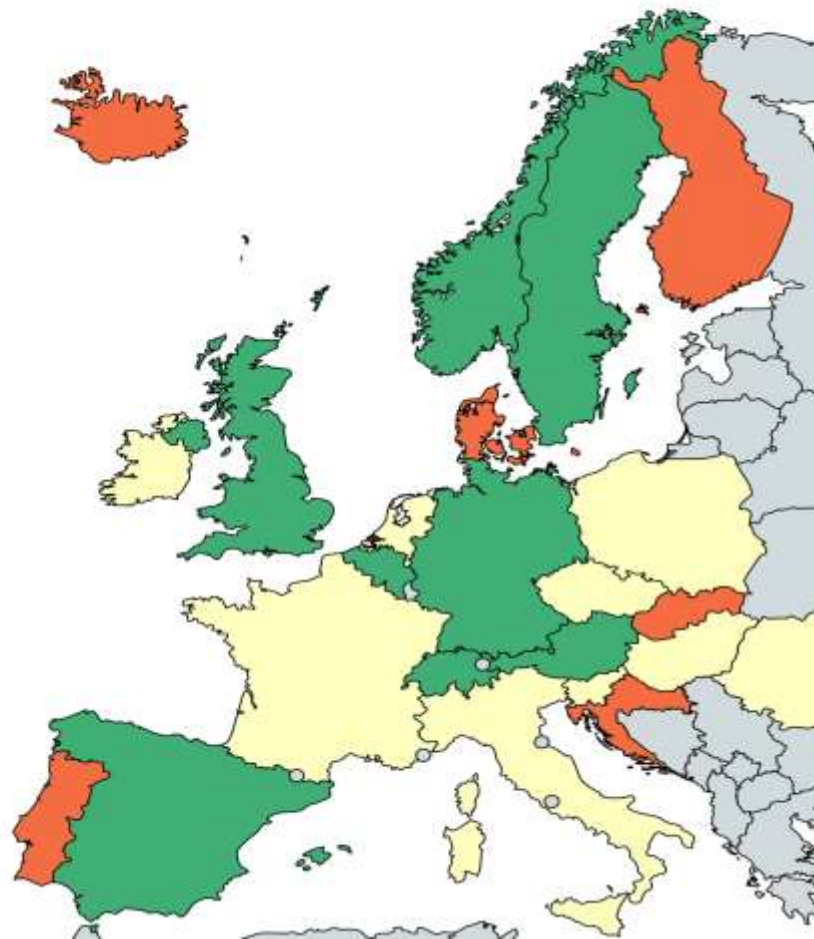
Better promotion of **service providers**

Aim for services launch in **North America**

Coverage

- >70%
- >40%
- <40%

European Coverage Status



In 2017

EBU bringing more members onto their platform and offering source code to other broadcasting unions

Radioplayer supports Project Logo for all stations

Austria announcement

Canada will be launched in 2017

Working with **US** broadcasters more

Project Logo

Discussion

Standard Metadata Licence

Clarity for broadcasters and manufacturers

Background

Broadcasters are providing metadata and content
Logos etc.

Automotive Manufacturers want to use the
metadata, but want permission from broadcasters

At the **July Automotive Workshop** we agreed to
find a solution

Principles

Broadcasters provide metadata for free

Manufacturers must use it correctly, as defined in the **Implementation Guidelines**

Licence agreement is **implicit** by use

Broadcasters must include a **link to the licence** in their SI file, or it may not be used

Standard Metadata Licence

Accessible on a **permanent URL** on our website

Similar in style to a **Creative Commons** licence

Initially restricted in scope to the **automotive** environment

RadioDNS will **not be a party** to the licence



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Standard Metadata Licence

Discussion

Test & Demonstration

Verifying Hybrid Radio Implementations

Test & Demonstration

Operational **now**:

Device testing (Core, Visuals, EPG)

In **2017**:

Platform testing

Demonstration service

Test and Development Platform

Current Client ([change](#))
Revo PiXIS RS (NP Test) (0.01)

Passes	62
Failures	1
Incomplete	1

RadioDNS Core

CORE-1A

DNS CNAME resolution based on received PI code

pass

[Perform Test](#)

CORE-1B

DNS CNAME resolution based on received ECC matching a previously calculated value

pass

[Perform Test](#)

CORE-1C

DNS CNAME resolution based on received ECC not matching a previously calculated value

pass

[Perform Test](#)

CORE-2

Repeating DNS CNAME resolution when PI code changes

pass

[Perform Test](#)

