

RadioDNS Update

Nick Piggott, Chairperson @radiodns

Hybrid Radio

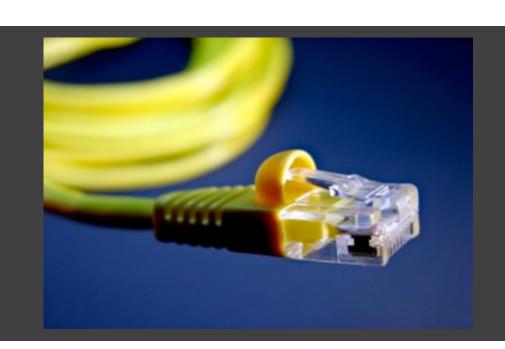


Broadcast works for the mass market Low Cost, Ubiquitous, Free

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



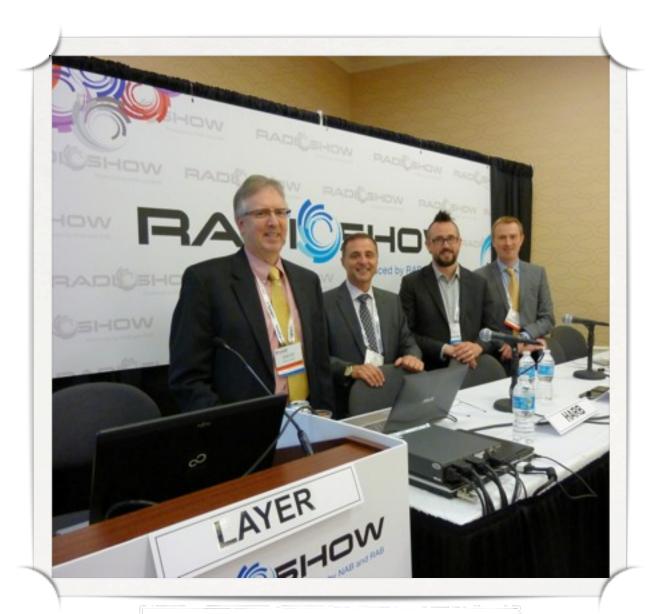








NAB Show 2012



NAB Show 2012

and headphone pre

STUDIO LIVE BROADCAST AUDIO INSTALLATION BUSINESS PSN TV

PSNEurope's Broadcast Audio's latest news from manufacturers, suppliers and associations for the European broadcast networks. Full analysis of how audiofor-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

RadioDNS moves ahead with new services and Story Code: ej16 echnologies

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

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

03 September 2012

EVENTS

The new breed of radio at IBC

PUBLICATIONS

GROUPS

EBU

3The Radio Magazine Radio October - November 2012 Edition No. 1018

he radio industry news monthly

Technologies combined

to provide the technology to

enhance existing radio services

In the run-up to IBC, German

public broadcaster network ARD

announced the introduction of

project that determines how to

add visual information to radio -

across 68 of its member

RadioVIS - a RadioDNS sub-

with related content provided

via the internet.

Radio



Sponsors of the Technical Feature

theibcdaily Tuesday 11.09.2012

isitors to IBC 2012 will have a chance to catch up with the latest developments in Hybrid Radio on the EBU stand (10.F20). lisitors to IDC ZU 1Z will have a chance to calch up with the latest developments in riyond readle on the EDO stand (10,120). lesides showing some applications that are already on air, we'll also be demonstrating new tools that have the potential to lesides showing some applications that are already on air, we'll also be demonstrating new tools that have the potential to esides showing some applications that are already on air, we it also be demonstrating new tools that have the potential to evolutionize the radio experience in future. Once again we're pleased to be joined by colleagues from RadioDNS to show now radio can be enhanced through combining (

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 Following a year of high-profile personalization of programme enrichment. In ou demo events, RadioDNS - the be showing a prototype implementation where pi hybrid technology project that can be tagged (or bookmarked) on a simple rece aims to enhance broadcast

Proadcasters in Europe and the US, viewable on phones that are on the market today. Radio EPG, Electronic Program Guide and Service Following feature. We'll be demonstrating these features in

Tweet 7

By David Davies

'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 (Domain Name System) project was established

brought RadioVIS to its Radio 1 and 1Xtra services following two years of work by the BBC R&D team.

