



# RadioDNS Hybrid Radio

Nick Piggott, Chair

# Broadcast

Reliable

Widespread Coverage

Free to receive

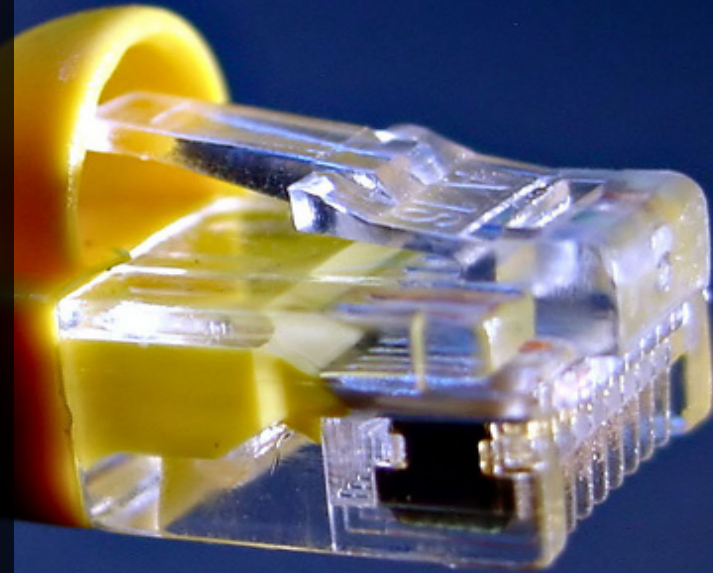
Scales very well


One way only

# Internet


Interactive  
Personalised

Scaling is expensive  
Not free to use  
Coverage varies  
Speed varies



Abstract colorful wavy lines in shades of purple, blue, green, yellow, and orange, flowing across the background.

# Broadcast or Internet?

Abstract colorful wavy lines in shades of purple, blue, green, yellow, and orange, flowing across the background.

# Broadcast and Internet

# Hybrid Radio



Broadcast works for the mass market  
Reliable, ubiquitous, free

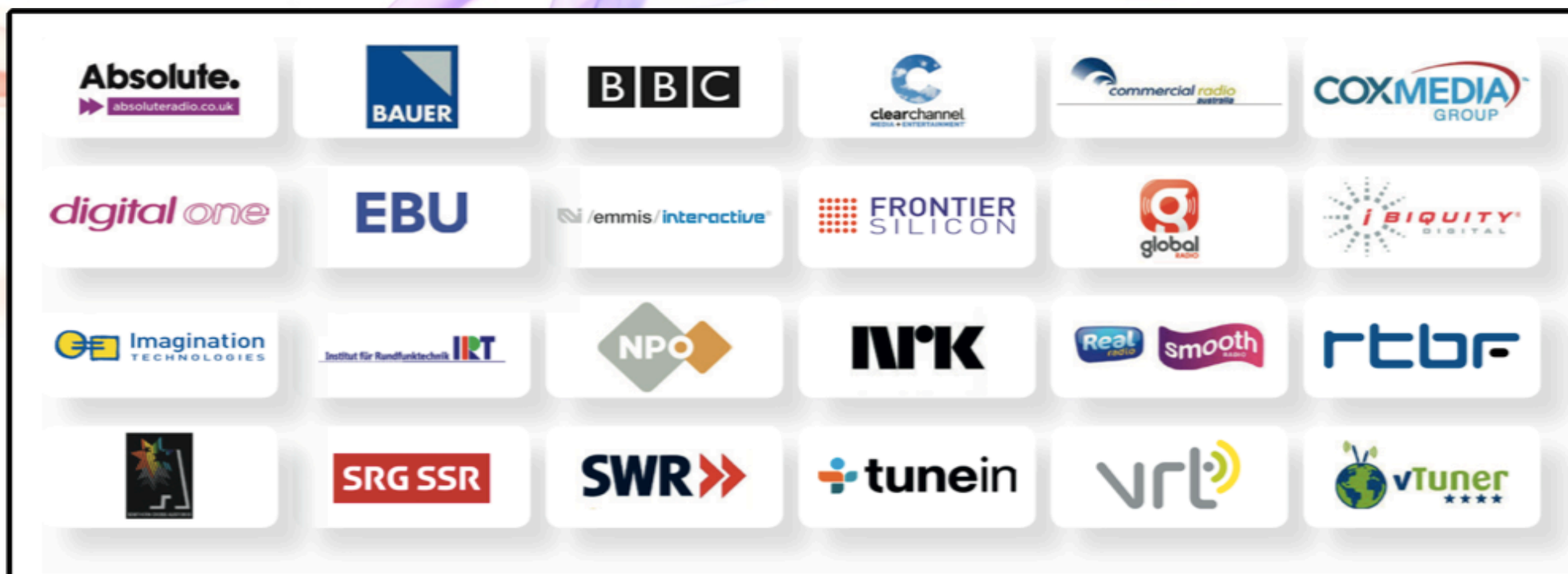
The Internet adds additional value  
Enhanced experience



