



# Hybrid Radio Seminar

Berlin, 17. März 2013



**Nick Piggott**  
Vorsitzender, RadioDNS Projekt

# Agenda

- Hybrid Radio - Hintergrund
- Unsere Referenten
  - **Sebastian Kett**, ARD
  - **Laurent Finet**, RTBF, Belgium
  - **Tobias Wallerius**, Visteon GmbH
- Ziele des Projekts in Deutschland
- Diskussion

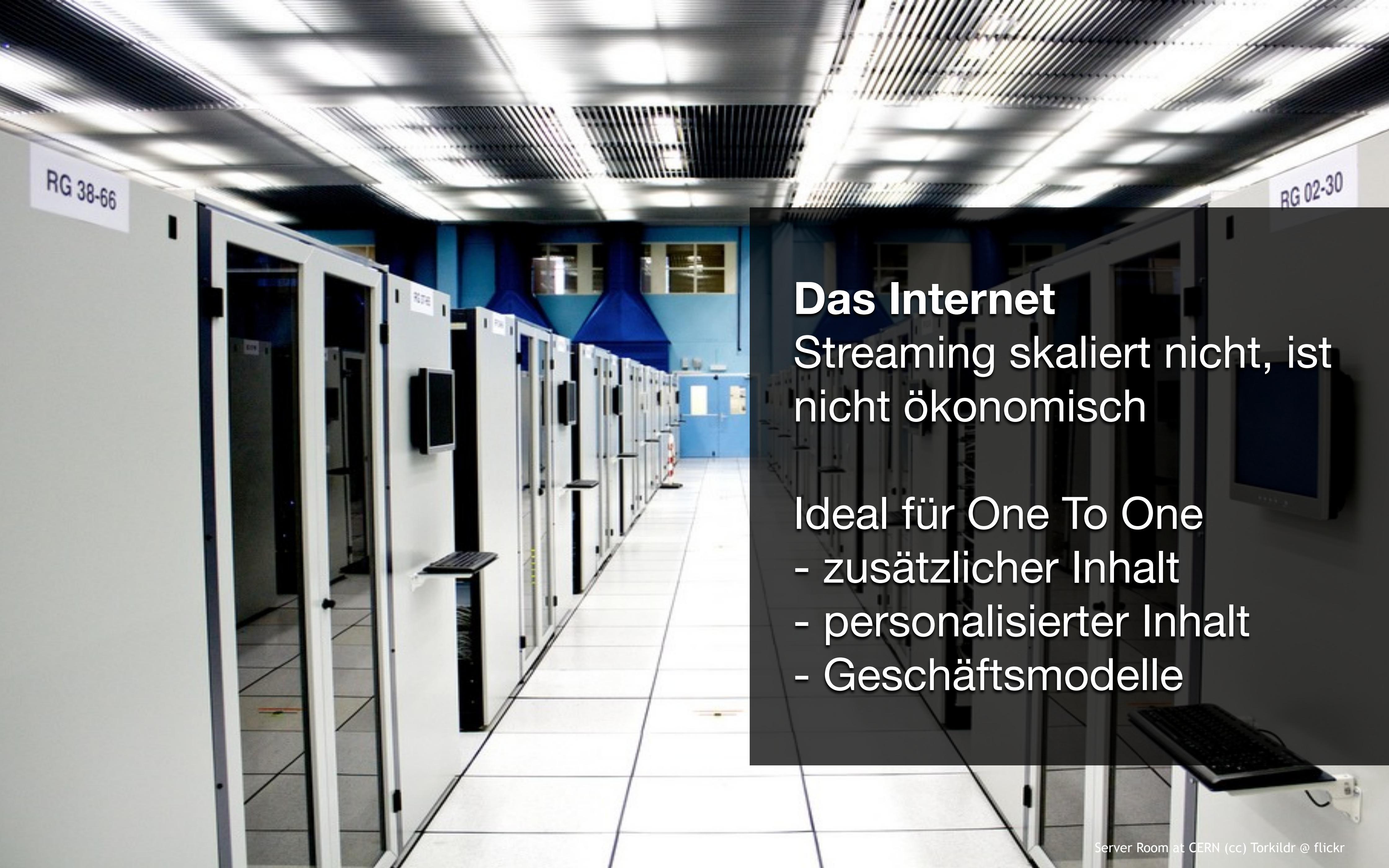


**Die Konvergenz von  
Rundfunk & Internet**



## Rundfunk

- Massenmarkt
- Preiswerte Abdeckung
- Kostenfreier Empfang
- Nicht interaktiv
- Kein individualisiertes Targeting



**Das Internet**  
Streaming skaliert nicht, ist  
nicht ökonomisch

Ideal für One To One  
- zusätzlicher Inhalt  
- personalisierter Inhalt  
- Geschäftsmodelle

**Rundfunk  
oder  
Internet**

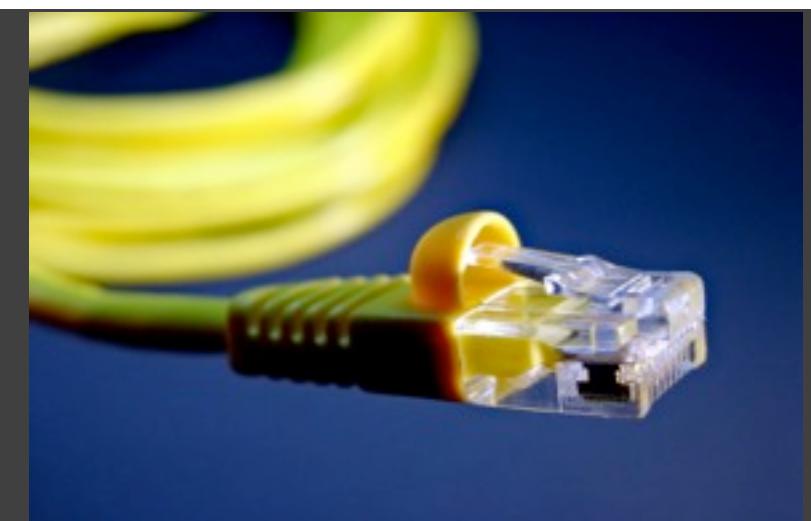
# Rundfunk und Internet

# “Hybrid” Radio



Rundfunk ist für den Massenmarkt ideal  
**Preiswert, Universell, Gratis**

Das Internet bringt einen Rückkanal  
**Zusätzliche Inhalte, Personalisierbar und  
Geschäftsmodelle**



# Rundfunk mit IP

- Konvergente, **verbundene** Geräte
  - FM / DAB / DAB+ / HD Radio
  - LTE / 4G / 3G / WiFi
- Rundfunk '**wie eine App**'
  - Audio über zuverlässigen Rundfunk
  - Meta-Daten und zusätzliche/personalisierte Daten über IP

# The RadioDNS Approach

- **Offene Standards, open source - keine Patente**
- **Einfache - Wiederverwendung** bestehender Technik
- **Ein Standard Weltweit**, der mit allen Rundfunk Systemen funktioniert
- **Offene Organisation - vertrauenswürdig, zuverlässig, transparent**
- RadioDNS ist eine **gemeinnützige** Organisation



# Hersteller

**SONY**  
**PURE**  
**PHILIPS**

**htc**  
*quietly brilliant*

**NOKIA**  
Connecting People

**SAMSUNG**

 **Microsoft**



**Audi**  
Vorsprung durch Technik



- Einfaches System Bilder zum Radio zu senden.
- Click-through fähig, für e-commerce oder Direktmarketing
- Schaut modern und attraktiv aus

