Combining Broadcast Radio and The Internet

Broadcast

- Mass-market
- Economic coverage
- Free-to-air

- Not interactive
- Personalisation is unrealistic

Transmitter in Bournemouth, England: (cc) James Cridland

Internet
Streaming doesn’t scale well (tech/cost)

Perfect for one-to-one communication
- personalisation
- transactions
- enhancements

Server Room at CERN (cc) Torkildr @ flickr

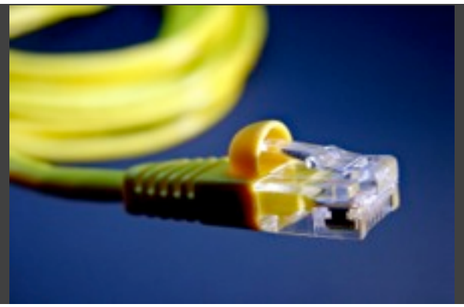
Broadcast
or
Internet

Broadcast and Internet

“Hybrid” Radio

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

The Internet adds “The Back Channel”
Enhanced content, Personalisation and Transactions



The Technology of RadioDNS

- No **new** technology
- A **new** application for DNS (Domain Name Service)
- Uses **existing station identifiers** to make a “domain name”
- RadioDNS converts that to broadcaster’s **real domain**
- No **Patents**, **Licences** - it’s **Open Source**

R·D·S

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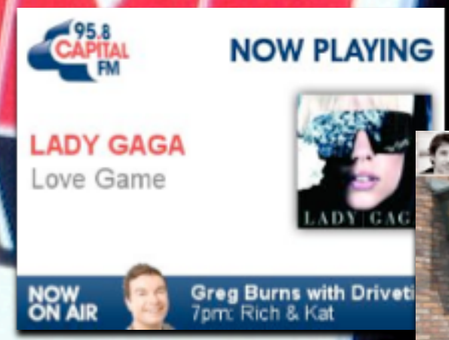
Radio • Mobile TV • Multimedia • Traffic Info

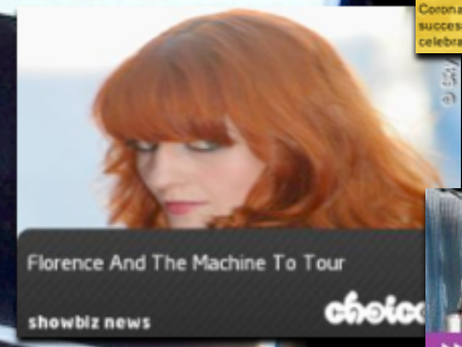
HD Radio®

Open Standards for Hybrid Radio

Radio VIS

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





NME Radio slideshow, (cc) Folder Media Ltd

Radio EPG

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

RadioEPG on a Nokia mobile phone (cc) James Cridland

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iPod
95.8 CAPITAL FM
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95.8 CAPITAL FM
NOW ON AIR
Margherita Taylor
NOW PLAYING
James Morrison
You Make It Real
Still to come music from Rihanna, Take That and The Pussycat Dolls
Playing
Nearby
All
Genre
Tags
global RADIO

