



RadioDNS Project

6th Steering Board Meeting Minutes

10th July 2012, 08:00 MDT / 09:00 EDT / 14:00 BST / 15:00 CEST
7th Floor Boardroom, Global Radio, 30 Leicester Square, LONDON, WC2H 7LA

Attendance

Nick Piggott (Global Radio) - Chair
James Cridland (Media UK) - Secretary
John Farrell (Frontier Silicon)
Chris Gould (AIM)
Richard Morris (Commercial Radio Australia) *
John Ousby (vTuner)
Skip Pizzi (NAB) *
Michael Reichert (SWR)
George Wright (BBC)

* by telephone

Apologies

Mathias Coinchon (EBU)
Nick Jurascheck (PURE)

Minutes

1. Approval of the [Minutes of the 5th Steering Board Meeting](#) (17th Apr, Las Vegas) *5 mins*
These were approved by the board.
2. Actions from Previous Meetings
 - a. James to put the [document](#) (SB 5/3) explaining interactions between RadioDNS Core and Applications onto the website.
James to do this in the next few days.
 - b. James to check with George about publishing the BBC's video about RadioTAG on the website.
James to add this to the website.

- c. Discuss [RadioDNS 2012 Plan](#) on email. There's an [updated version](#) (SB 6/1) with an updated goal and role.
John Farrell pointed out that we should have a remit to promote the standards as well as to create them. This was agreed.
Sebastian Kett pointed out that it was the middle of 2012, and suggested that this might be used as a template at the 2013 plan.
 - d. James, Skip, Chris and Mathias to look at how to provide Self-Service tools to users/members.
James reported that Mathias's team at the EBU had a bunch of really useful tools, that they were looking to release for others to use. They are looking at the correct licence to release this tools. All agreed that since EBU had produced this tool, there was no real need to reinvent a wheel.
James to put George and Mathias together to help with the licence.
 - e. James and John to discuss a tool to produce common service information.
The first step has been to discuss collaboration between the two teams. This has been done (see below), and the next step is to look at the RadioEPG and IMDA files and work on this area.
 - f. Nick to look at variations on the [RadioDNS Membership Fee](#) (SB 6/2)
George Wright said that there was an organisational effort to align with a project and work with it, and that the actual money figure was less important.
Sebastian Kett agreed, and said that an aim would be more active members.
James Cridland said that it would be difficult for his organisation - a one man consultancy - to justify a larger membership fee. Chris Gould agreed. He asked where the fees for being in the RadioDNS system come into this. Nick said that this had not been accounted for; but that they were complicated and that the organisation might have to be a bit bigger before beginning to evaluate those charges. John Ousby also cautioned about a larger fee, and recommended associate membership rather than tiering. Nick to continue work on this document.
 - g. Nick to create a group to look at renaming EPG.
Nick will take this forward; point 4 below may well be relevant.
 - h. James to report back on continuing Trademark searches.
James referred to point 4 below.
 - i. Nick to continue to look at forming a legal body.
Carried forward
3. [Financial Update](#) (James) (SB 6/3)
James discussed this document, and pointed out that "profit" didn't mean "profit"!
George Wright questioned the "Bad Debts Written Off" line; this was one former member who left (Screenpeaks), and some currency fluctuations.
- a. Addition of Caroline Brindle to RadioDNS Bank Account
It was agreed to add Caroline Brindle to the RadioDNS Bank Account.
4. Report from the [Trademarking / Marketing Group](#) (SB 6/4) (James)
James spoke to a trademark lawyer to do comprehensive trademark searches. The recommendation is to protect the RadioDNS Hybrid Radio Logo.
John Farrell agreed with the single trademark issue, but was concerned that leaving the terminology of functionality completely undefined was maybe a risk. He suggested providing some guideline phrases that would suggest some commonality - "station logos, powered by RadioDNS", "Service following powered by RadioDNS".
George pointed out that to get the Freeview (UK Terrestrial Digital TV System) trademark, you needed to use agreed terminology to get onto Freeview's marketing spend. John was concerned that it left too much ambiguity. James agreed it sounds

like a good idea to have suggested form of words to communicate each feature. He used the example of RadioEPG to demonstrate that one technical function provides a number of different consumer functions. John suggested it falls into our remit to promote RadioDNS, in this case to end users. John suggested he would join that group, and George will offer one of the BBC's UX people to help too. **Action:** James to add those people to the mailing list, and start the process of agreeing recommended wording.