95-106  
CAPITAL  
FM

NOW PLAYING

ED SHEERAN -  
Lego House

On air now  
The Bassman  
1pm-4pm





- Senderinformation für Navigation (mit Logos und Beschreibungen) oder zum durchsuchen.
- **Automatische Umschaltung zwischen Rundfunk und Streaming**
- On-Demand Audio links

## 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

# FREE FUEL FOR A YEAR



Free fuel for a full year with any Citroën C1, C3, C3 Picasso, new C4, C4 Picasso and Grand.  
For more information and to receive your Free Fuel Voucher, visit [www.citroen.co.uk](http://www.citroen.co.uk)



**FREE FUEL FOR A YEAR**



**Tagged**



Free fuel for a full year with any Citroën C1, C3, C3 Picasso, new C4, C4 Picasso and Grand.  
For more information and to receive your Free Fuel Voucher, visit [www.citroen.co.uk](http://www.citroen.co.uk)



# my tags



# enhanced advertising



The image shows a mobile phone screen displaying the Capital Live app. The top status bar shows signal strength, network (02), Wi-Fi, time (07:05 AM), and battery level. Below the status bar, there are two tabs: "Capital Live" and "My Tags". The main content area features a large advertisement for the "Brit Awards 2008 Podcast" with the text "Find out if your favourites are in the running". Below this, there are several other news and entertainment items:

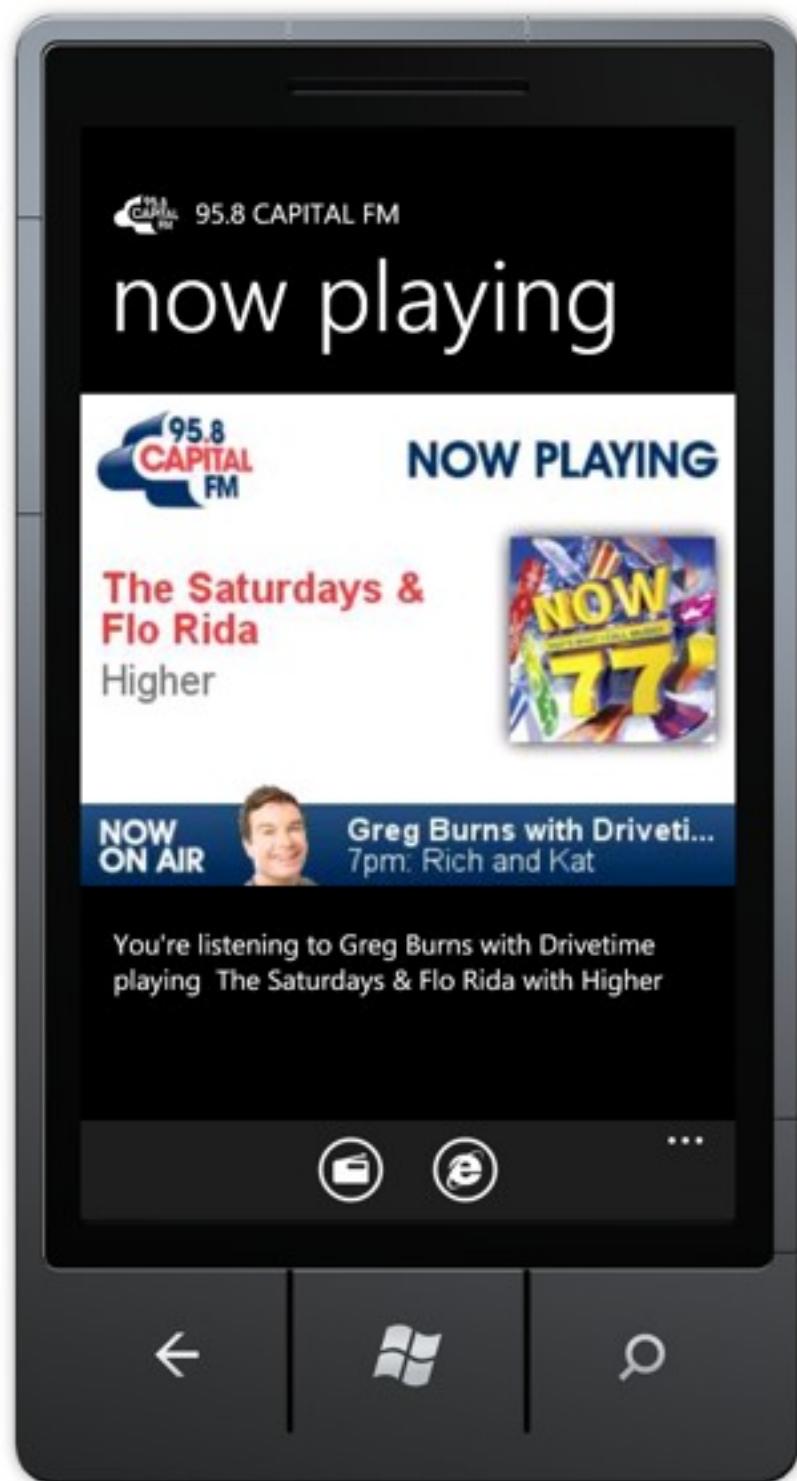
- Day Watch movie trailer**: Sci-fi from cutting-edge Russian director
- Latest London News**: Man Utd and Arsenal clash in the cup
- We'll send you a sample of Kleenex soft tissues and a money-off voucher!**: Promotion
- Breakfast Podcast**: Johnny does his best Ken Livingstone...
- Adele**: Chasing Pavements
- Amy McDonald**: Run
- Duffy**

At the bottom of the screen are navigation buttons: "Live" (with a circular icon), "On Demand" (with a downward arrow icon), "My Tags" (with a double circle icon), and "My Capital" (with a heart icon).