CORE-3A

DNS SRV resolution for RadioVIS application (HTTP transport)

pass

[Perform Test](#)

CORE-3B

untested

[Perform Test](#)

Validation Certificates

Issued to a **specific** (device + firmware) version

Confirms passed tests **on the date shown**

Not a warranty or guarantee of perfection

Trademarks

We will issue **Trademark Licences** to organisations
Trademark Licence will allow use only on products holding a validation certificate

Currently only **members** can use the Test and Demonstration platform, and therefore use trademarks

Test & Demonstration

Discussion

Membership

Growing in 2017

Membership

We are **entirely** funded by our members

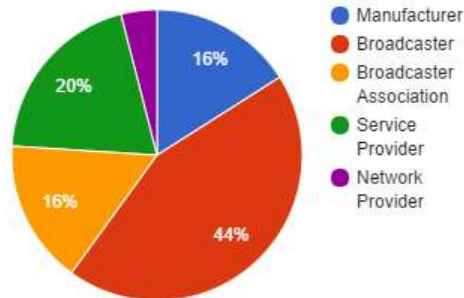
Currently (2017)

25 Members

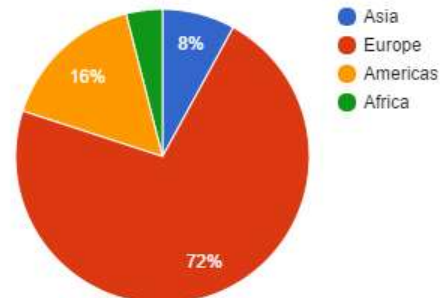
Target (start 2018)

28 Members

Members by Activity



Members by Continent



Member Benefits

Members are **co-owners** of RadioDNS

Participation in **Working Groups**

Free use of **Test & Demonstration** platform

Marketing and **event** staging

Priority support from the **Project Office**

Member Benefits

The majority of our **support time** goes to:

Automotive Manufacturers / OEMs

Service Providers

Events in 2017

February	March	April
EBU Digital Radio Summit NPR Metadata Summit	ABU Digital Radio Symposium RadioDays Europe	NAB Show
May	September	October
WorldDAB Automotive Event	IFA (TBC) IBC (TBC)	WorldDMB General Assembly CRA Conference (TBC)



Membership

Discussion

Budget 2017

Investment in growing Hybrid Radio

Budget 2017

Accommodate big currency changes

Increased the membership fee by 10%

Sustain event marketing

Reduce our surplus slightly

Budget 2017

Opening Bank Account	£20,331
Memberships (26)	£79,000
HbbTV Revenue	£10,000
Income	£89,000
Project Office	£37,400
Web Hosting	£ 500
DNS Hosting and Admin	£ 2,900

Bank / Financial	£ 1,300
Bad Debts / Unpaid Fees	£ 3,000
Events and Marketing	£19,900
Test and Demo Platform	£ 8,000
Trademarks	£ 6,000
Surplus 2017	£10,000
Closing Bank Account	£3,331

2017 Budget v 2016 Actual

	2017 Budget	2016 Actual
Income	£89,000	£68,993
Operations	£41,700	£31,132
Hosting & Technology	£ 3,400	£ 3,092
Marketing	£19,900	£19,669
Trademarks	£ 6,000	£8,272
Projects	£ 8,000	£8,640
Surplus / (Deficit)	£10,000	(£1,812)



Budget 2017

Discussion

Devices 2017

What's on the market / coming to market

Smartphones

Samsung did not port RadioDNS functionality to Lollipop - insufficient support from broadcasters

LG Stylus (DAB+) has an app from **IRT** that supports RadioDNS

Adjacent work continues (slowly) to open standard API for radio on smartphones

Tabletop

Frontier Silicon enable RadioDNS support in the **Undock** partner app for their modules

Demo outside

Philips, Sony both keep RadioDNS under review, but currently think insufficient broadcaster support for Visuals / Slideshow

Automotive

Most **Manufacturers** have requested RadioDNS support from their OEMs

We have seen **enormous increase** in OEM support requests, particularly for demos

Remaining objections: **Coverage** and **licensing**

Expect a line-fit RadioDNS implementation this year

Accelerating Devices

Coverage is the key constraint on growth

Broadcasters have **near zero** effort to participate, but still are asking how many receivers are in the market

We'll keep growing coverage by **linking** broadcasters to service providers

Devices 2017

Discussion



Open Floor

Discussion

Close of the Eleventh General Assembly

Drinks and Networking