# About RadioDNS

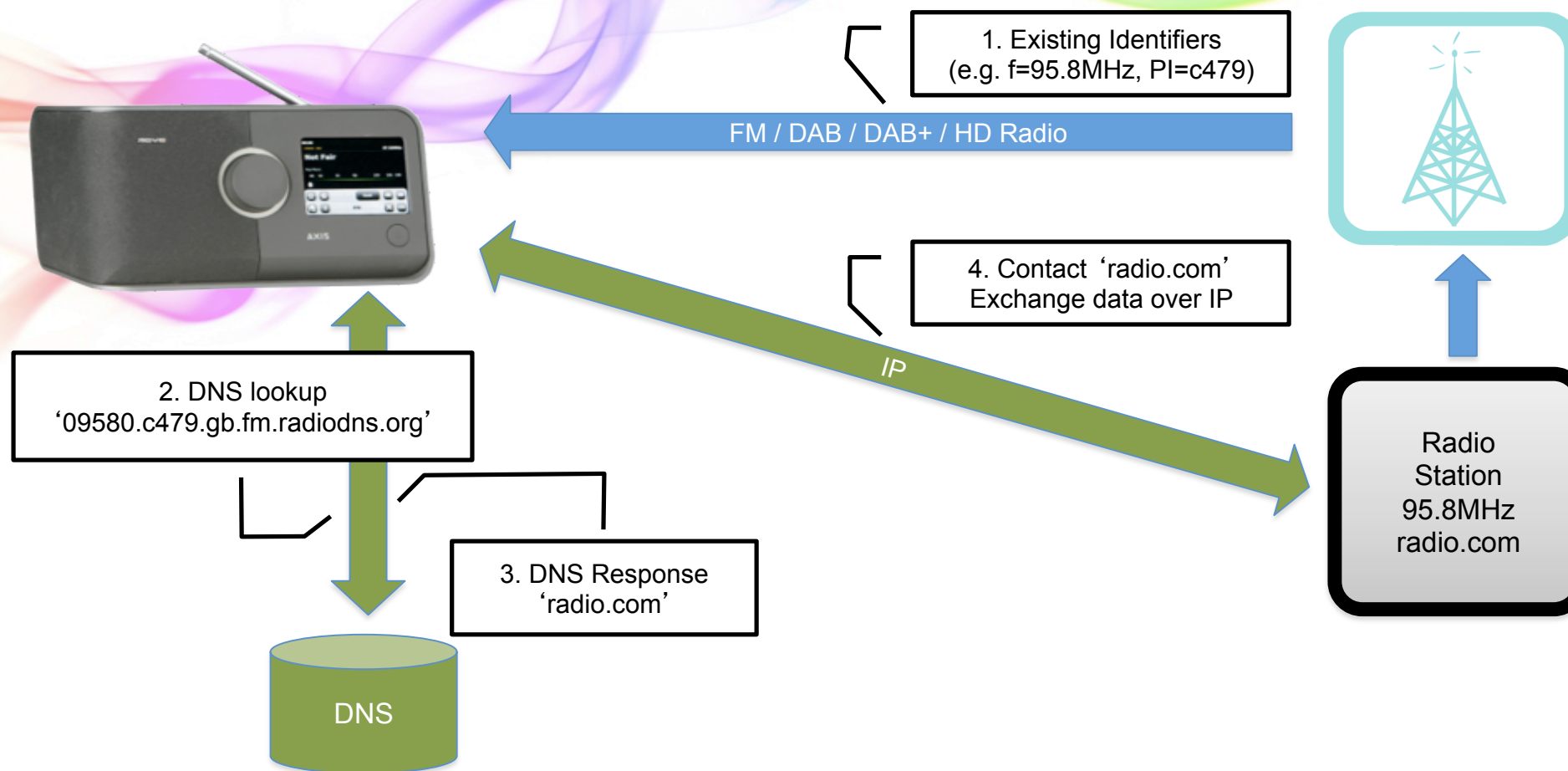
- We **promote** Hybrid Radio
- We set **standards** for Hybrid Radio
- We run the **radiodns.org** authoritative DNS
- We're a **not-for-profit** organisation
- We have **members globally**
- We were **formed in 2010**