a. Compliance and Certification

Skip explained that the trademarking discussion leads to some form of trying to guarantee uniformity and user experience, but without creating too much burden/cost for implementers. Skip's view is that self-certification is probably the best approach for RadioDNS, particularly if we're looking to develop an open-platform. The starting point is probably a conformance statement, and then that moves into compliance statements that are more specific to each functionality. Adherence to the core RadioDNS seems like the starting point. The documents are separate to the spec, and that makes it easier to keep them updated. It gets more complicated with the multiple applications, and then within those apps there are a variety of functions that may or may not be implemented in products. It's worth looking at how the RDS Forum process for this situation, where there's a specification that lays out lots of functionality but device implementation is partial. Conformance, compliance, certification - certification would be self-certified, but that needs compliance documentation. RadioDNS would create a form to allow manufacturers to certify themselves. Appearance of the RadioDNS logo gives an overarching assurance of functionality, but each device may implement various subsets. James suggested that bringing some new people into the group might be helpful - maybe asking Richard Morris. Richard agreed to contribute what he could, drawing on some experience from the process in Australia. George mentioned that the work could be a compliance and standardisation working group - George can call on Lindsay Cornell's time to help standardise through ETSI. John asked how long ETSI would take, and George reported that Lindsay thinks that putting RadioDNS through ETSI could be fairly quick (this financial year). Nick suggested that compliance plus standardisation was a good mix, George will start a group to look at this and report back at next SB. Nick volunteered to be on that group, plus John. George will consider if we open this out broader than the SB.

5. Working Team Reports

a. [RadioVIS](#) (Ben Poor) (SB 6/5)

"The team asks that the Steering Board formalise this recommendation, and appoint Robin the new Team Leader for the RadioVIS project." This was agreed.

b. [RadioEPG](#) (Ben Poor) (SB 6/6)

"The team requests that the Steering Board consider the resources they have to offer in order to encourage Broadcaster members of RadioDNS to implement a service. This should involve a combination of gently coercion and the provision of self-provisioning tools for smaller broadcasters, through a generalised RadioDNS portal." This was agreed, and we will communicate back to the group that this work is going on.

c. [RadioTAG](#) (Andy Buckingham) (SB 6/7)

"the BBC have agreed to return their updated version of the spec draft to the team w/c 9th July. I will then work through this document and formalise it for ratification no later than Friday, 31st August, 2012. I would then request that the board consider this for review at the next meeting on 18th September." Sebastian asked if there was the possibility of a higher level document to explain at a "management level" how TAG would work. **Action:** Higher level documents on RadioTAG and Service Following. NickP to circulate the double-sided

documents that do this which are handed out to delegates at trade shows.

d. Implementation update (John Farrell)

John outlined what Frontier Silicon have been doing in terms of implementing RadioDNS in their products. They have completed implementing RadioVISv1.1 (both for IP and over HTTP). They have worked on extending RadioVIS with SVG concepts - they have a packaged mini widget developer guide so that broadcasters can write widgets downloaded over RadioVIS. This has been delivered to a couple of broadcast partners. In future they may wish to standardise this within RadioDNS. They have extended their RadioVIS implementation with the categorised slideshow functionality for WorldDMB, and Robin is working to potentially roll this into the next version of RadioVIS.

RadioEPG: this implementation has been done, and they are considering using this for downloading and caching stations logos.

RadioTAG: this is work in progress and has been implemented. This is waiting for some broadcaster support.

Configuration for an alternate RadioDNS server has been implemented for testing purposes.

James asked what products are commercially available with RadioDNS.

The [Revo Axis](#), and [Roberts Colourstream](#) are available in the UK, and a [Philips iPhone dock](#) (which gives RadioVIS on the app display when docked) - more of these devices are on the way. In terms of the new functionality, there are trial binaries being shared for the Revo Axis.

Sebastian Kett reported that ARD is looking to support RadioVIS (more than 60 stations) in time for IFA.

Nick Piggott said that Autumn looked good for RadioDNS

e. Standardisation Options (George Wright)

George outlined that ETSI was a suitable body for standardisation of the main RadioDNS specification, and offered to help.

