

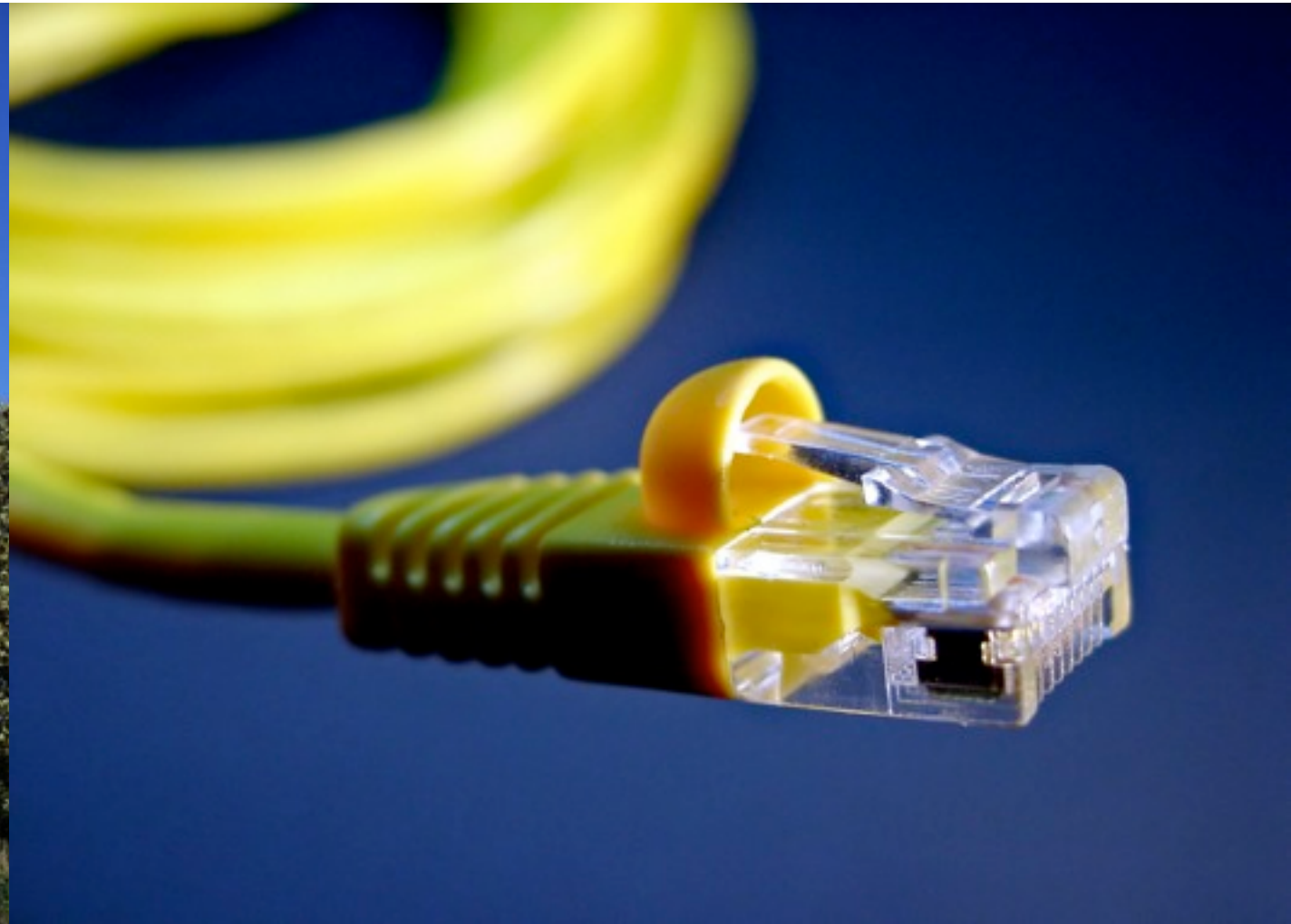
RadioDNS Project

EBU Digital Radio Conference
15th February 2012



radiodns.org

“Hybrid” Radio



Broadcast

- Mass-market, economic coverage
- Free-to-air
- Doesn't support transactional traffic
- Personalisation is unrealistic





**Internet
Streaming doesn't
scale well (tech/cost)**

**Perfect for one-to-
one communication**

- personalisation
- transactions
- enhancements

Broadcast or Internet

Broadcast and Internet

“Hybrid” Radio



Broadcast works for the mass market
Low Cost, Ubiquitous, Free

The Internet adds targeted value
Enhanced content, Personalisation and Transactions



The technology

No **new** technology

A **new** application for DNS (Domain Name System)