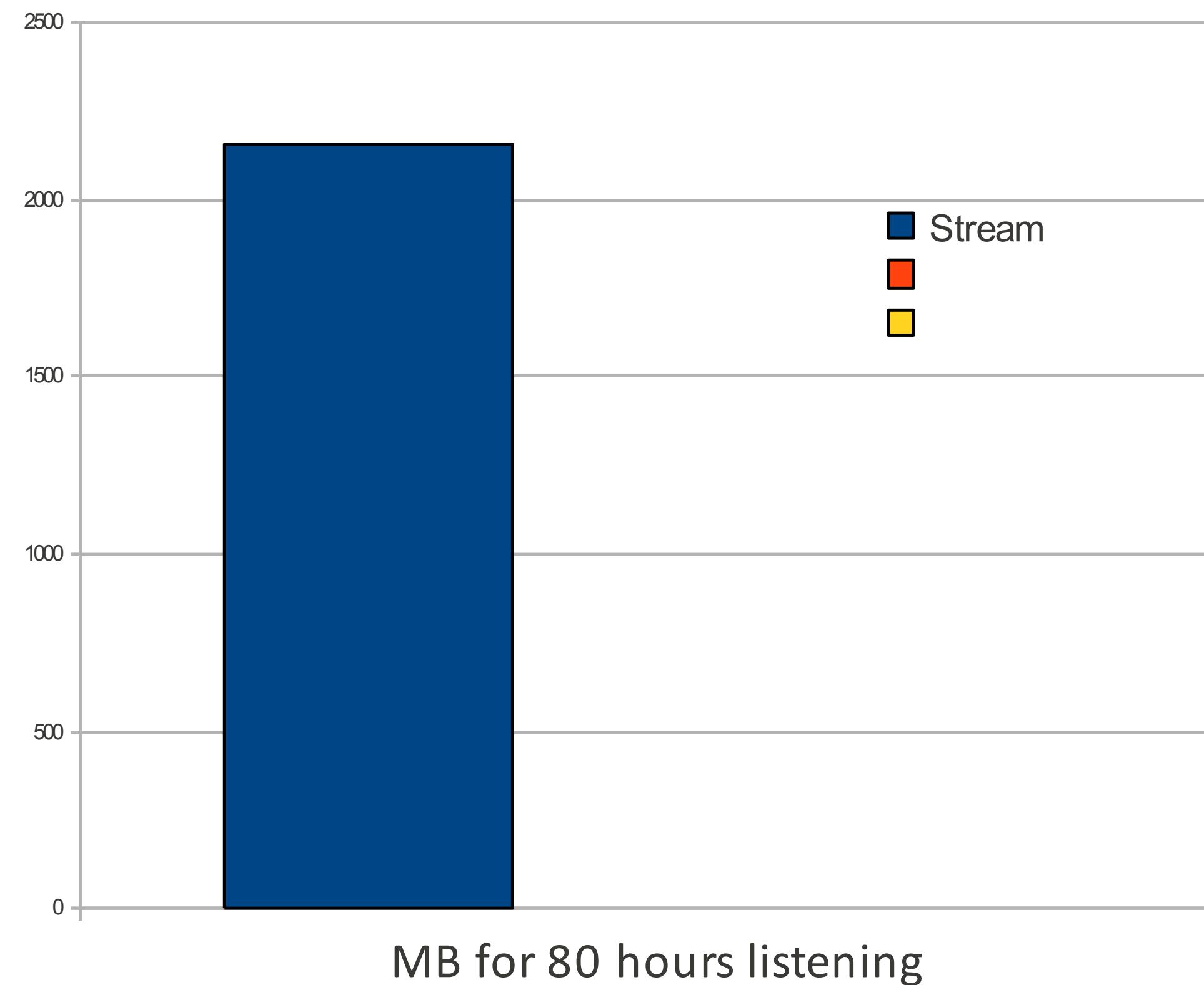
# RadioTAG

- Funktioniert für alle Sendeformate
  - egal ob Musik, Nachrichten, Sports, Talk Radio
- Alle Sender werden den TAG Knopf haben
  - Die **Antwort** ist für jeden Sender / alle Sendeformate unterschiedlich
  - Speichern **den Impuls des Interesses**

