

# 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







***Radio*** **DNS**®

**HYBRID RADIO**

**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



 **Radio<sup>®</sup>**

 ***R·D·S***

WORLD  
**DAB**

**Radio<sup>®</sup>** **DNS**  
HYBRID RADIO



# Applications

What RadioDNS Hybrid Radio can do

Samsung  
GALAXY EXPRESS™ 2







11:43

11

43

16/07  
Bristol  
Cloudy

18°C  
22°C / 13°C



Hybrid Radio









**Works Best**

**Looks Worst**



# Presence

# Prominence





## 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**

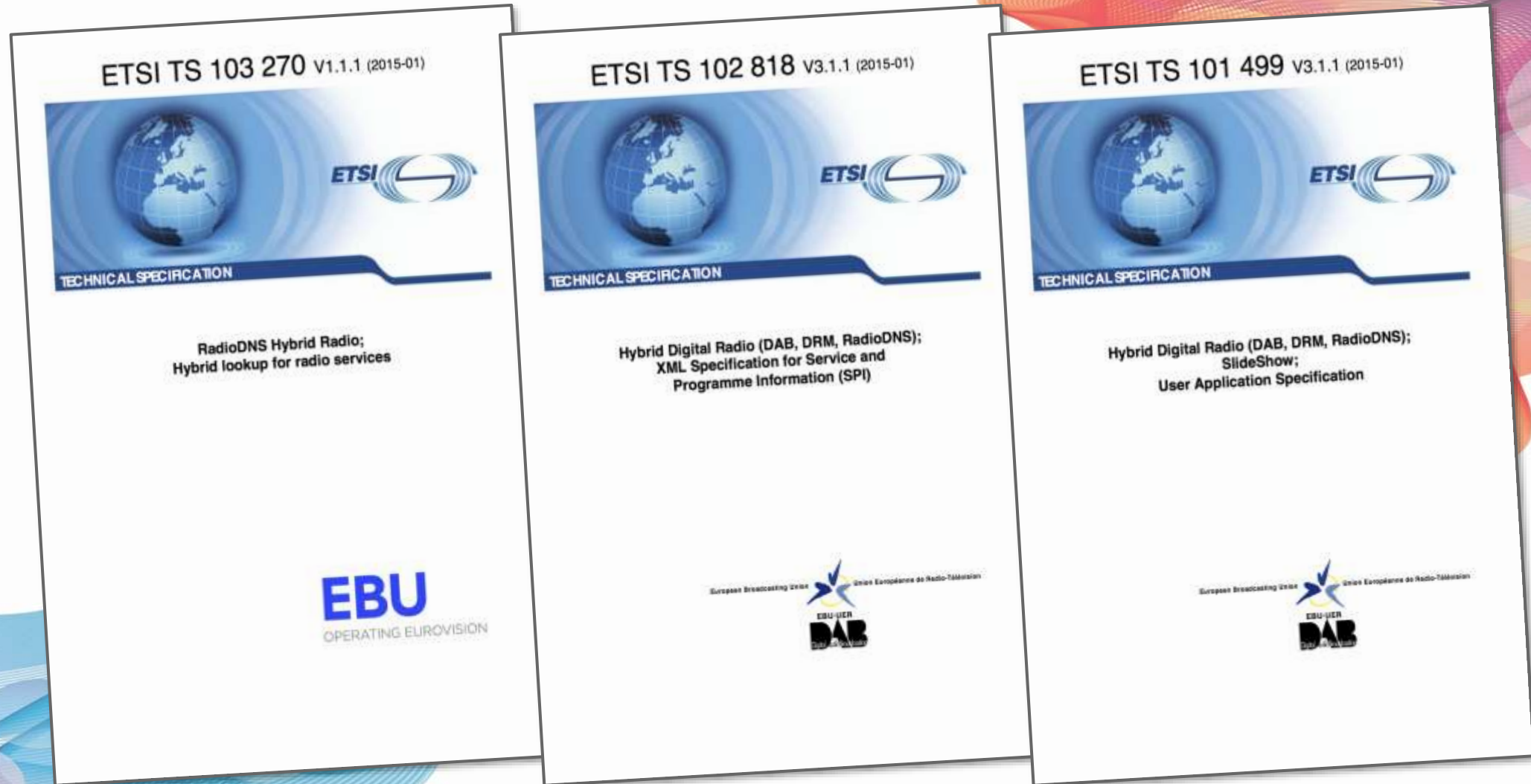




# Technology

How RadioDNS Hybrid Radio Works

# Open Technology Standards





# EBU Recommendation R138

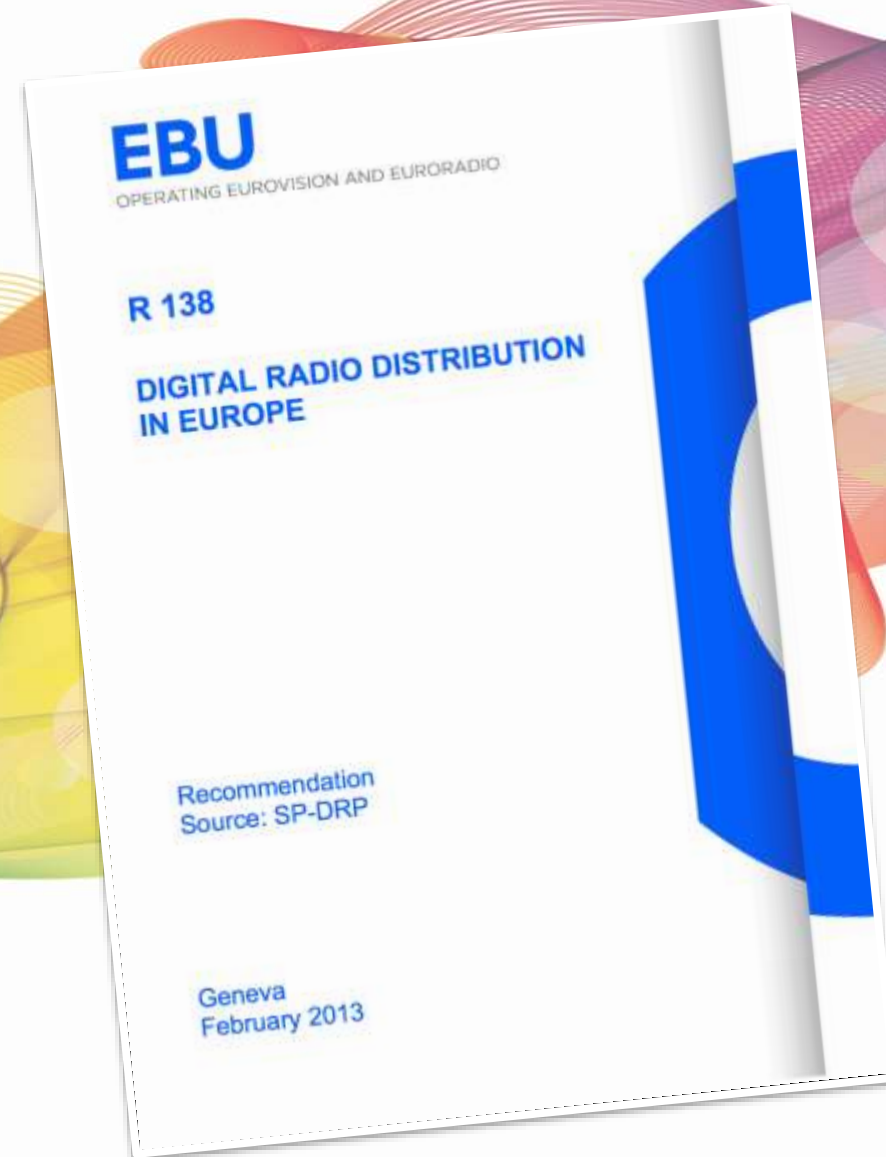
Open

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