my tags

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Capital Live
My Tags
Brit Awards 2008 Podcast
Find out it your favourites are in the running
Day Watch movie trailer
Sci-fi from cutting-edge russian director
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Man Utd and Arsenal clash in the cup
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Johnny does his best Ken Livingstone...
Adele
Chasing Pavements
Amy McDonald
Run
Duffy
Live
On Demand
My Tags
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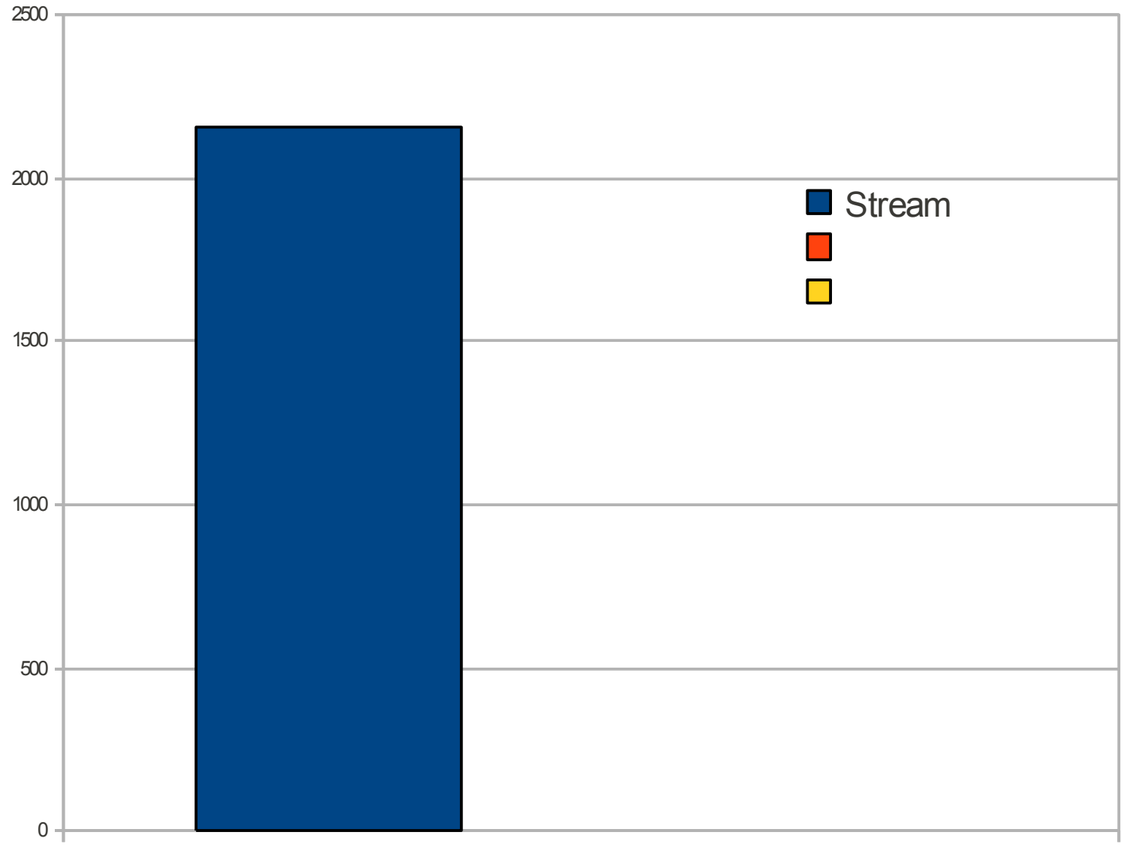
enhanced advertising