# Our Members





# RadioDNS Lookup



# Visualised Radio

Dynamic text and images for radio



# Visualised Radio

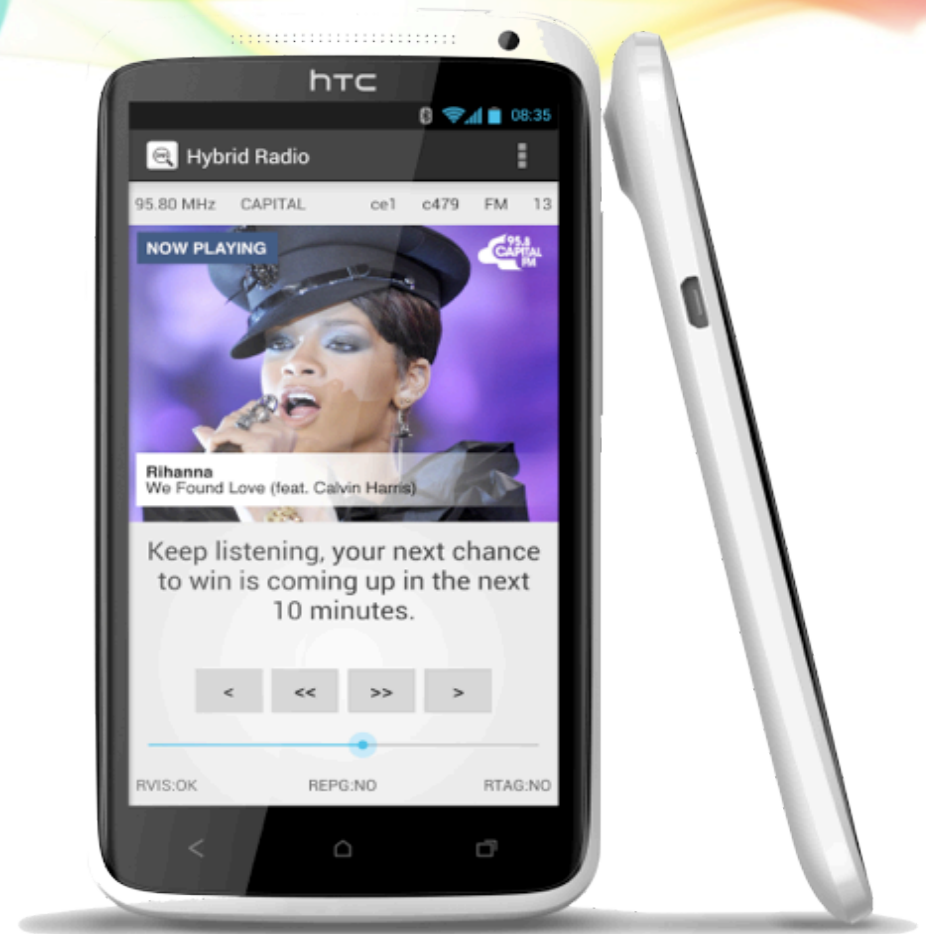






# Visual & Interactive

- Information on music, news, weather, travel
- Images (and text) delivered over IP
- Click-through URL
- Broadcast radio that 'looks like an app'