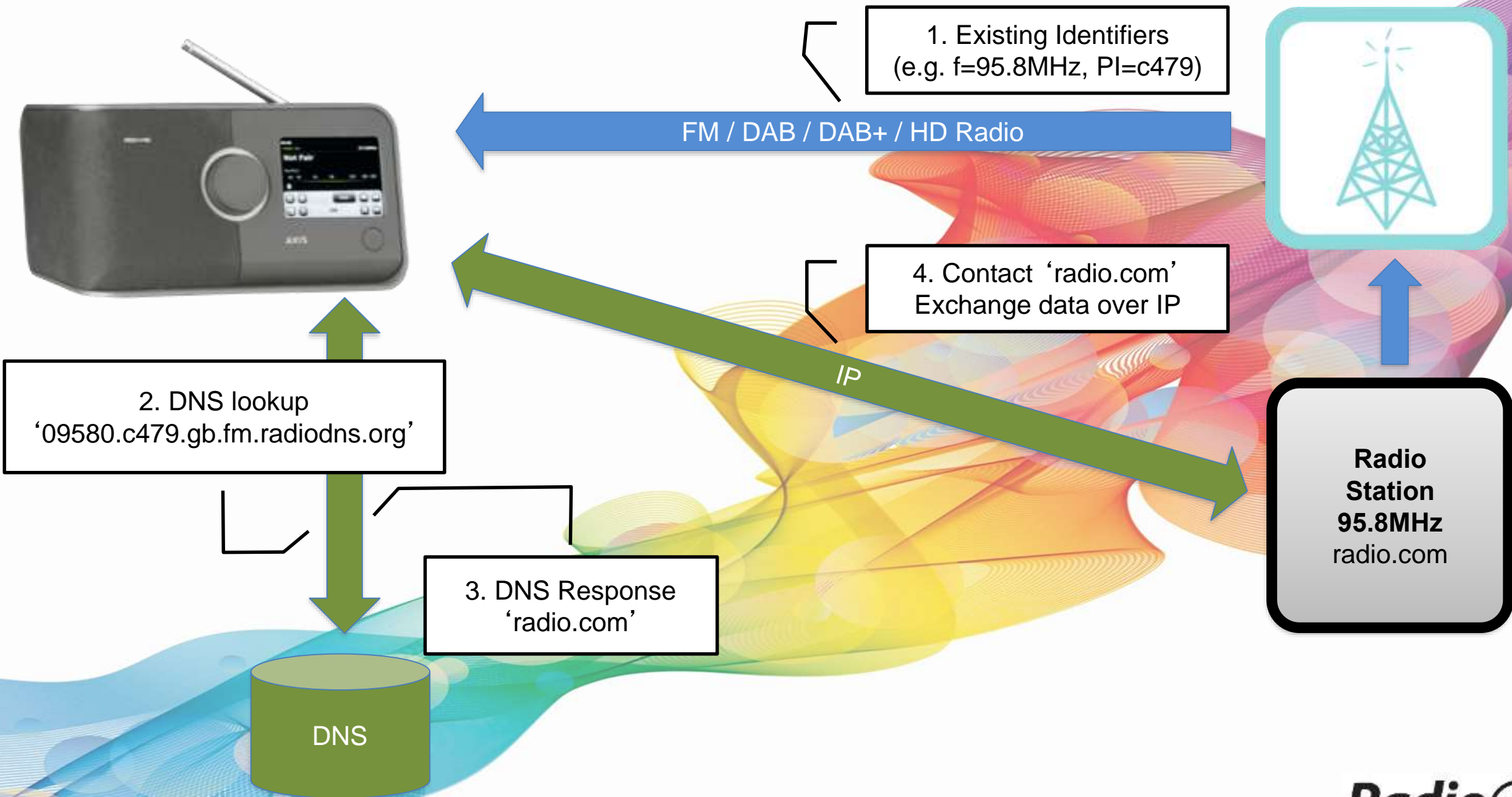
Register **broadcast details** and **domain** with us

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







FM / DAB / DAB+ / HD Radio



Radio  
Station  
95.8MHz  
radio.com

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



# RadioDNS Hybrid Radio

Combining **Broadcast** and **Internet**

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