



RadioDNS Update

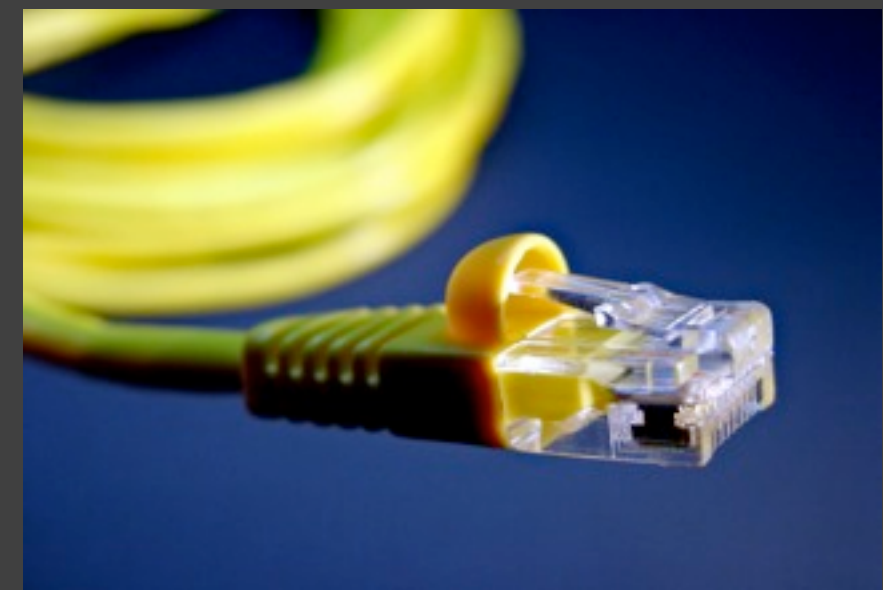
Nick Piggott, Chairperson
@radiodns

Hybrid Radio



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

The Internet adds targeted value
Enhanced content, Personalisation and Transactions



“ RadioDNS Hybrid Radio devices will deliver benefits to broadcasters, manufacturers, network operators and listeners through a combination of broadcast and IP ”

“RadioDNS will provide **education and support to help our stakeholders overcome objections and invest in new devices and services and will **create and promote standards** to help support a hybrid radio ecosystem.”**

Key Events in 2012

Established our **Project Office** in June

Appointed **Caroline Brindle** as our Project Co-Ordinator

Welcomed **iBiquity, emmis, Arqiva, NPO, backend-systems** and **VRT** as new members

Increased web traffic +**16%**

Improved our **member** and **trade** communication

Saw members **BBC** and **ARD** launch RadioDNS services

Agreed alignment with **IMDA** on **Hybrid Radio EPG**



RadioVIS
launches
nationally in
UK and
Germany

70m
listeners

Technology Standards

Updates to **RadioVIS** and
RadioEPG started

Continuation of **RadioTAG**
development

More **prototypes** exhibited



Hybrid Radio EPG

Strategic alignment of **Service Information**

Collaboration between IMDA and RadioDNS to create a single standard for hybrid radio devices

