



# RadioDNS Hybrid Radio

Nick Piggott, **Chair**

# Hybrid Radio



**Broadcast works for the mass market**  
Reliable, ubiquitous, free

**The Internet adds additional value**  
Enhanced experience





# Our Members

**Absolute.**  
absoluteradio.co.uk



**BBC**



**COX MEDIA**  
GROUP

*digital one*

**EBU**

/emmis/interactive

**FRONTIER  
SILICON**



**Imagination  
TECHNOLOGIES**

Institut für Rundfunktechnik **IRT**



**NRK**



**rtbf**



**SRG SSR**

**SWR**

**tunein**





# 2013

## Reviewing The Year

# New Participants

**New Member**

**MRK**

**New Service  
Providers**

**Vizion<sup>)))</sup>R**  
MULTIMEDIA EXPERTISE AND SOLUTIONS

 **Pluxbox**



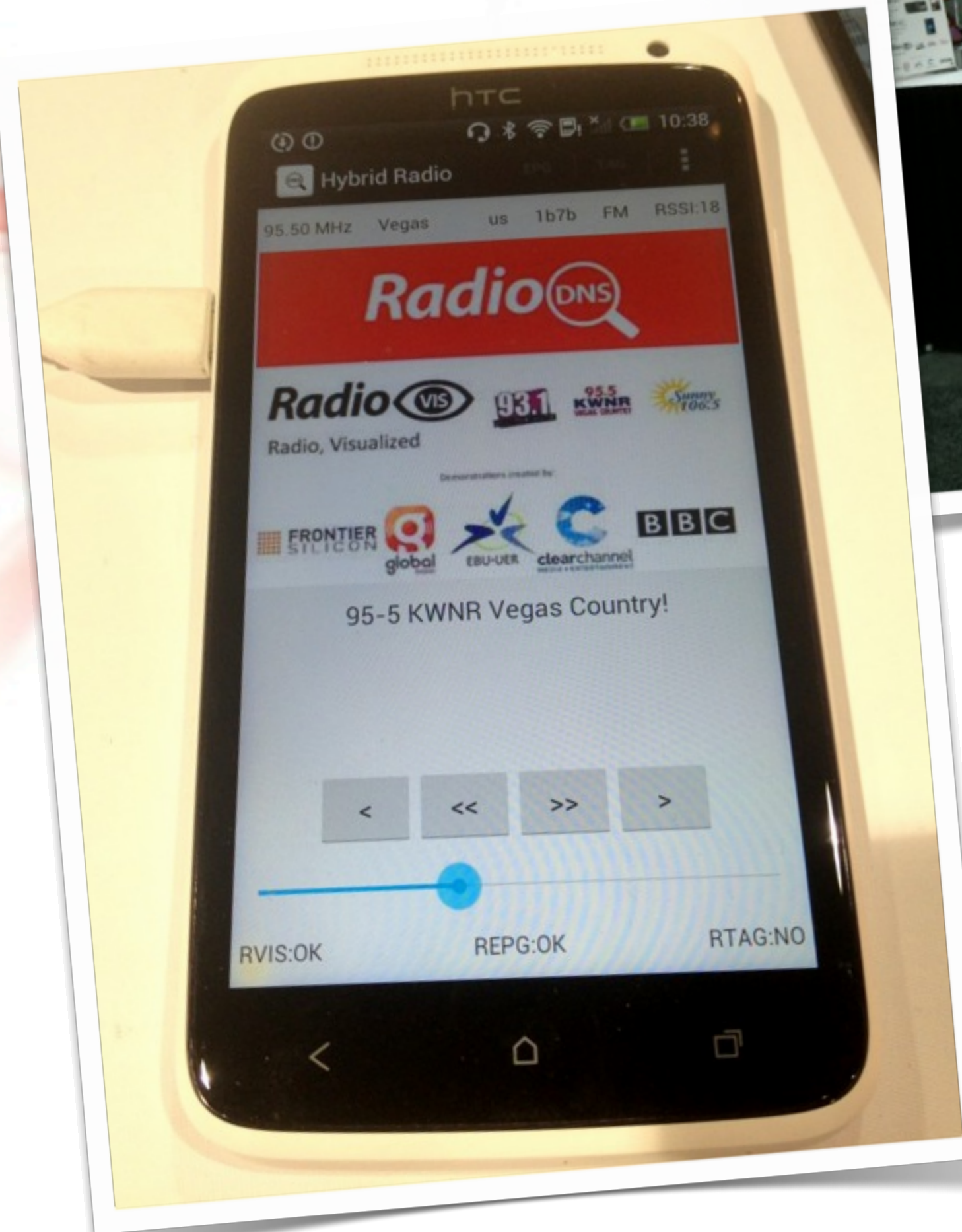
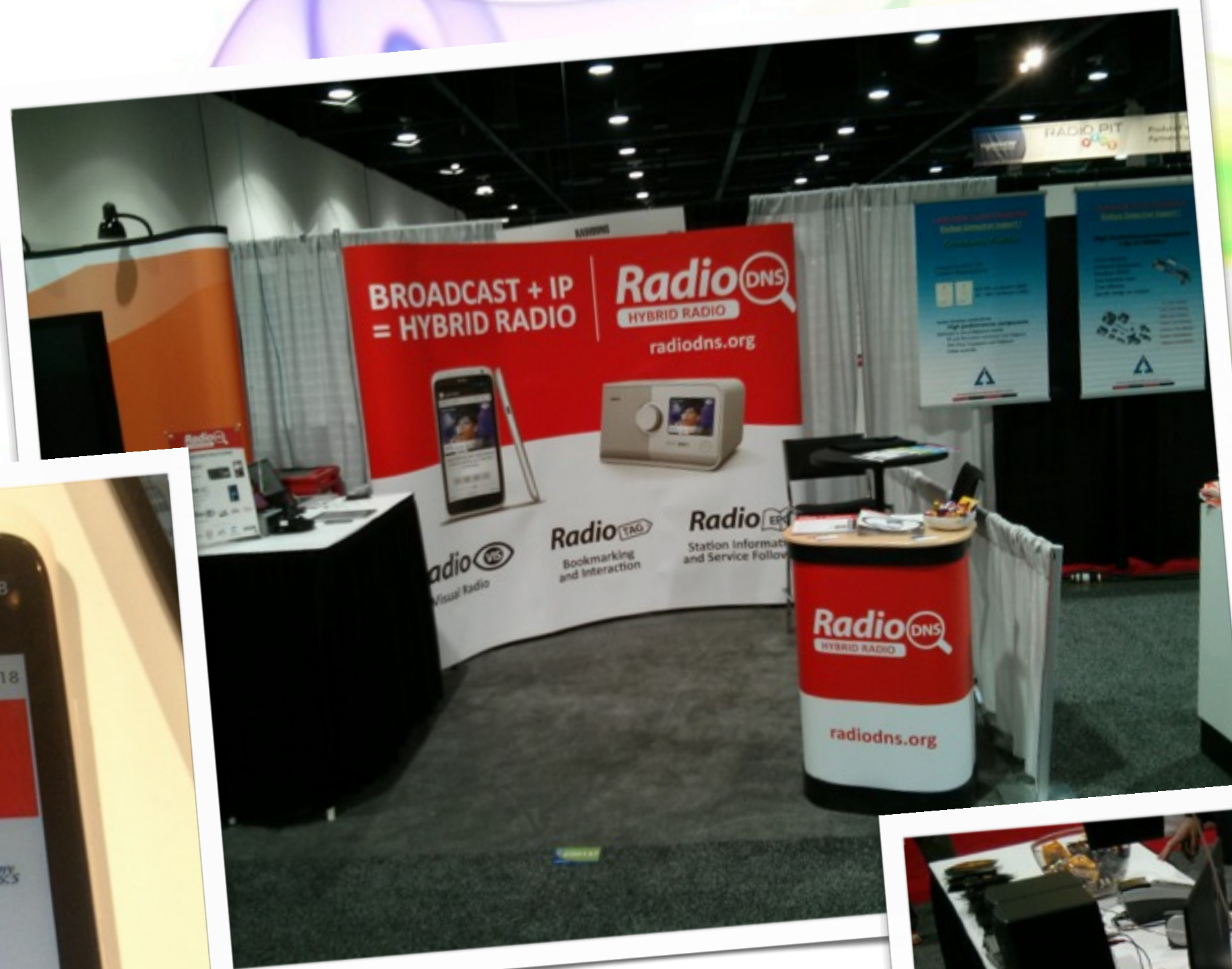
# Events 2013