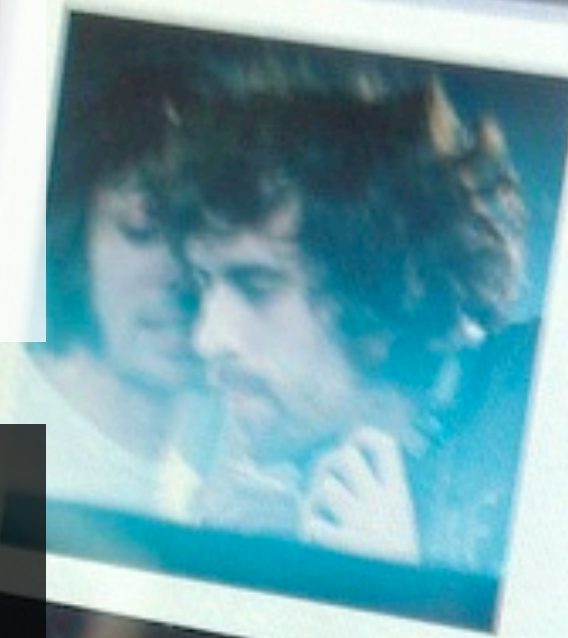
(Virtually) all broadcast radio stations have **unique** identifiers in RDS (FM), HD or DAB

Existing identifiers make a “pseudo-domain”

RadioDNS facilitates translation to a real domain



- Simple “web-friendly” way of delivering visuals alongside radio.
- Click-throughs possible, to enable e-commerce and direct response
- Easy to do, looks great



NOW PLAYING
Justice
Tthhee Ppaarrttyy

NME Radio UK

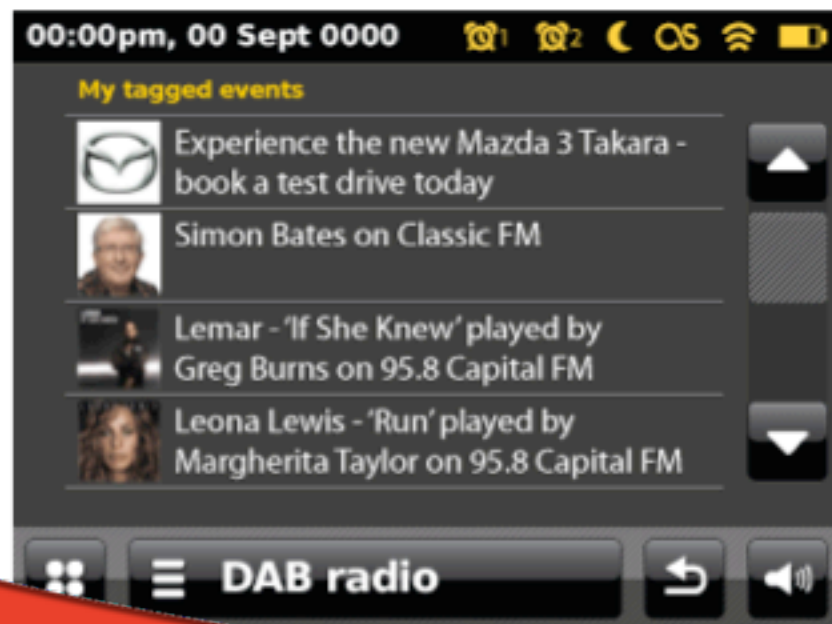
NME Radio UK
You're listening to NME R-

Radio EPG

10:00 Peter Cropley
13:00 Kerry Hanson
16:00 Stuart Fear
19:00 Nick P

- Electronic Program Guide: schedules for browsing or searching
- Allows “service following” Automatic switch between stream & broadcast
- The Single Station Preset

Radio **TAG**



- Interactivity for Radio
- Hear something interesting
- “Tag” It
- Look at your list of tags later
- Interact at a better time, on a better device