# “Einfach eine App schreiben!”



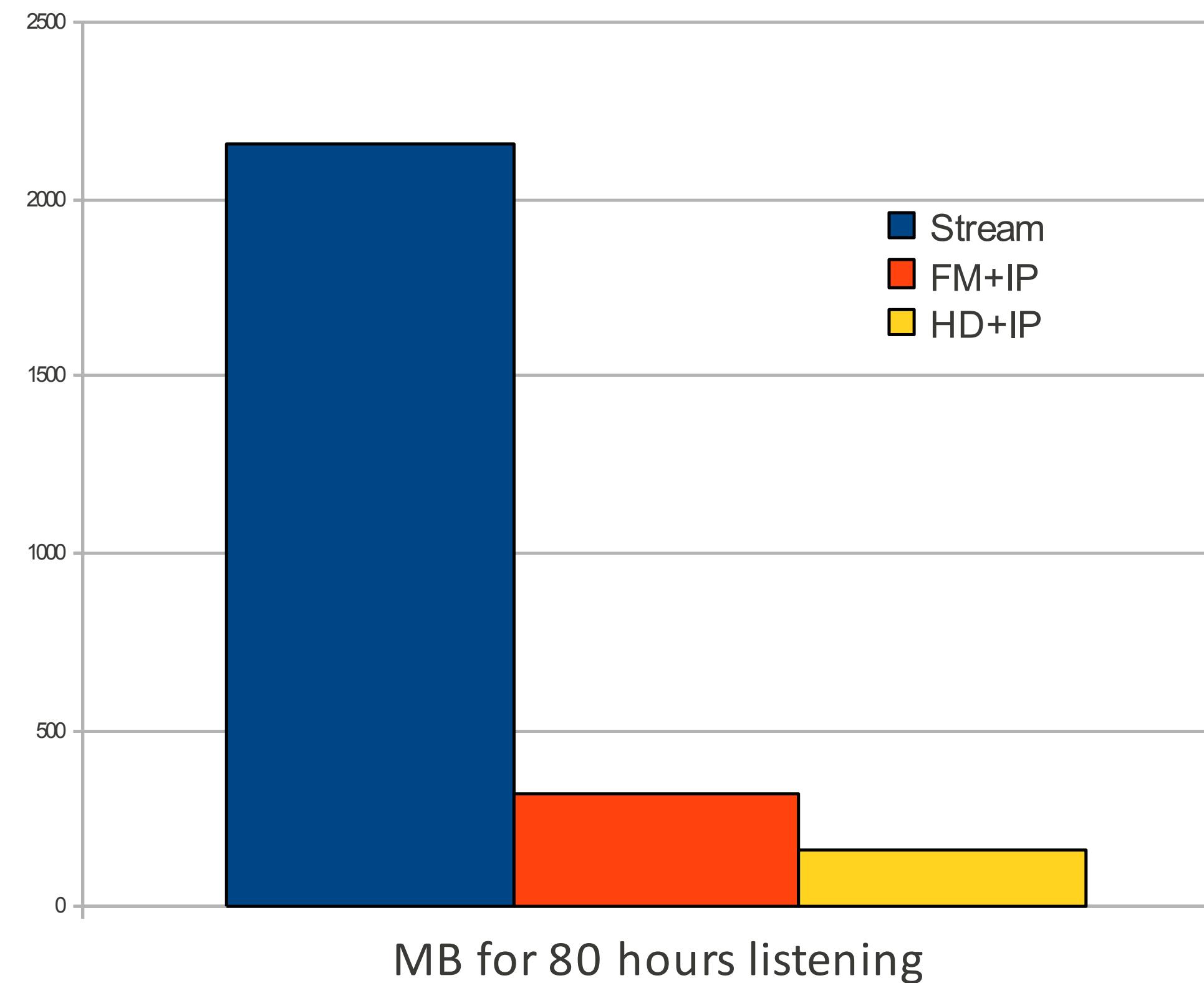
# Streaming Apps



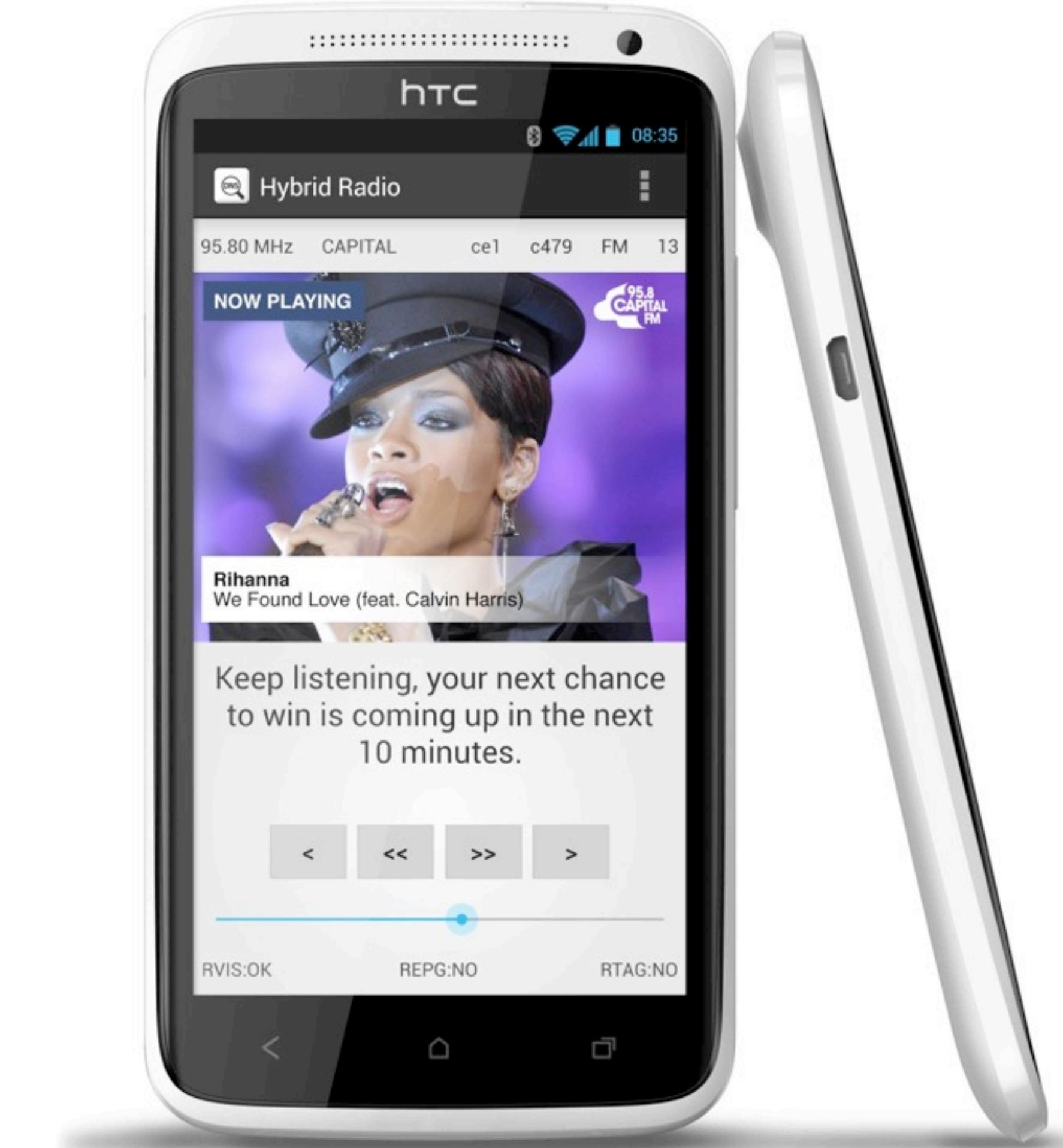
# Mit RadioDNS

- Nutzung von **UKW oder DAB Radio** – kein Streaming
- Keine Pufferung, **viel weniger Datenverbrauch**
- Weniger Stromverbrauch , **laengere Akkudauer**
- Hilft den **bestehenden Radiosender**
- Ein **App-like Erlebnis** für UKW oder DAB+

# Hybrid Radio



**UKW / Streaming  
Switching  
wird  
demonstriert**

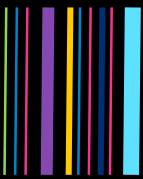




- 143m Bevölkerung
- 70m Zuhörer/Woche

# **Laurent Finet**

## RTBF, Belgium



# RadioDNS

HYBRID RADIO



rtbf.be



**Laurent FINET**  
Head of digital radio Strategy at RTBF  
Steering Board Member at RadioDNS

- Strategy for Hybrid Radio

Digital  
Terrestrial  
Broadcasting (RNT)

Broadcast DAB+

Online Radio

Common Radioplayer  
For all CSA (offcom) agreed radio

Hybrid Radio

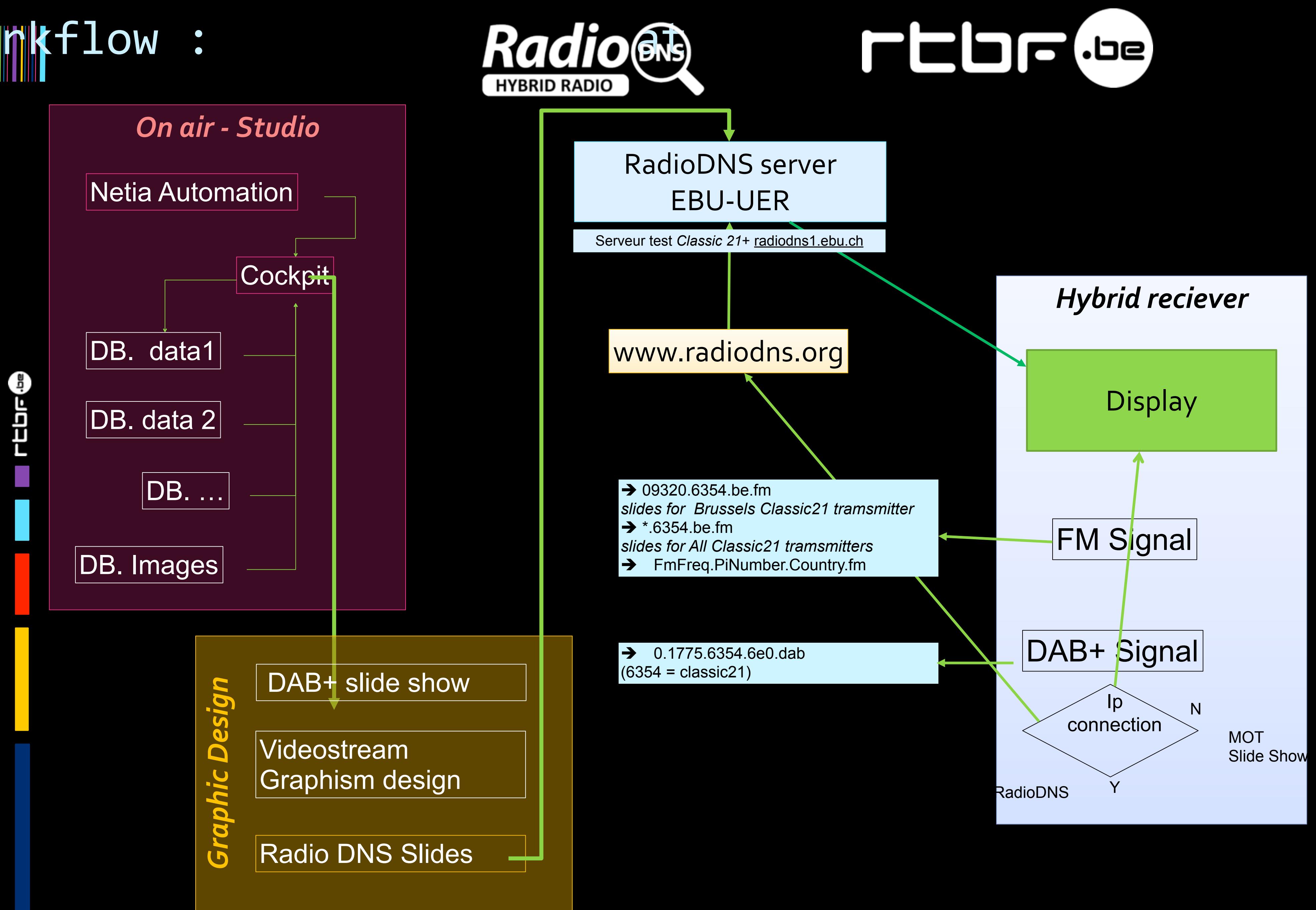
Broadcast + online

Radio on TV

RadioVision &  
Filmed Radio

4 pillars for a  
multiplatform  
Digital  
Migration

# Workflow :



# 1st Step - Slide show



Cambodge: l'ancien roi Norodom Sihanouk incinéré

04/02 - 08:00

**News - Monde**  
www.rtbf.be/info

Tests en DAB+

CLASSIC 21

Grèce: "les erreurs" du plan de rigueur pourraient être rectifiées

03/02 - 14:51

**News - Economie**  
www.rtbf.be/info

Tests en DAB+

CLASSIC 21

Journal du rock

La 37e édition du Printemps de Bourges réunira du 23 au 28 avril près de 121 artistes et un concert de Patti Smith organisé dans la cathédrale de Bourges.