# Station Information

Accurate meta-data for radio

# Without Meta-Data



## Radio



Capital

**Now:** The Bassman  
**Next:** Greg Burns



Classic fm

**Now:** Jamie Crick  
**Next:** Classic fm Drive



Heart

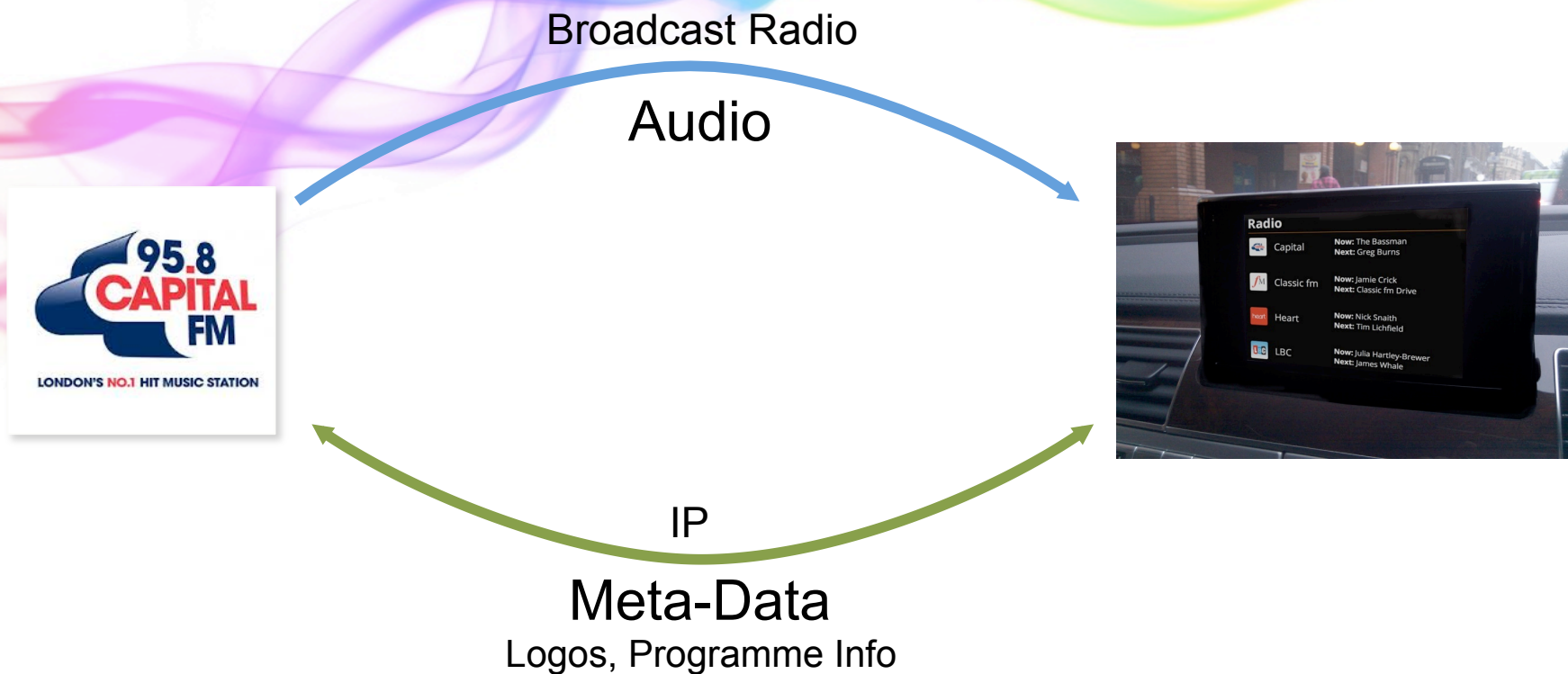
**Now:** Nick Snaith  
**Next:** Tim Lichfield