gmgradio

Absolute
Radio

commercial radio
JALAPURA

FRONTIER
SILICON

NAB

Imagination
TECHNOLOGIES

BBC

EBU-UER

CLEARCHANNEL

mediauk

RT

ABC

global
RADIO

BAUER
radio

SRG SSR

tunein
RADIO

orion

SWR
SÜDWESTRUNDFUNK

UBC media group

vTuner

COX MEDIA
GROUP

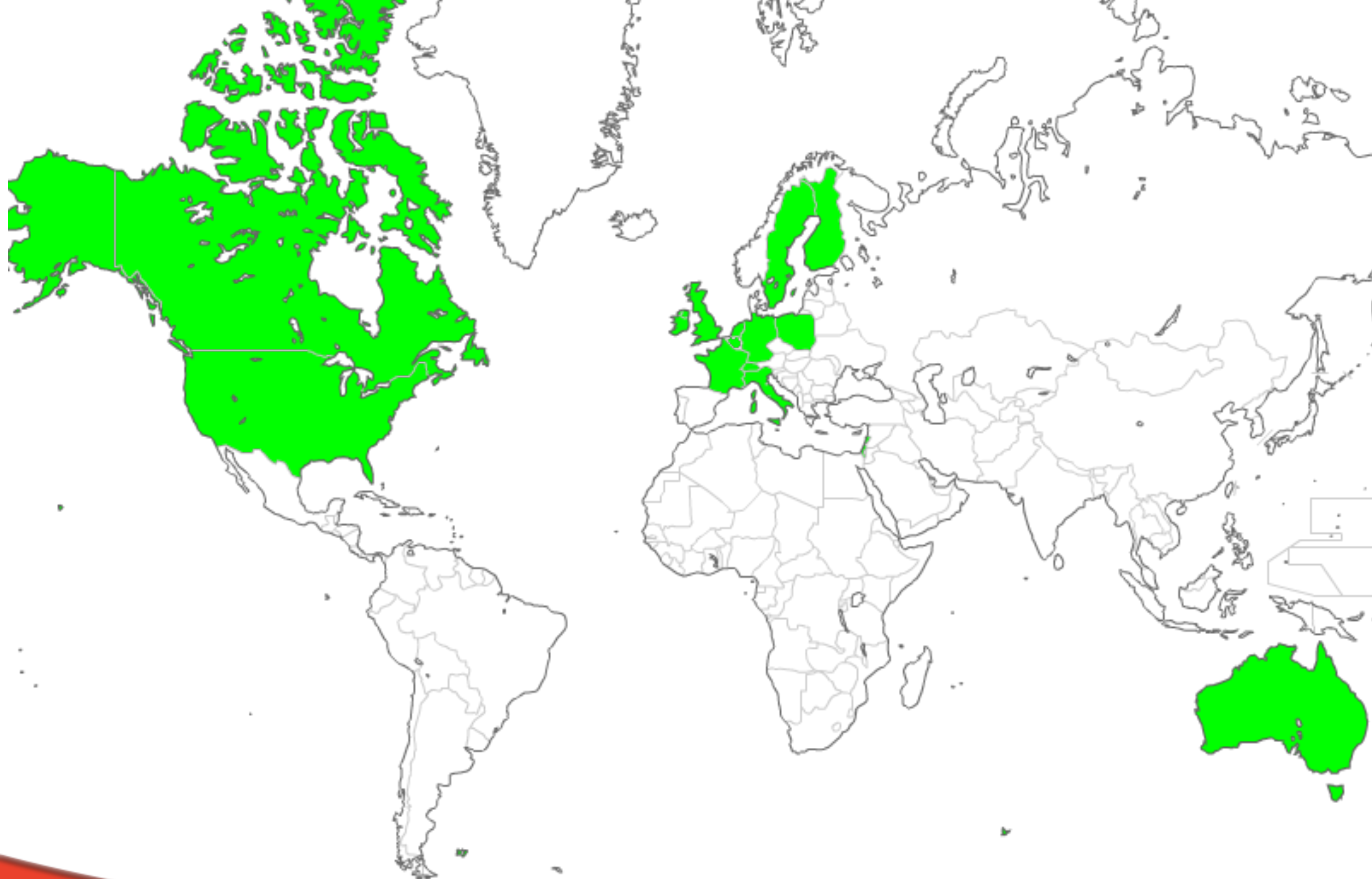
SCREENPEAKS

RECIVA
INTERNET RADIO

rtbf.be
Radio-Télévision belge
de la Communauté française

aim
All In Media

IBIQUITY
DIGITAL



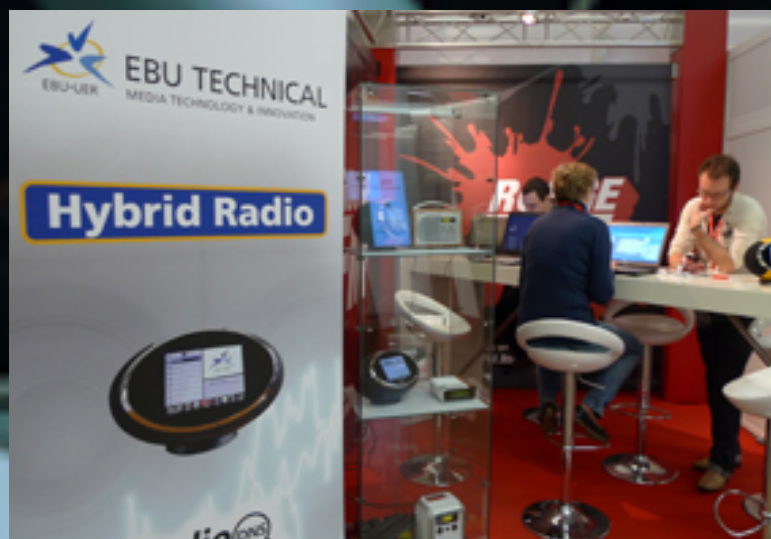
A year in the life of RadioDNS

Since we last met...