03/02 - 08:00

[www.rtbf.be/classic21](http://www.rtbf.be/classic21)

Tests en DAB+

CLASSIC 21

RTBF

09:00 - 11:00

**Men @ Work**

Pierre Lorand

Tests en DAB+

CLASSIC 21

En ce moment

**NIRVANA**  
*NEVERMIND*

**NIRVANA SMELLS LIKE TEEN SPIRIT**

Tests en DAB+

CLASSIC 21

Assistez au concert complet d'Arno à l'Eden de Charleroi ce 8 février <http://t.co/CYEx1t19>

03/02 - 12:10

Classic21

 #Classic21

Tests en DAB+

CLASSIC 21

Ma. 13 sept.  
17:24

**Accident**

- R0 -  
de Haut-Ittre vers Forest  
A Ruisbroek

Tests en DAB+

CLASSIC 21

**Mobilinfo**  
www.rtbf.be/mobilinfo

lun. 04 févr.  
à 07:35

**Temps de Parcours**

itinéraire	durée	différence
Anvers - Bruxelles	72 mins	(+4)
Charleroi - Bruxelles	90 mins	(+61)
Gand - Bruxelles	68 mins	(+38)
Liège - Bruxelles	78 mins	(+33)
Namur - Bruxelles	78 mins	(+49)

Tests en DAB+

CLASSIC 21

**Mobilinfo**  
www.rtbf.be/mobilinfo

Lu. 12 sept.

**Bruxelles**

17°  
t° à 14:12

Ce soir 19°

Demain 20°

Tests en DAB+

CLASSIC 21

**Météo**  
www.rtbf.be/meteo

ZONE

## 2nd step: Auto Following service Broadcast & IP

RadioDNS technology used to make listeners forget about technology !

Auto Switching between FM / DAB(+) / IP stream,  
seamless for the listener



# 3<sup>nd</sup> Step - Simple tagging

**Radio** TAG



# 3nd Step - simple tagging

**Radio** TAG

RTBF .BE • INFO • SPORT • CULTURE • OUFTIVI • TV • RADIO • VIDÉO

Marie-Amélie Mastin  
On the Road Again  
En Direct: Audio Vidéo   
DONOVAN  
HEY GYP

CLASSIC 21 ECOUTEZ L'ORIGINAL

RECHERCHE

f t

Podcast Webradios Emissions Rubriques Equipe Agenda Concours Retrouver un titre VIDÉOS

Bienvenue Francis224

Vos Tags

Heure: 17:43 Date: 07/02/2013  
Titre: **L AVENTURIER**  
Artiste: INDOCHINE

Heure: 17:35 Date: 07/02/2013  
Titre: **SMELLS LIKE TEEN SPIRIT**  
Artiste: NIRVANA

Heure: 10:27 Date: 07/02/2013  
Titre: **Le journal Du Rock**  
Artiste: Eric LAFORGE

Heure: 15:30 Date: 06/02/2013  
Titre: **Le Making Off : Pink Floyd - The Wall**  
Artiste: Marc YSAYE

NOS DERNIERS ARTICLES

Plus récents Plus vus

- 1 Gambit, Arnaque à l'Anglaise : la bande annonce
- 2 Le Blues Café au Festival International du Film d'Amour
- 3 Nick Cave & The Bad Seeds en live
- 4 Indochine en interview
- 5 Indochine - Black City Parade

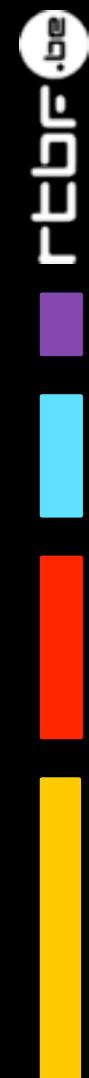
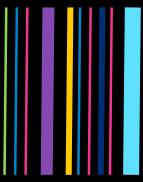
**Radio** TAG

**Radio** DNS HYBRID RADIO

# 4th Step - multi tagging & Navigation

Radio  [SVG]  
+ Radio 





Laurent FINET

Head of digital radio Strategy at RTBF  
Steering Board Member at RadioDNS

[laurent.finet@rtbf.be](mailto:laurent.finet@rtbf.be)



Our Family  
of Businesses



Halla Visteon Climate Control



Yanfeng Visteon



# RadioDNS at Visteon

Tobias Wallerius, Visteon Innovation & Technology GmbH

# Agenda

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- About Visteon
- Benefits of RadioDNS
- RadioDNS Technology Integration
- Visteon's Demonstrators
- Outlook

# Visteon Electronics Today



## Visteon Overview

- Hardware and software solutions to deliver information and connected car features to the driver through intelligent user interfaces.
- Employees:
  - 5,900 consolidated (11,000\*)
- 31 facilities in 15 countries\*
- 2012 revenue:
  - \$1.2 billion consolidated (\$1.9 billion\*)

## Cockpit Electronics Portfolio

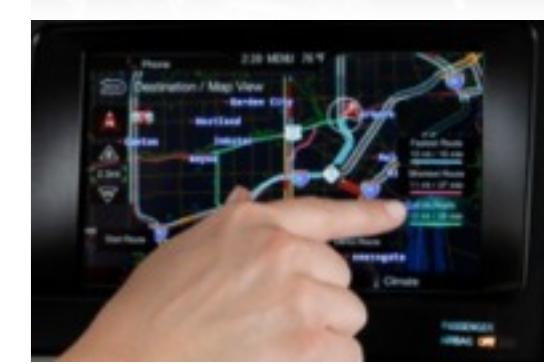
### Audio & Infotainment

- Audio Head Units
- Infotainment
- Audio Components



### Information & Controls

- Instrument Clusters
- Displays
- Climate Controls
- Decorative Control Panels



\* Includes joint ventures.

- Electronics group products (selection):



Jaguar XJ, Global



Ford C-Car ACCH



Ford Cross-Car Radio



Renault Clio, EU



VW MIB-G Radio



Ford Sony Radio

# RadioDNS Benefits



- Color displays become available even in B-segment vehicles



**Renault Clio R-Link**

Source: Renault



**Dacia Logan**

Source: Dacia



**Ford Fiesta Sync**

Source: Ford

- FM and DAB broadcasts look better on your receiver
  - Broadcasters can bring corporate identity to the receiver through visuals
  - Radio does more look like an app
- With little effort, the radio station can look better in the car
  - Bigger displays are utilized better
  - Content to display