- RadioDays Europe
- Hybrid Radio Seminar
- NAB Show
- Euroradio Conference
- Genivi Conference
- IMDA Tokyo
- IVTF Turkey
- IFA
- IBC
- Commercial Radio Australia











# iTVF

ISTANBUL  
TV FORUM & FAIR  
JUNE 20-22, 2013  
HALIC CONGRESS CENTER

Istanbul, where continents meet and cultures come together, is the new crossroad for communication and cooperation in the TV Industry.

login: Fri Jun 28 - 30 in Berlin  
Private-Radio-Services:~ you\$

## Radio Hack Day

Berlin, 28. Juni - 30. Juni





2013  
NRC

ib  
2013





# AER

- Trade Body for European Private/Commercial Radio
- Recommendation to CBISS to use Hybrid Radio
- Names RadioDNS

## Challenges Ahead – Industry Solutions

- RadioDNS leading to hybrid radio at [radiodns.org](http://radiodns.org)
  - FM + online
  - Digital + online
  - EPG, VIS, TAG
  - Etc.



# VPRT

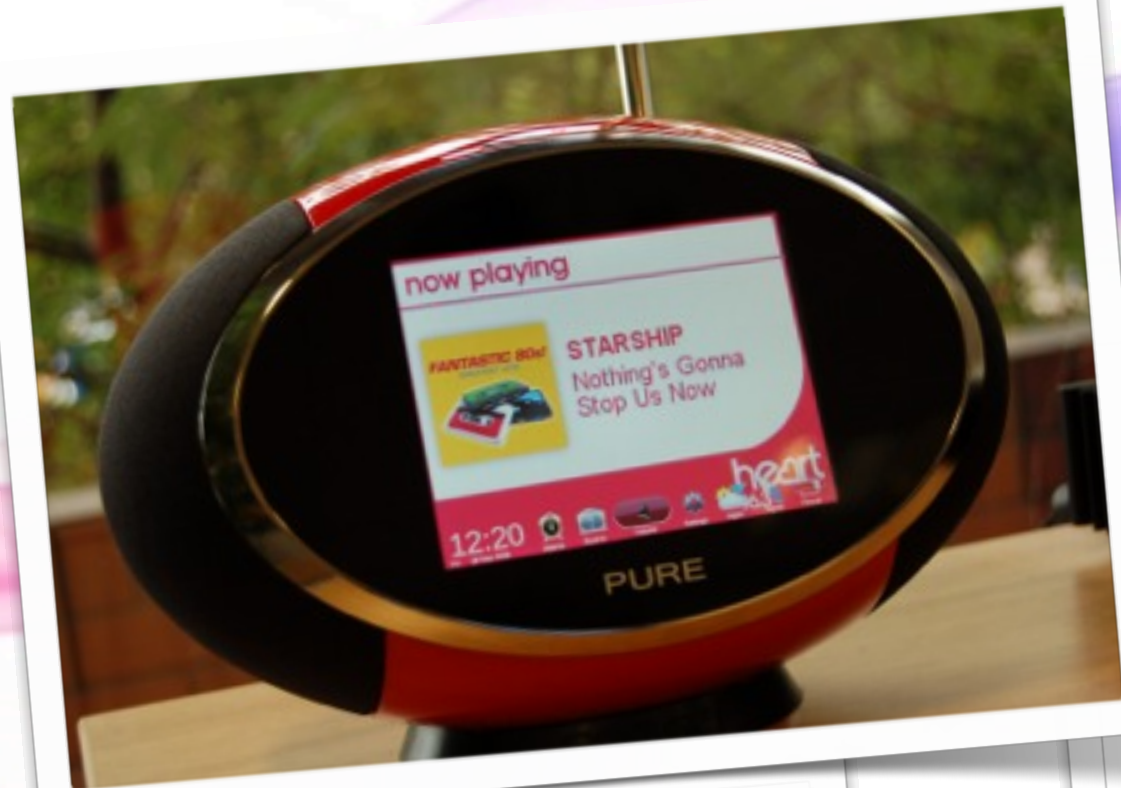
- Association of German Private Broadcasters
- Enabled rollout of RadioDNS on 10 major private radio stations