Streaming Apps

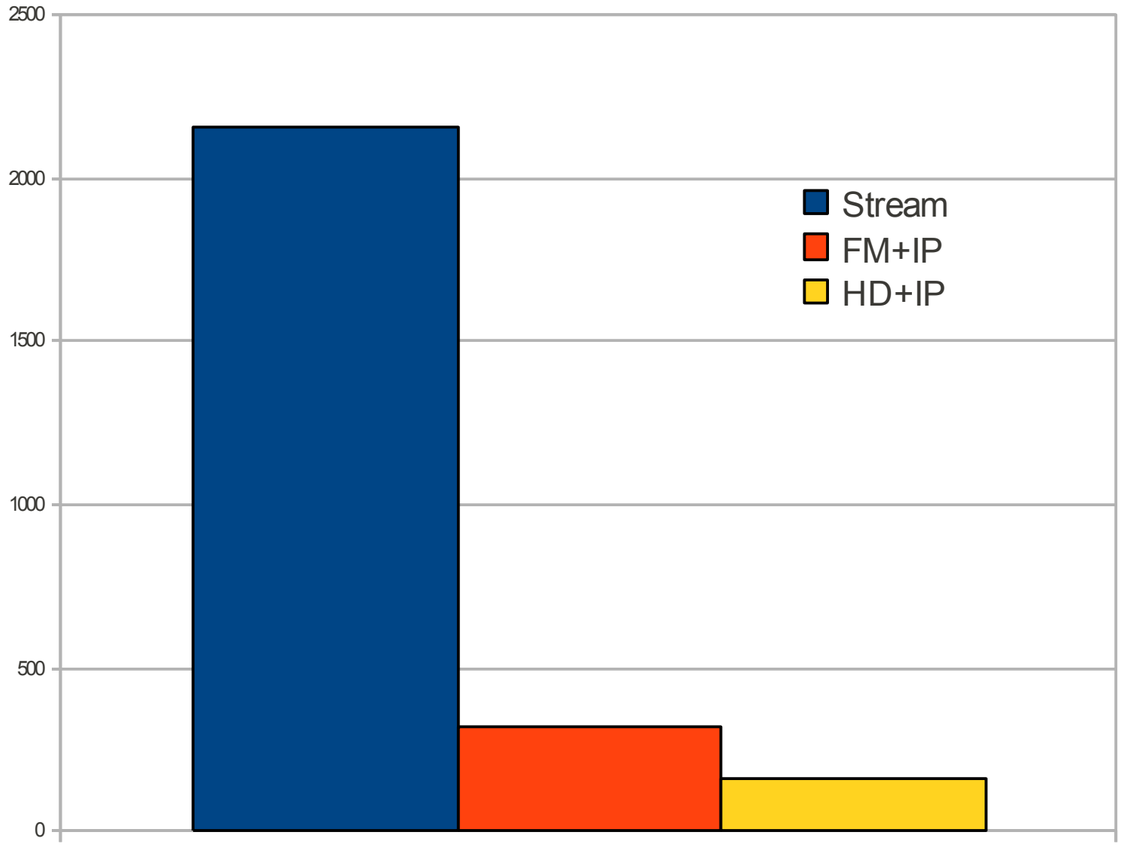


MB for 80 hours listening

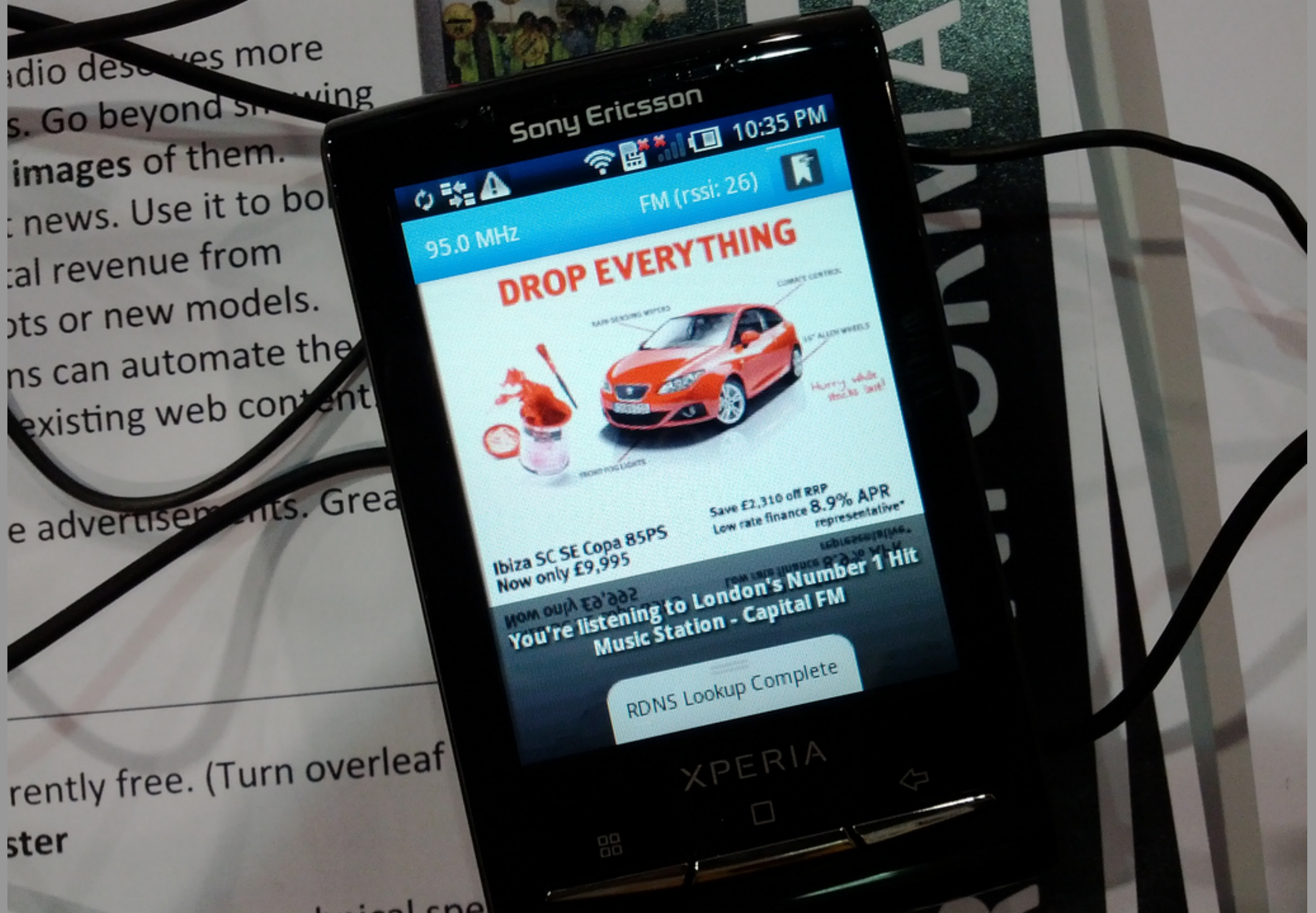
RadioDNS

- Use **FM or DAB+ Radio** – not Streaming
- Deliver **additional content** over IP
- Less buffering, **much less data consumption**
- Benefits **incumbent radio broadcasters**
- An **App-like Experience** for FM or DAB+ Radio