LBC

**Now:** Julia Hartley-Brewer  
**Next:** James Whale

# Station Information

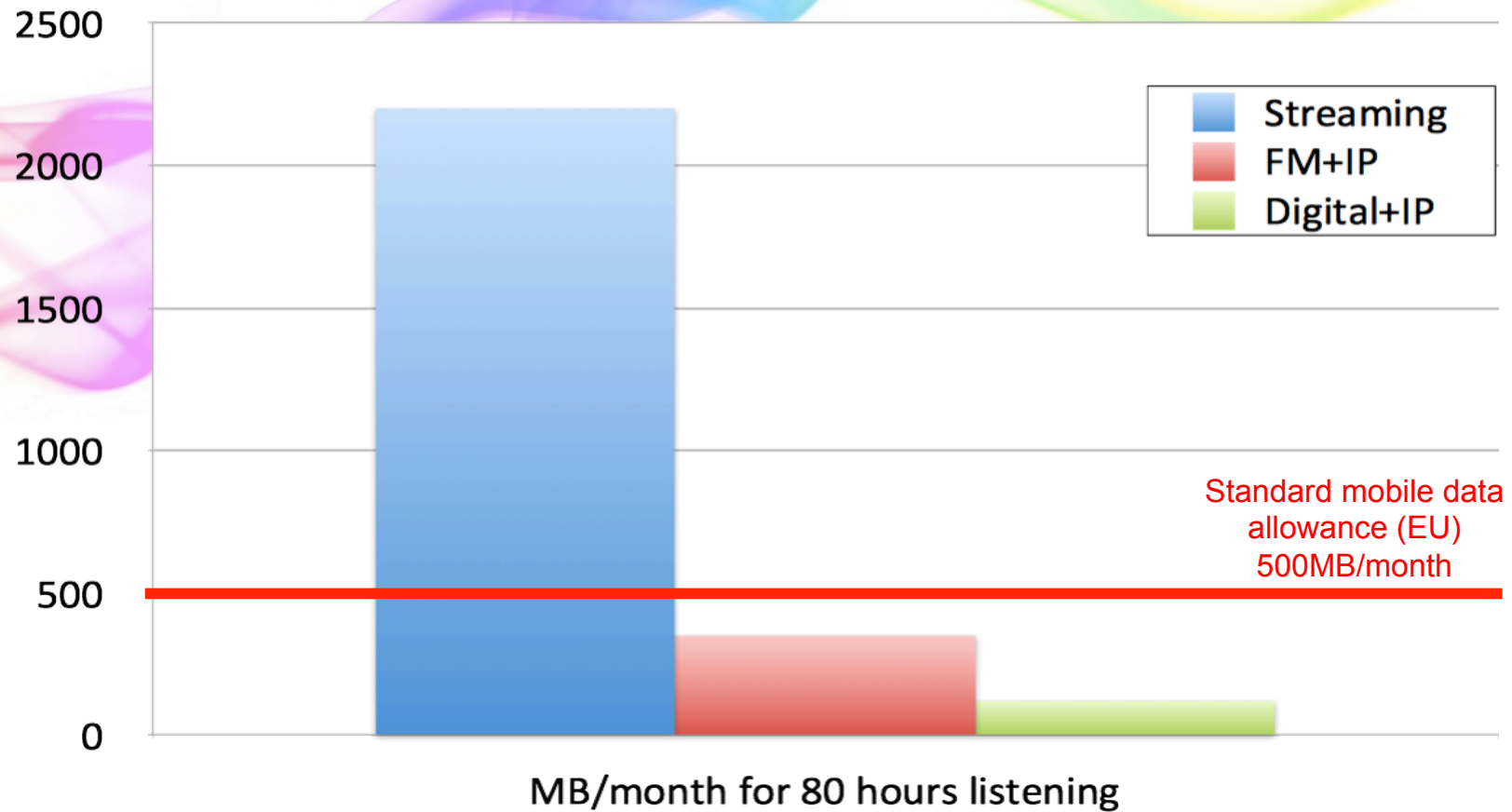


Direct from the radio station to the radio receiver over IP

# Service Following

Switching automatically between  
broadcast radio & IP streaming

# Stream v Broadcast



# Automatic Switching



Only use streaming when the broadcast signal is weak

Abstract colorful flowing lines in shades of purple, blue, green, yellow, and orange, creating a sense of movement and energy.