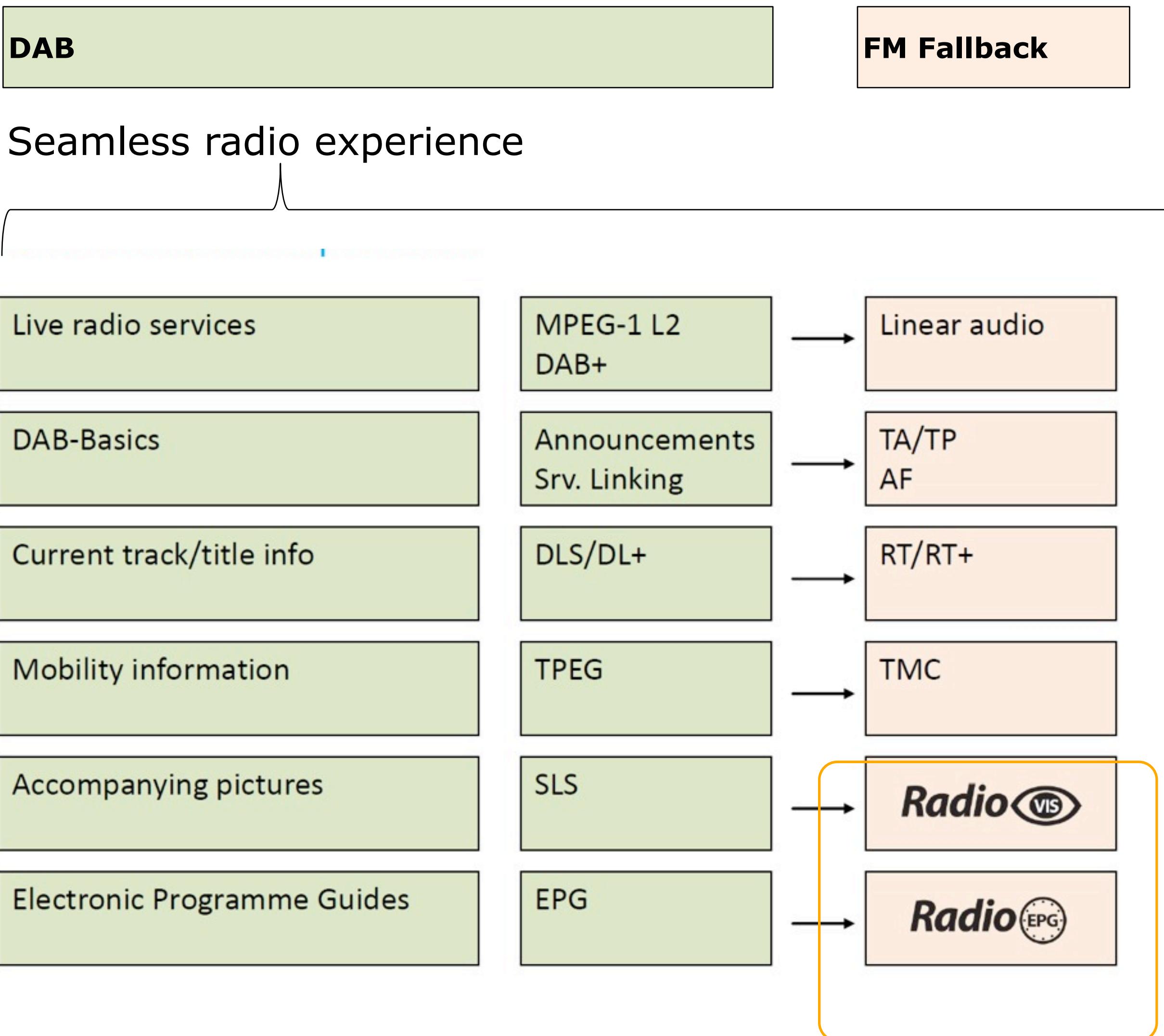
# RadioDNS Closes Gap & Enhances Radio 1/2

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- Some DAB stations already transmit cover art and broadcast meta data which can be displayed on radio – some do not
- FM not able to deliver cover art or graphic information
  - HMI experience between DAB and FM is inconsistent
  - Gets worse if reception of DAB is lost and radio links to FM → consumer does lose picture display
- Solution is RadioDNS, makes user experience more consistent
- RadioDNS also can enhance DAB broadcasts of stations who do not want to invest in additional data bandwidth (EPG and slides)
- With RadioTAG, a new unique feature is added to DAB and FM

# RadioDNS Closes Gap & Enhances Radio 2/2



# RadioDNS Technology Integration

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- Visteon did integrate RadioDNS into two demonstrators
- Project outcome
  - Even low end radios (limited processing capacity) can be enabled with RadioDNS (through the help of a smart phone)
  - Can be fully integrated into higher end radios

# RadioDNS Demonstrator 1



- Based on a current production radio
- Implements RadioDNS functionality with the help of a smart phone
- Broadcast data is transmitted via Bluetooth to the phone
- Possible solution for a wide range of receivers



# RadioDNS Demonstrator 2



- Based on a development radio platform
- RadioDNS full integrated



# Radio in FM mode



# Radio with RadioDNS



# Outlook

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- RadioDNS closes a technology gap between traditional broadcasting systems and Internet Radio, which is not ready for in car use yet
- With the help of RadioDNS, the corporate identity of a station can be brought to in car displays
- Broadcasters can benefit from the trend that bigger color displays are available in low segment cars
- Same content can be used for FM and DAB



# Q&A

[www.visteon.com](http://www.visteon.com)