Hybrid Radio



MB for 80 hours listening

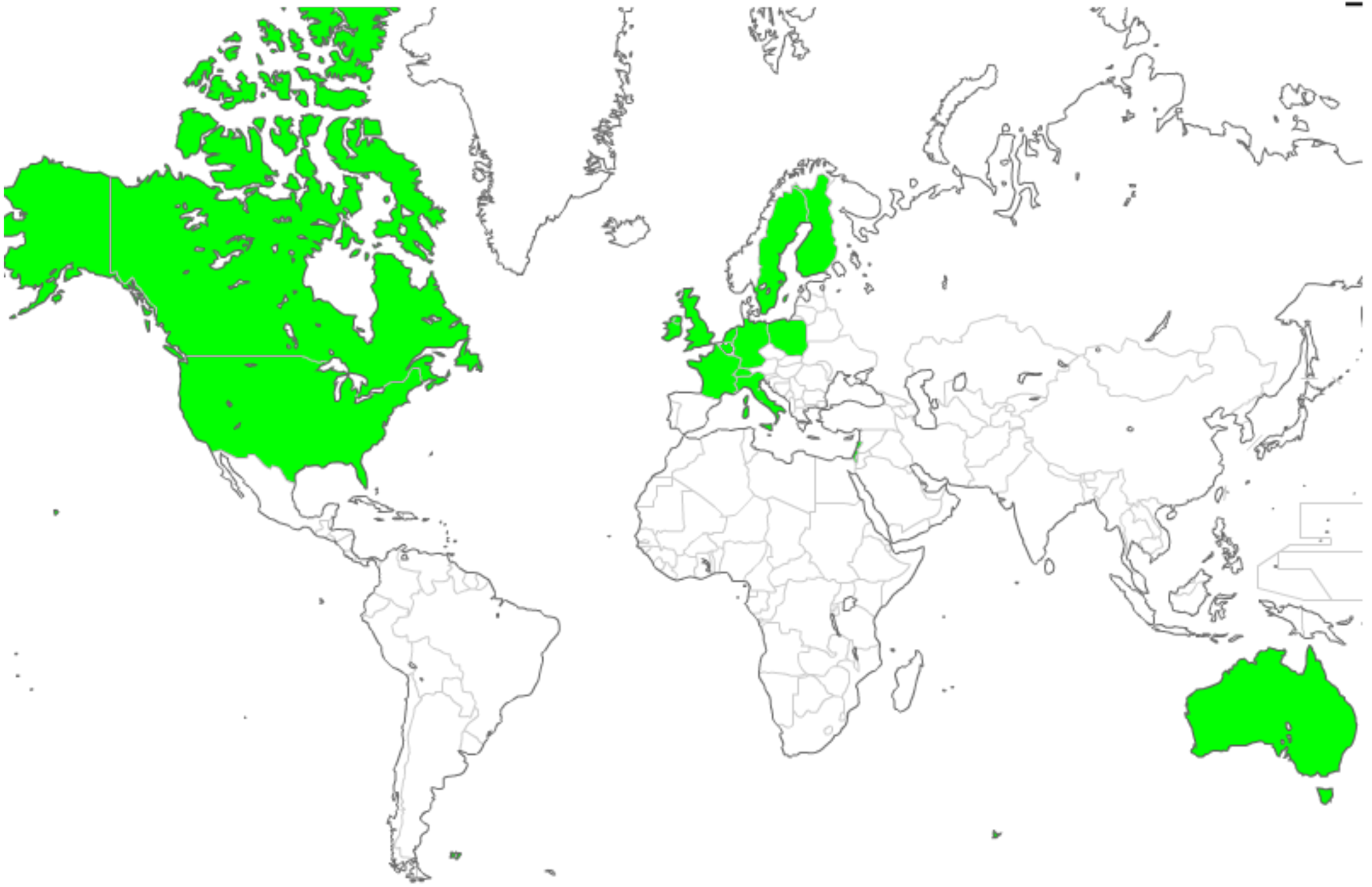

Sony Ericsson
10:35 PM
95.0 MHz
FM (rssi: 26)
DROP EVERYTHING
Ibiza SC SE Copa 85PS
Now only £9,995
Save £2,310 off RRP
Low rate finance 8.9% APR
representative*
You're listening to London's Number 1 Hit
Music Station - Capital FM
RDNS Lookup Complete
XPERIA

REVO
Not Fair
FM
AXIS

Sony Ericsson
12:03 PM
95.8 CAPITAL FM
ON AIR NOW
Roberto
10am - 1pm
NOW PLAYING
OLLY MURS
PLEASE DON'T LET ME
You're listening to Roberto playing OLLY MURS with PLEASE DON'T LET ME GO
XPERIA

PURE
08:30
PURE
sensia
PURE

PHILIPS



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RADIO

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RADIO

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SWR
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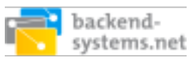
COXMEDIA
GROUP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