# RadioDNS<sup>®</sup>

HYBRID RADIO







# Trademarks

- Registered our trademarks
- Reassurance that devices and services comply with the RadioDNS standards and will work correctly
- Registered worldwide\*
- Licensing through self-certification



**“RadioDNS Hybrid Radio”**

\* almost



# 2014

The Plan for the Year



# Strategy 2014

- More Benefits for Members
- Bolder and wider evangelism of hybrid
- Increase the credibility of our technical standards
- Maintain our 99.999% reliability



# Member Benefits

- 'Test and Demonstration' platform
- Trademarks licensed through self-certification
- HOWTO-style guides to implementation
- Access to RadioDNS enabled devices
- Access to a kit of digital marketing materials



# Test & Demonstration

- On-line platform to test devices and services, and to demonstrate hybrid radio
- Helps broadcasters, manufacturers and retailers



# Trademarks

- Self-certification process
- You can use the RadioDNS logo and words if your device / service passes the test
- Testing against the T&D platform
- Documented test patterns to follow



# HOWTOs

- Implementation guides, examples
- Makes it easier to start hybrid radio services
- Less complex than the formal specifications
- May help people whose first language isn't English
- On the website / downloadable



# Marketing Kit

- Access to RadioDNS enabled devices
- Access to Digital Marketing Materials
- Makes it easier for you to present / evangelise within your own company



# Events 2014

<b>EBU Digital Radio Week</b>	Geneva, February
<b>RadioDays Europe</b>	Dublin, March
<b>NAB Show</b>	Las Vegas, April
<b>Broadcast Asia</b>	Singapore, June
<b>NAB Radioshow</b>	Indianapolis, September
<b>IBC</b>	Amsterdam, September
<b>National Radio Conference</b>	Melbourne, October



# radiodns.org

- Improvements
  - Easier to understand hybrid radio
  - Easier to find relevant information
  - More contemporary design/UX
  - Hub of hybrid radio info & activity







# HYBRID RADIO

Combining broadcast and the internet - making radio better

*RadioDNS creates open standards for Hybrid Radio*

## What is Hybrid Radio?

Open standards that connect broadcast



BROADCAST  
FM, DAB, HD etc





# Technical Standards

- We need better recognition of our standards
- Important for Automotive manufacturers
- We will integrate our RadioEPG, RadioVIS into existing ETSI standards
- RadioDNS will be a new standard



# RadioDNS in a Smartphone











# Galaxy Express 2 LTE

- RadioVIS (STOMP & COMET)
- RadioEPG (Service Following)
- Vodafone exclusive
- Great Britain, Germany, Netherlands, Ireland, Czech Republic, Greece, Portugal, Romania, Spain, France, Italy, Belgium



**vodafone**







**Galaxy Express 2 LTE**



**Galaxy Grand 2**



**Galaxy Core Advance**





**Demonstrations Outside**



The background of the slide is a white canvas with several flowing, translucent, wavy lines in various colors including purple, blue, green, yellow, and orange, creating a sense of motion and energy.

# Thank You

RadioDNS Hybrid Radio

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