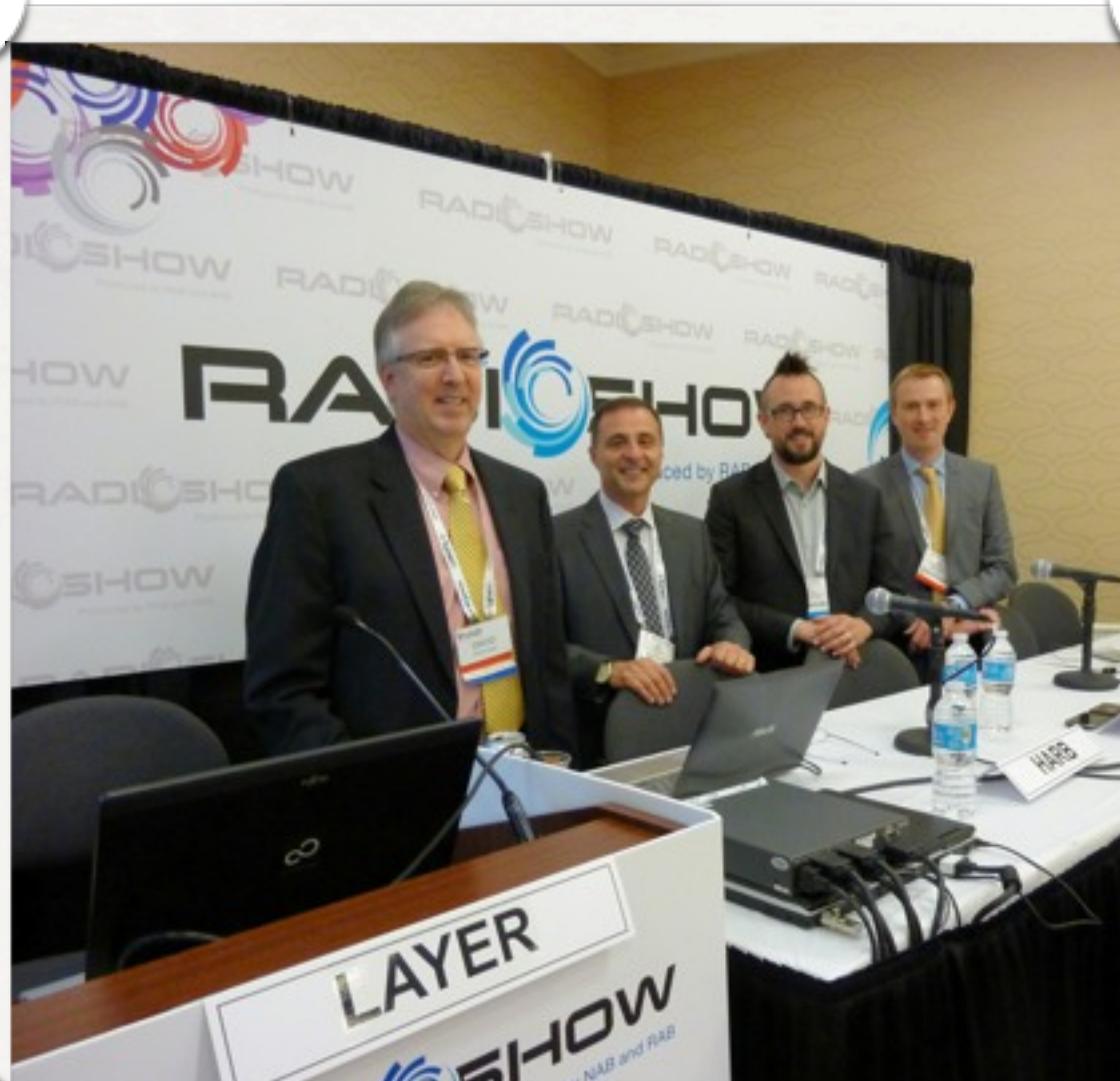
# RadioDNS Heute



**IBC 2012**



**NAB Show 2012**



**NAB Show 2012**

mobile Site | Contact Us | Advertise | Subscribers | Newsletters

# PSNEUROPE

PSNE STUDIO LIVE BROADCAST AUDIO INSTALLATION BUSINESS PSN TV PSN CONFERENCE

PSNEurope's Broadcast Audio's latest news from manufacturers, suppliers and associations for the European broadcast networks. Full analysis of how audio-for-broadcast systems implementation, plus developments in core technology. Keep up to date with the latest news and features with the fortnightly PSNE Audio for Broadcast newsletter. [Register free for PSNE Audio for Broadcast >](#)

RadioDNS moves ahead with new services and technologies  
Story Code : ej16  
12 September 2012



New interactive services linking digital and analogue radio broadcasts to the internet have been launched this month on both BBC services and German public network ARD.

RadioDNS is an attempt to combine the practicality and familiarity of FM with the additional data and connectivity promised by digital radio when it was introduced in the 1990s. Standing for Domain Name System, DNS is a computer naming protocol that associates specific information with domain names and generates IP

OPERATING EUROVISION  
HOME NEWS EVENTS PUBLICATIONS GROUPS EBU

**The new breed of radio at IBC**  
03 September 2012

Visitors to IBC 2012 will have a chance to catch up with the latest developments in Hybrid Radio on the EBU stand (10.F20). Besides showing some applications that are already on air, we'll also be demonstrating new tools that have the potential to revolutionize the radio experience in future. Once again we're pleased to be joined by colleagues from RadioDNS to show how radio can be enhanced through combining

Visualization using RadioVIS is already available to broadcasters in Europe and the US, viewable on phones that are on the market today. RadioEPG, Electronic Program Guide and Service Following feature. We'll be demonstrating these features in stations from NPO and Global UK using RadioVI

## Tagging content

RadioTAG is the name of a new tagging feature, personalization of programme enrichment. In our demo events, RadioDNS - the hybrid technology project that aims to enhance broadcast radio listening - has gone 'above ground' with large-scale implementations by the BBC and ARD.

Spawned of the belief that broadcast radio still has a valuable role to play, even with



BBC R&D's George Wright celebrates the launch of RadioDNS services for BBC Radio 1 and 1Xtra

## RadioDNS

By David Davies



Following a year of high-profile demo events, RadioDNS - the hybrid technology project that aims to enhance broadcast radio listening - has gone 'above ground' with large-scale implementations by the BBC and ARD.

F.48

the growing ubiquity of IP streaming, the not-for-profit RadioDNS (Domain Name System) project was established to provide the technology to enhance existing radio services with related content provided via the internet.

In the run-up to IBC, German

public broadcaster network ARD announced the introduction of RadioVIS - a RadioDNS sub-project that determines how to add visual information to radio

-

across 68 of its member

# The Radio Magazine

October - November 2012 Edition No. 1018

## Technologies combined

"A seamless combination of IP and broadcast radio" is how Nick Pigott describes RadioDNS. Nick, from Global Radio, is chair of the RadioDNS steering group and he, along with BBC's George Wright, spoke to The Radio Magazine about a technology that is on the cusp from R and D to the commercial stage. RadioDNS uses hybrid radio and the existing domain name system to allow receivers to look up web resources and use them to improve radio for listeners and broadcasters alike. It works with all forms of broadcast radio - FM, DAB, HD radio and IP. "Broadcast radio has unique strengths. IP does not do well in providing radio everywhere and we want to use IP tactfully, providing a seamless combination of IP and broadcast radio," says Nick. To do this several applications have been created. These are RadioVIS, RadioEPG and RadioTAG.

RadioVIS specifies how to add visual information (text and graphics) to radio. For instance, you might enhance an FM broadcast with text and images, giving "playing now", information, news, traffic and commercials delivered over an IP connection to the radio. This is currently in use on the PURE, Sensis, Revo Axis, and some mobile phone applica-

tions.

RadioTAG makes radio interactive. With the press of one simple button, RadioTAG can enable radio listeners to book-

in streaming over the internet,

which is hard on the battery, but as soon as

you are back in the area it would switch back to FM. RadioEPG can also provide a "universal profile" which means a listener can find a station.

With a steering group that comprises not just Nick and George, but also James Cridland (Media UK), Mathias Conchon (EBU), John Farrell

and Frontier Silicon), Chris Gould (All In Media), Nick Jurascheck (Puro), Richard Morris (Commercial Radio Australia), John Oubly (vTuner), Skip Pizzi (NAB), and Michael Reichert (SWR), RadioDNS are well placed to understand the needs of the radio industry, but they know that the issue is central to the future of radio and of RadioDNS. "We have to consider the ways people listen to radio," says George. "Radio happens around people while they do other things and RadioDNS can capture what they are interested in."

The move to the commercial phase coincides with an announcement at the recent IBC that there has been a consensus to adopt common standard hybrid radio across Europe and the USA. "The project is really generating interest from Europe and the USA as well as the UK," says George. "So it is truly global. It is one of the few truly global aspects of radio to emerge since FM."

The BBC already uses RadioDNS on all its national networks and German BBC has just announced it. Global Radio is now offering it. And just after we spoke to them they were off to the US to demonstrate it there. "It's moving forward at an accelerated rate," says Nick.