6. [Report on IMDA Meeting - Paris - 9th July](#) (James) (SB 6/8)

James said that an IMDA Automotive Working Group meeting happened yesterday, to which RadioDNS was invited. James explained that he did a live demo of service following to the IMDA meeting yesterday in Paris. We used an HTC OneX, tuned into a low-power relay of London's Capital FM, and walked from one end of the room to the other: the tuner correctly switched from FM to IP, and back again, to a round of applause from the audience. James noted our gratitude to the IMDA, and to Peter Redhead who came to assist with the live demo.

Prior to the open Automotive Working Group, the IMDA approved a motion outlining a co-operative approach to the relationship between the two organisations. Harry Johnson, Nick Piggott and James Cridland discussed this last week after both organisations had contact from Members who were confused about the organisations' aims and whether we were both overlapping. This motion has been very much welcomed by IMDA members, and those that are working with the two organisations. James discussed the mirrored motion that he is putting in front of this board, and asked for the board's approval of the motion.

John Farrell said this motion was a very useful. Sebastian Kett said that it was very much welcomed, though there are some areas of overlap which do need clarification. Skip Pizzi welcomed this and think it is an excellent statement and should be helpful to the industry at large in understanding the differences. George Wright agreed. Richard Morris agreed. Nick Piggott was pleased with the wording of the document. The document was approved.

7. [Appointment of the Project Co-ordinator](#) (Nick) (SB 6/9)
Nick expressed thanks to Skip for his help, and expressed his pleasure at Caroline's appointment.
8. [Project Office Report](#) (SB 6/10)
James asked Caroline if there was anything specific she needs from Steering Board at the moment; Caroline was happy as things are and requested that the Steering Board feed back any suggestions for future work.
9. Creation of a [Test and Demonstration Environment](#) (SB 6/11) (Nick)
*George is concerned that a fee will disbar too many people from using the service. James agreed. George suggested that the hardware device(s) should cost more than the normal device, to deter "cheap radio" purchasers. Software platform will be free. Can we create a list of all the hardware devices people can buy, and maybe where we flash them? James asked that we start the prototype dns server, and any additional functionality. Hardware conversation to be continued. Skip asked that there is consideration of a licensing document for the open platform. We want to encourage people to use this technology in their own systems. Nick suggested we look at the open source licensing for the various bits of code around it - George mentioned the BBC generally dual licence BSD/GPL, and George and James will pick this up as the earlier action on the agenda. **Action:** Nick to deliver the prototype server and the specified demo tools.*
10. Education and Evangelism (Skip)
Skip mentioned an issue around the term "hybrid radio" which is now becoming confused with different technologies. ("Hybrid Radio" is also used for things like HD and other things). He asked whether we should be drafting a small series of quick definitions to clarify what we mean by terms like "hybrid radio", "service following", "universal dial", etc. John Ousby also mentioned this was something that had been required from the IMDA meetings, and had been agreed to work on. This work can probably form part of the output of item 4 on this agenda, and be agreed definitions between IMDA and RadioDNS. Skip pointed out it also shows industry leadership and could be a canonical reference for the terms.
11. [Digital/Hybrid Radio Cellphone Initiative](#) (Nick) (SB 6/12)
Nick asked for comments. James commented that we could potentially get sponsorship from organisations who are interested in this to allow us to be more involved on this project. John Ousby asked about our involvement with Genivi. Nick Piggott said it was too early. Chris Gould also brought up that the service-following portion of RadioDNS should be standardised and seen as an output of this work.
12. Next Major Events: IBC, NAB RadioShow (Nick)
George Wright said that RadioDNS work from the BBC will be shown at IBC in their own booth.
 - a. [Stand branding / appearance](#) (SB 6/13)
Skip pointed out that having Hybrid Radio has the most bold term on the stand might be very important, rather than just confined to within the logo. We approved purchase of the stand to £1500.
 - b. How should we manage PR around these events? Proposal from [Franklin Rae](#) (SB 6/14)
Nick discussed a proposal to bring in some specific PR around IBC. George was "amazed at how cheap this is", and recommended Sarah's work. NickP said how useful this would be, based on experience, and wondered whether there was something similar to do for NAB Radioshow. Skip's view was that this might not be as worthwhile for NAB Radioshow, but might be good for Vegas. This was approved.

13. Any Other Business

There was no other business. We finished at 4.19pm.