Co-ordinated by James Cridland, and announced at **CES 2013**





IBC 2012



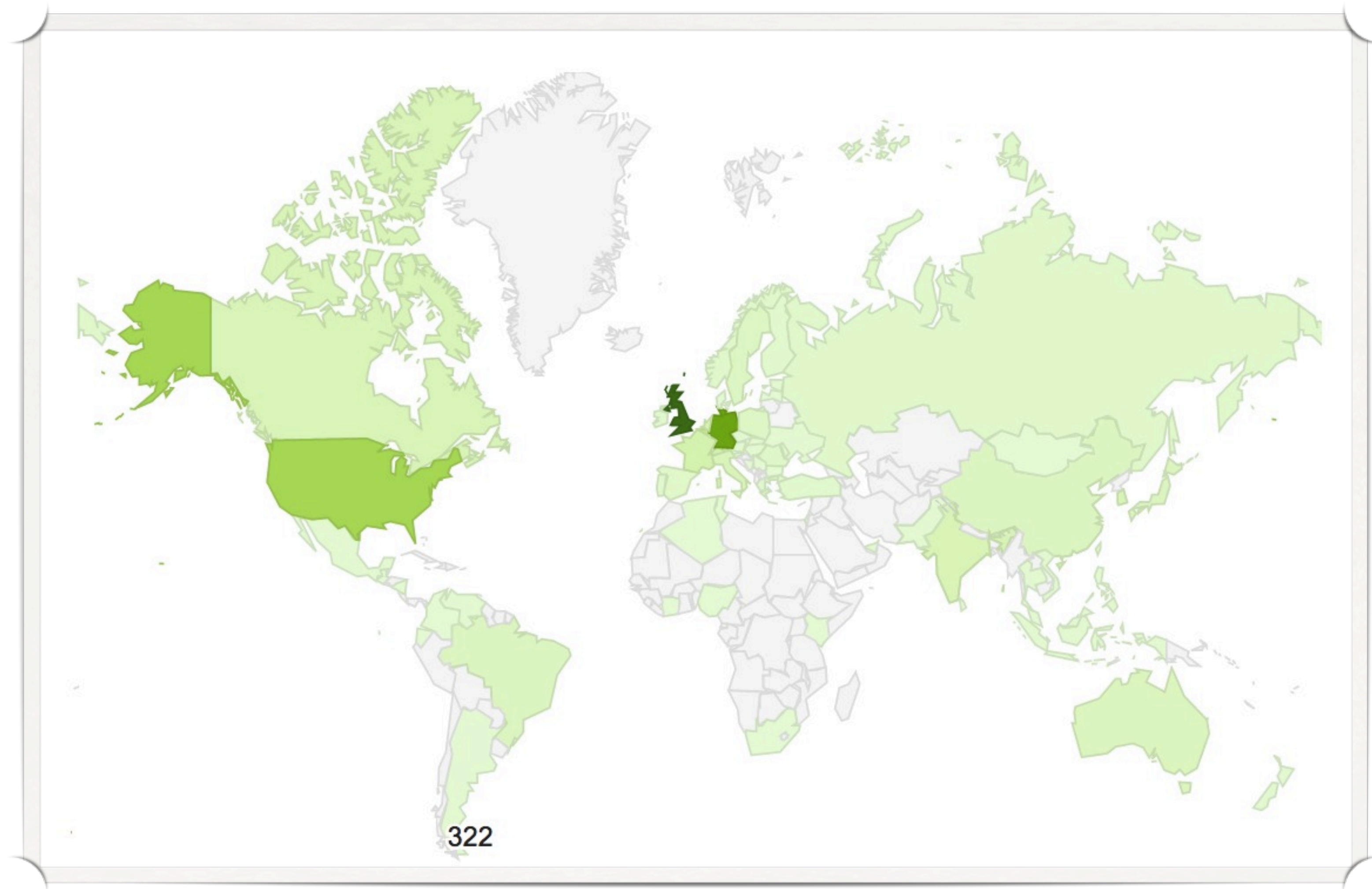
NAB Show 2012



NAB Show 2012



Increased Web Traffic



New Members & Countries



Steering Board 2013

Chairperson

Nick Piggott (Global Radio)

Secretary

Mathias Coinchon (EBU)

Members

Kath Brown (CRA, Australia)

John Farrell (Frontier Silicon, UK)

Laurent Finet (RTBF, Belgium)

Andy Giefer (vTuner, USA)

Walter Huijten (NPO, Netherlands)

Ben Husmann (Emmis, USA)

Nick Jurascheck (PURE, UK)

Michael Reichert (ARD, Germany)

George Wright (BBC, UK)

Trade Shows 2013

February

EBU Digital Radio Week

March

RadioDays Europe

April

NAB Show

June

Broadcast Asia

September

IBC

October

NAB Radioshow

February 2014

GSM World Congress

all shows are intended,
but to be confirmed

Website

A **complex** resource for the project

Marketing, Technical Resource, Governance

Information for broadcasters, manufacturers
and service providers

A **lot of information** to contain and present
clearly

Website

New website **structure** and design in 2013

Access to more information, more clearly, in specific sections

Tied into **Test and Demonstration** environment

Modern, new-Web design style

Trademarks

We will **register trademarks** to protect against fraudulent use

Broadcasters and manufacturers can only use the trademarks if they pass **compliance tests**:

A self-certification process

We are not going to contribute to '**logo confetti**':

One logo, then text description of actual functionality implemented

Technology

RadioDNS now running in three continents in clustered environment for **99.999% uptime**

New tool to allow the zones to ease administration and importing from users

Using desk.com for customer support; we may use this more widely for “**FAQs**”

Technology

We'll build a **Test and Demonstration** setup

Somewhere **developers & manufacturers** can:

- Try out new RadioDNS applications in a sandbox

- Demonstrate RadioDNS services

- Test services and devices for compliance

Compliance testing will be a **requirement** for certification and trademark use

Localisation

RadioDNS has members and supporters from **15 Countries**, and **8 Languages**

We want to better support those countries and languages - make the project **more accessible**

New website will have first steps towards **internationalisation**



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