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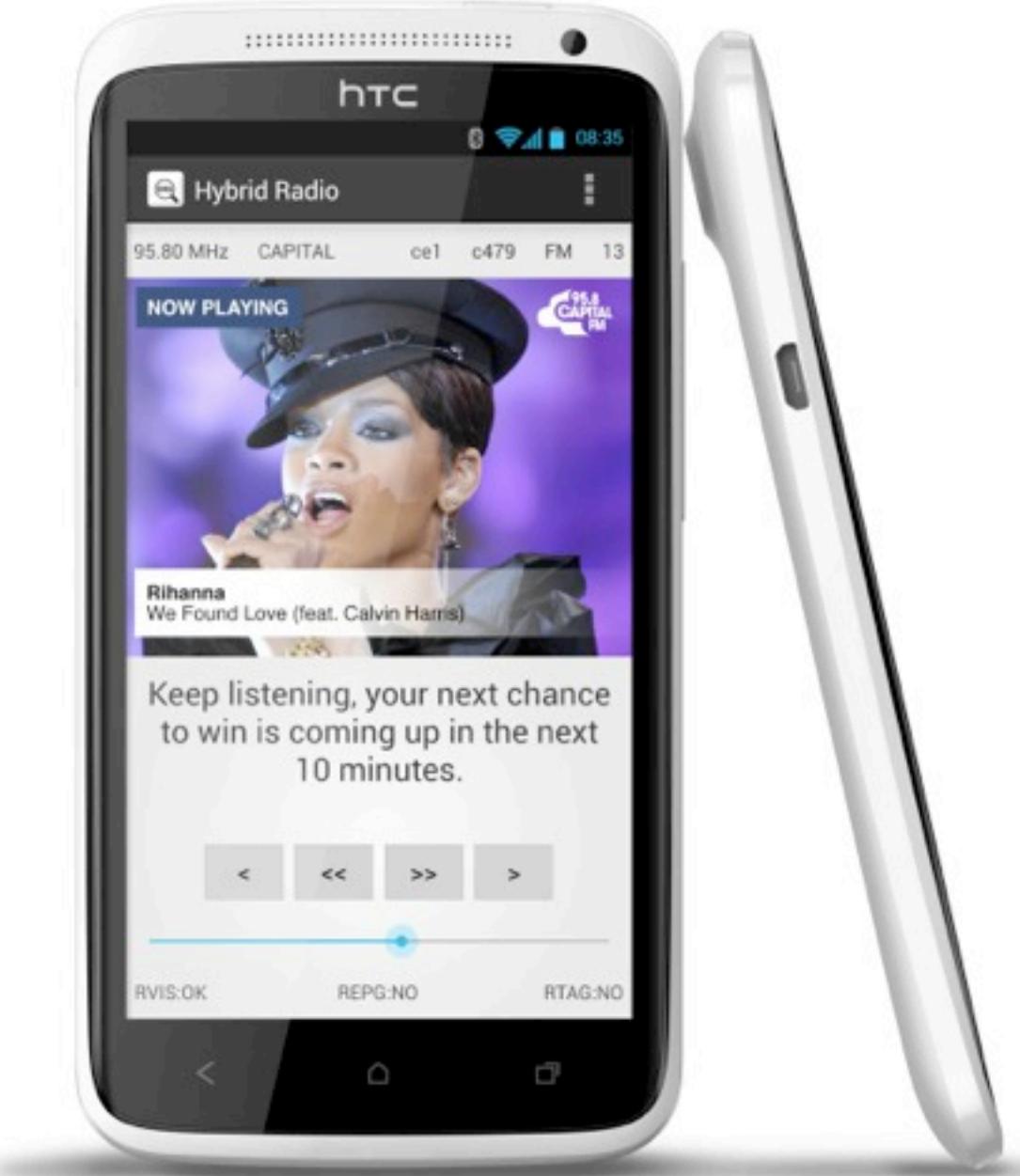
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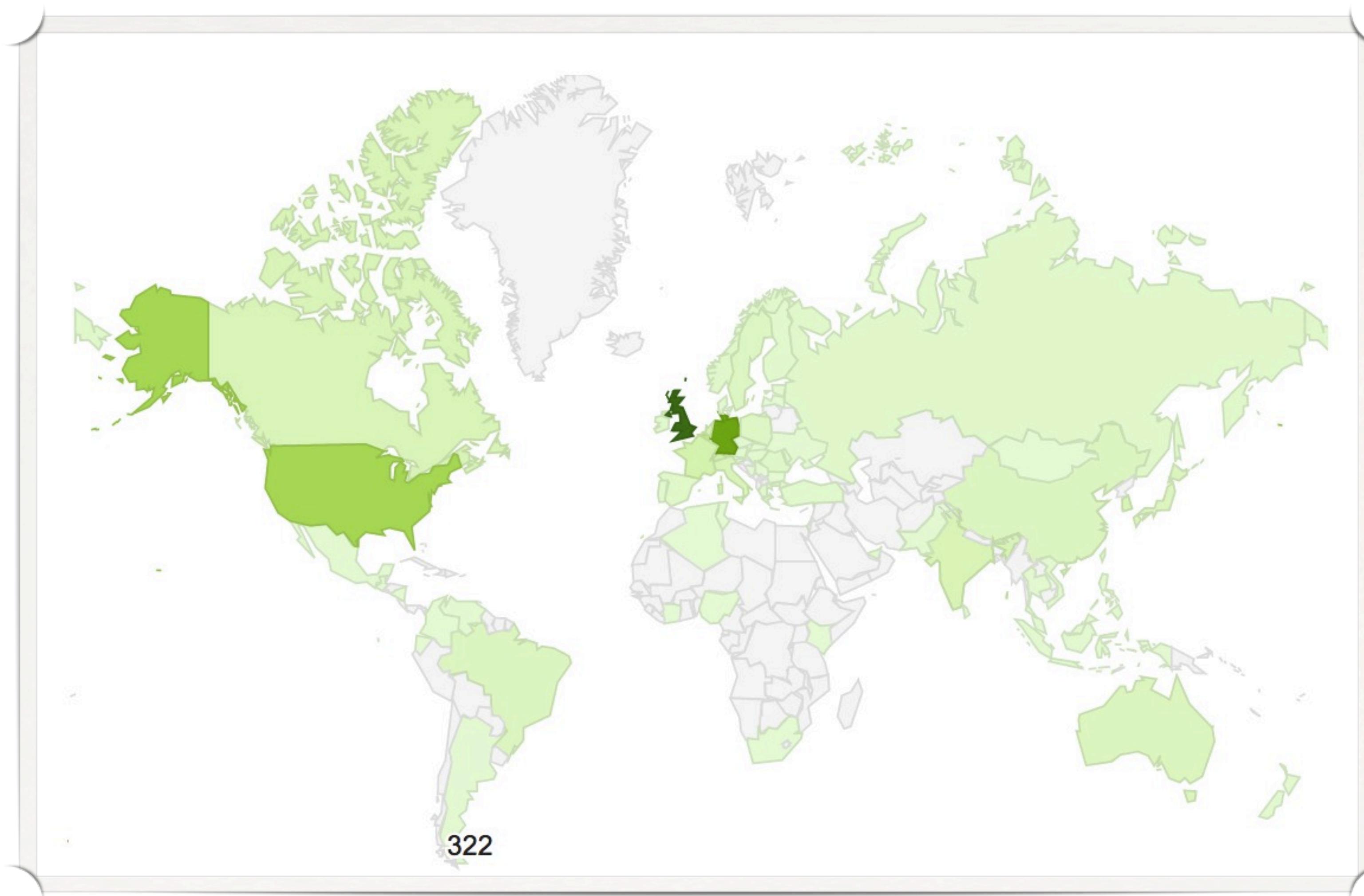
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# Weltweites Interesse



# Neue Mitglieder und Länder



arQiva





# Unsere Ziele

- Hybrid in alle rundfunkfähigen Handys und Autos integrieren
- Die Hersteller müssen Live Hybrid Dienste sehen
- Deutschland ist natürlich ein Schlüsselmarkt
- ARD VIS und EPG sind schon eingeführt
- Wir wollen aktiv mit Privatradios zusammenarbeiten

# Einfacher Beginn

- Service Information (SI) muss nur einmal erstellt werden
  - Übertragung von Logos und Senderbeschreibungen
- Offene Software Lösungen können in Ihr bestehendes System integriert sein
- “SaaS” (Software as a Service) Lösungen sind auch erhältlich und preiswert



# Fragen und Diskussion