# Interaction

Making Broadcast Radio Interactive,  
Measureable and Trackable

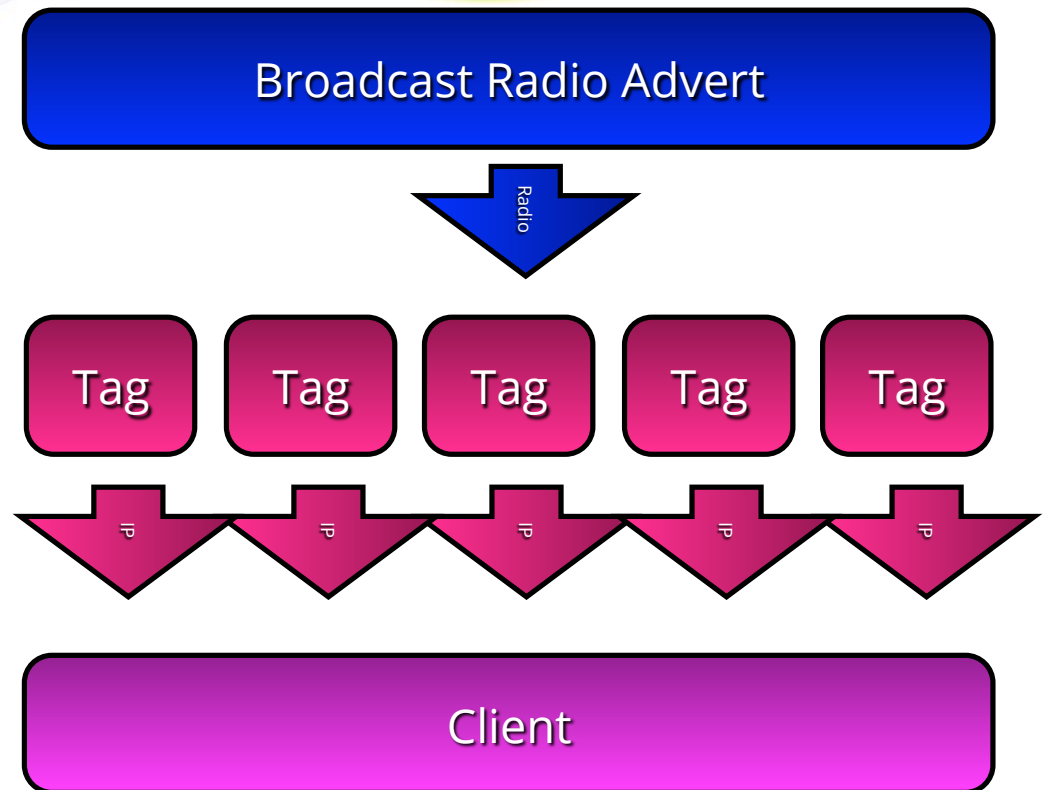
# Interaction

- Logged in listening in the car - **identifying listeners individually**
- **Presets and Stations Sync** – your favourite radio stations sync'ed across your car and home devices
- **Tagging radio** - button to capture interesting things on the radio, and deliver them to your smartphone - targeted, **personalised** and **trackable**