81. INTERNATIONAL
MOTOR SHOW
GENEVA

Geneva, March





BBC

London, March

NABSHOW
Where Content Comes to Life

Las Vegas, April

HYBRID RADIO
POWERED BY

RadioDNS

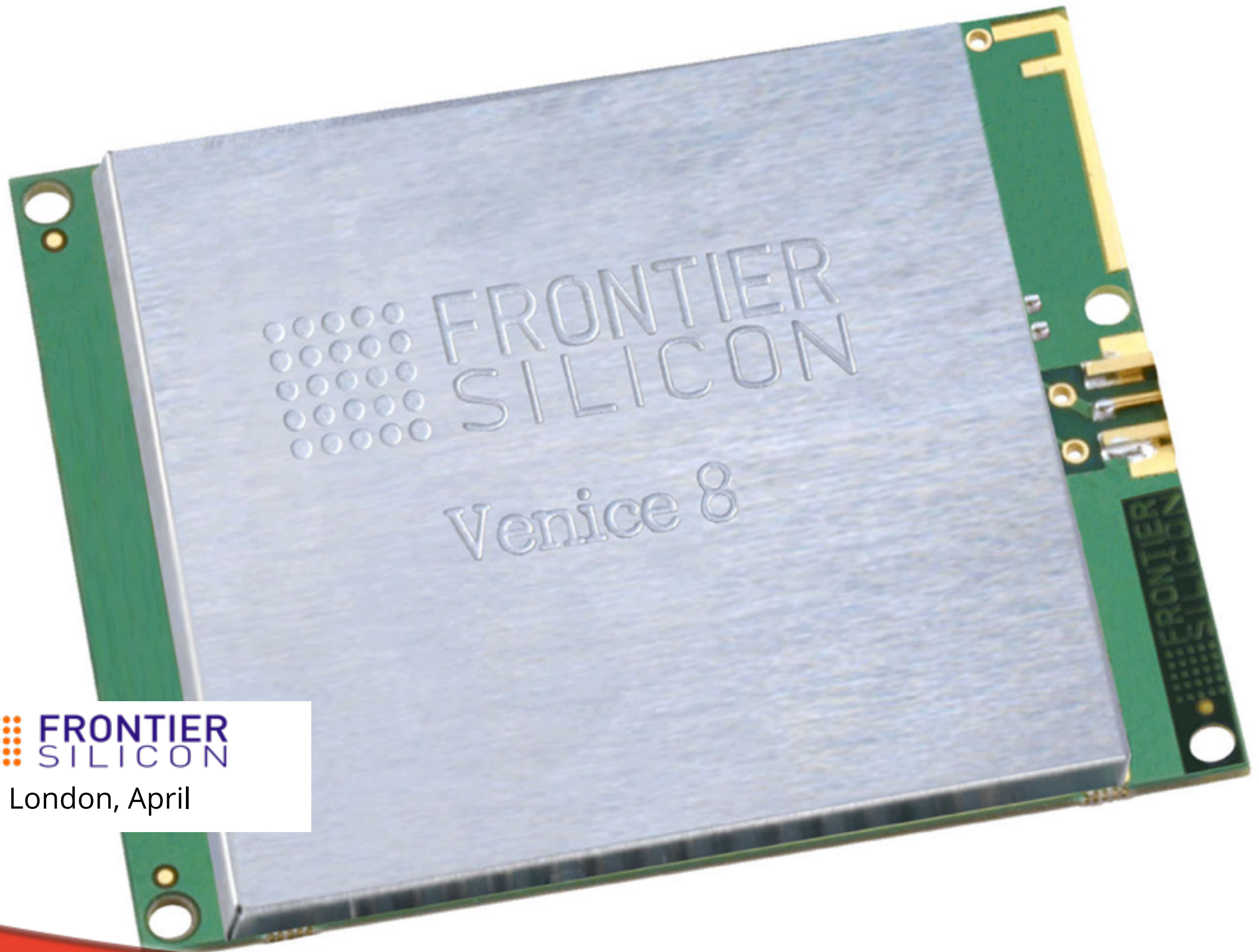
The open project
standardising hybrid radio,
using the strengths of
broadcast and the internet
to create a better listener
experience

