![RadioDNS HYBRID RADIO logo]

# What is Hybrid Radio?

Hybrid radio seamlessly combines Broadcast radio and the Internet.

Your broadcast signal (FM, HD, DAB, DAB+) continues to carry audio (and some data), but a radio with an Internet connection (WiFi, 3G, 4G, LTE) can seamlessly connect back to your station for multimedia and interactivity.
**It's an app-like experience of broadcast radio.**

# Why do we need it?

Broadcast radio is the right technology to deliver radio to lots of people across towns and cities. It's a very economic way of achieving ubiquity – radio that's receivable in the home, in the car, in the office and in all the places in between.

The Internet (IP) is the good way to deliver multi-media and interactivity, but it's not a great way to deliver live radio to large numbers of people. The costs to the broadcaster rise with demand, the devices are more expensive and require a subscription with a network, and it's an inefficient way of delivering radio to people on the move.

Hybrid Radio combines broadcast with the internet - making radio better.
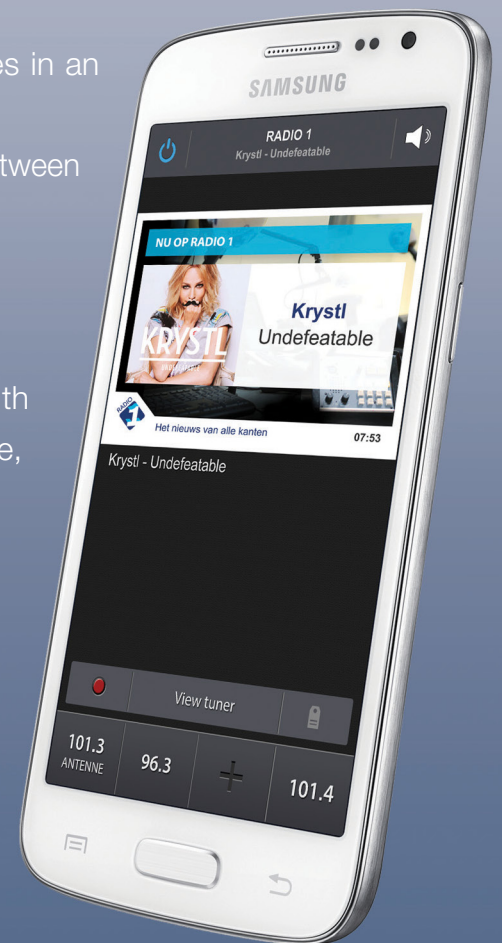
# What can you do with Hybrid Radio?

### Visuals

Our visualisation application lets you deliver timely, relevant visuals alongside your broadcast. 'Glance-able' content such as artist information, news, weather and commercials can dramatically improve the experience and value of radio.

### Metadata

Providing detailed information about radio stations and programmes in an open, standardised format helps power next generation radio user interfaces. Service following allows devices to automatically switch between broadcast and internet audio streams as reception changes.

### Interaction

When the listener wants to know more about what's on the radio tagging allows the simple tap of a button to record their interest, with the ability to revisit the content later on an associated mobile phone, tablet or desktop device at a time to suit them.

# What's RadioDNS?

RadioDNS creates and maintains the open technical standards for Hybrid Radio.

We're a not-for-profit organisation that promotes and supports the growth of Hybrid Radio. Our members are from every part of the radio business in countries all over the world. Members pay a small fee and contribute to developing the strategy and standards of Hybrid Radio.

You don't have to be a member of RadioDNS to be part of Hybrid Radio. All our technology and standards are open source, which means they're free for supporters of RadioDNS to use and implement.