# Tagging

- **Timeshifting Interaction**
  - You can't "interact" when you're driving
  - You can press a button
- **Captures two levels of engagement**
  - Initial interest in the radio advert
  - Follow-up interest
- **Track and adapt response on an individual level**
- **Whole lifecycle reporting**





# RadioDNS in a Smartphone



Samsung  
GALAXY EXPRESS 2





Galaxy Express 2 LTE

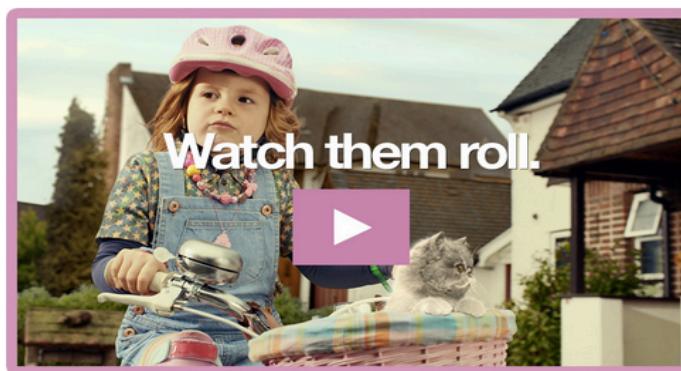


Galaxy Grand 2



Galaxy Core Advance

When a  
**pedal-pumping  
songstress** meets a  
**flat-faced dynamo.**

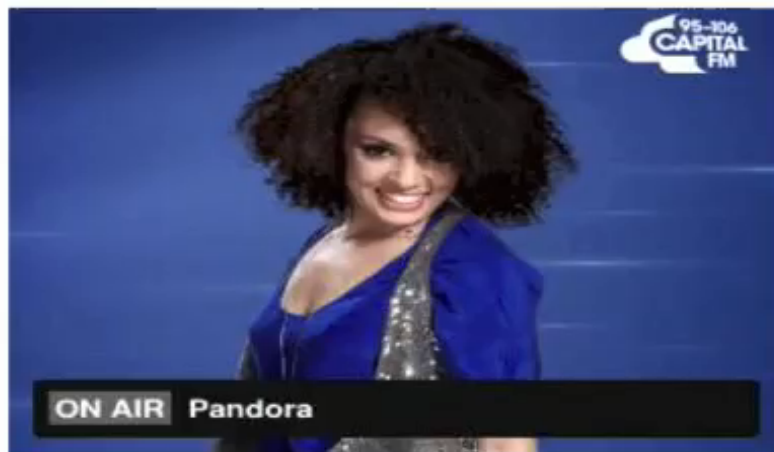


#SingItKitty





Capital



London's No.1 Hit Music Station - Capital FM



View tuner



95.8  
CAPITAL

105.6  
COULEUR3

91.2  
Zoe

96.3  
Heart

# Hybrid Radio

- Combines the best of **broadcast radio & IP**
- Adds '**App-Like**' functionality to radio
- **Working, available, now**
- An open platform - **no gatekeepers**
- **radiodns.org** for more info

An abstract graphic consisting of several overlapping, flowing, translucent bands of color. The colors transition from purple and blue on the left to green, yellow, and orange on the right, resembling a stylized rainbow or a signal wave. The bands are layered, creating a sense of depth and movement.

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[www.radiodns.org](http://www.radiodns.org)    @radiodns