AT HOME / IN CAR / ON CELLPHONES

RadioDNS
radiodns.org

Transmitter photo © Martin Abrahams and RDS plug photo © Steven Hester

RadioDNS



 **FRONTIER**
SILICON

London, April



Hamburg, May

**RADIO INK
CONVERGENCE**
HyperLocal • Audio • Radio • Mobile • Social Media • Digital Media • Video
RADIO'S DIGITAL MEDIA CONFERENCE

Mountain View, May



**RADIO INK
CONVERGENCE**

HyperLocal • Audio • Radio • Mobile • Social Media • Digital Media • Video

RADIO'S DIGITAL MEDIA CONFERENCE

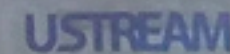
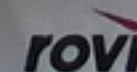
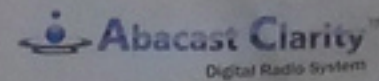
PLATINUM SPONSOR



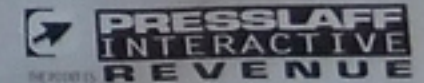
BRONZE SPONSOR



CORPORATE SPONSORS



DIGITAL AWARD SPONSOR



PURE
King's Langley, June



REV8



AXIS



Amsterdam, September



NEXTRAD.IO 

London, September

September 19, 2011



Radio TechCheck



The Weekly NAB Newsletter for Radio Broadcast Engineers

2011 Radio Show Highlights

"Hybrid Radio" Demonstrated

An exciting demonstration of a "hybrid radio" which can seamlessly switch between a radio station's over-the-air broadcast signal and IP streaming signal (over mobile broadband) was conducted by Nick Piggott (shown in the photo to the right), Head of Creative Technology with Global Radio (UK) and chair of the RadioDNS project. RadioDNS is an open project with the goal of bringing together broadcast radio and IP to create a better radio experience.

This hybrid radio demonstration used the FM radio included in a Sony Ericsson smart phone which was also connected to the AT&T 3G mobile broadband network. A number of Clear Channel and Cox Radio stations have been working with RadioDNS on this technology. For the demonstration, the FM radio was tuned to one of the Clear Channel or Cox radio stations registered in the RadioDNS database.

A special hybrid radio "app" was created for the smart phone and used for this demonstration. Wherever possible, this app selects the over-the-air broadcast radio signal, but when that signal becomes weak, it switches over to the IP streaming signal. As the broadcast signal improves, it switches back from the streaming signal to the broadcast. All this happens without listener intervention.

This app works by enabling listeners to choose which station they want to listen to, not which system (FM analog, HD Radio digital, IP stream). The app's station preset function can store all the information needed to find the station in a number of different ways, and then determines which signal for that station is best. Consequently, if the listener is in the coverage area, they will likely listen to the broadcast signal, but if not, the IP streaming signal will automatically be provided.



LA NUOVA RADIO DA "MEDIA" A "MULTIMEDIA"



DIREZIONE
STRATEGIE TECNOLOGICHE
CENTRO RICERCHE
E INNOVAZIONE TECNOLOGICA



THE NEW RADIO FROM "MEDIA" TO "MULTIMEDIA"

RAI - RADIOTELEVISIONE ITALIANA



Turin, September





RadioFestival2011

Salford, November



KD

Radio



Washington DC, January



Michigan, January



REVO®

Lanark, January

REVO

Now Playing

PLAN B - She
Said <Non Rap>



On air now
Emma Bunton 4pm - 7pm

AXIS

WHAT HI·FI?
SOUND AND VISION
AWARDS 2011

RADIO PRODUCT
OF THE YEAR
AXiS

Radio  **DNS**

HERMES4CAR

Photo (CC) Rock Cohen

EBU Hackday

Sessions on

RadioEPG

RadioVIS

RadioTAG

RadioDNS on Android Tablet Devices

Using the EBU RadioDNS/RadioVIS Tools

2012 Plan

Education Evangelism Support

2012 Plan

Marketing and Communication

8 Major events in 2012 in Europe, US, Asia

Improvements to the Website

Technology

Working Teams continue to develop standards

Trademarks

Making logos/trademarks available to manufacturers

2012 Plan

“Localisation”

Supporting development/promotion groups in each country to make RadioDNS “their own”

Protect the key RadioDNS qualities

Stable/reliable, trustworthy, technically consistent

2012 Plan

Grow Faster

More Stations

More Devices

Make it easier

More Education

More Tools

More Support

Thank You