"IBC really marks the point at which RadioDNS goes above ground. The project has really assumed its own momentum now," said George Wright, head of the Internet Research & Future Team at BBC R&D. 8.F48

In Brief

MPEG HE-AAC encoder for ViBE

Thomson Video Networks to embedded Fraunhofer's Hi AAC multi-channel audio of software with full metadata support technology in its flagship ViBE EM4000 enc "Our ViBE customers are continuously demanding w to improve their end users experience, and the Fraun implementation of the MP

HE-AAC standard gives th

unique combination of high

A AK

2013 PC Calendar Wallpaper

Test and Measurement Needs for the Shop

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Sep 10, 2012 2:04 PM, By Doug Irwin, CPBE DRB

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London - Sep 10, 2012 - James Cridland (who writes an interesting blog) posted an article on MediaUK regarding RadioDNS. The BBC has enabled its national radio stations with RadioVIS, or slideshow presentations that are synchronized to the artists that they are playing. In doing so, they joined other U.K. broadcasters such as Heart, Capital, Absolute Radio, Planet Rock, Xfm, and LBC 97.3.

RadioDNS is a service that allows an enabled radio to follow a radio station that is broadcasting via multiple media types - over-the-air FM or

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EBU Participates in RadioDNS Demos at NAB 2012 ATED ARTICLES (+) Apr 20, 2012 9:40 AM, By Doug Irwin, CPBE DRB

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2013 CALL FOR ENTR

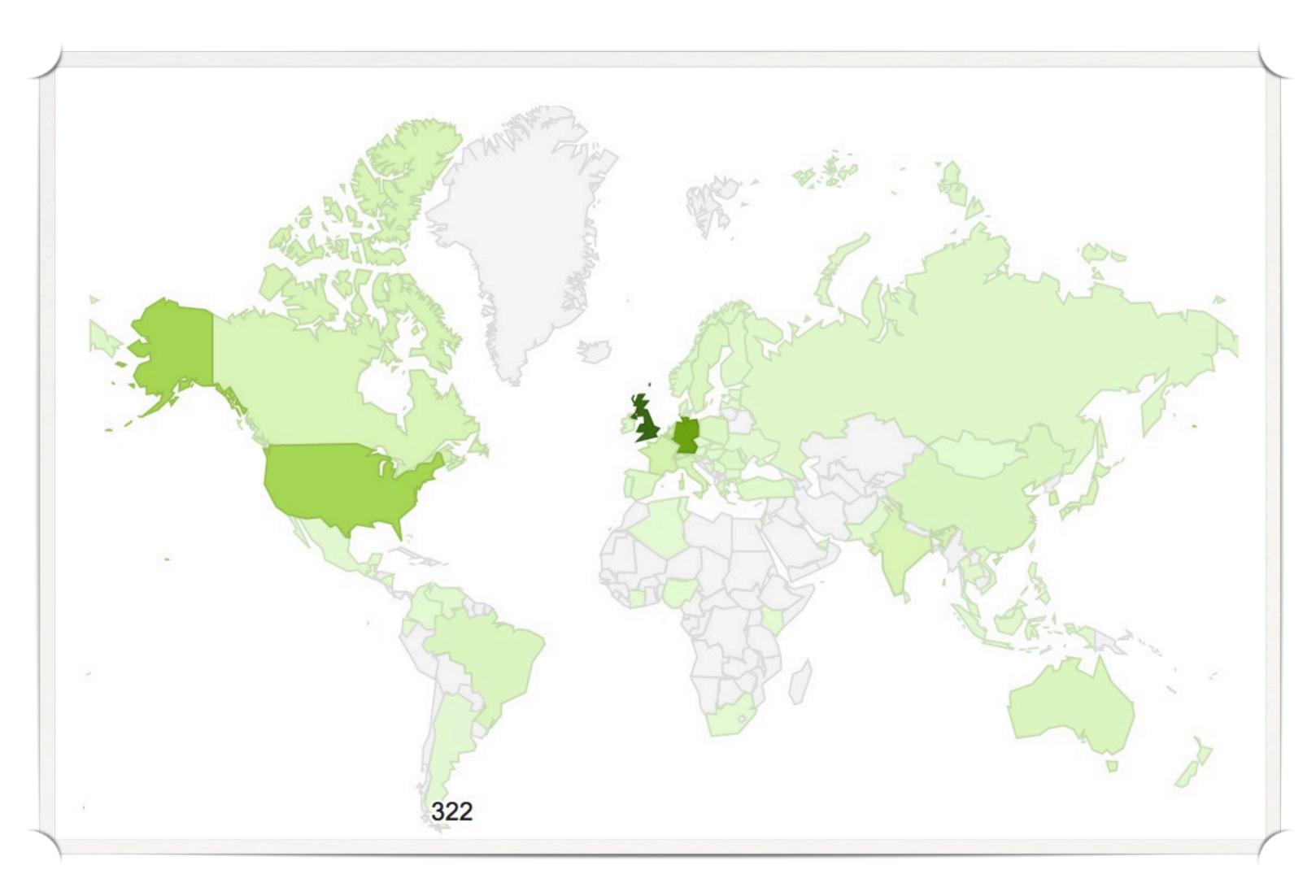








Increased Web Traffic



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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