



# Global Standards for Hybrid Radio

Nick Piggott - Chairperson

# Hybrid Radio



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

The Internet adds targeted value  
**Enhanced content, Personalisation and Transactions**



# “Just write an app!”





The background of the slide is a dark, reflective surface, possibly a piece of polished metal or a high-quality plastic. In the center-left, there is a circular inset that provides a magnified view of a component, which appears to be a radio antenna or a speaker grille. The text is overlaid on this background.

# Open Standards for Hybrid Radio

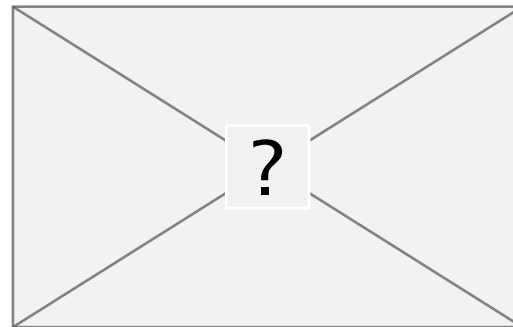
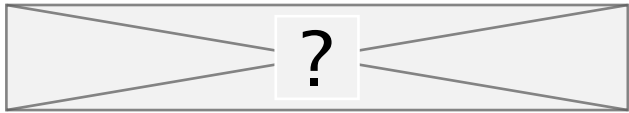
# Open Standards



# The RadioDNS Approach

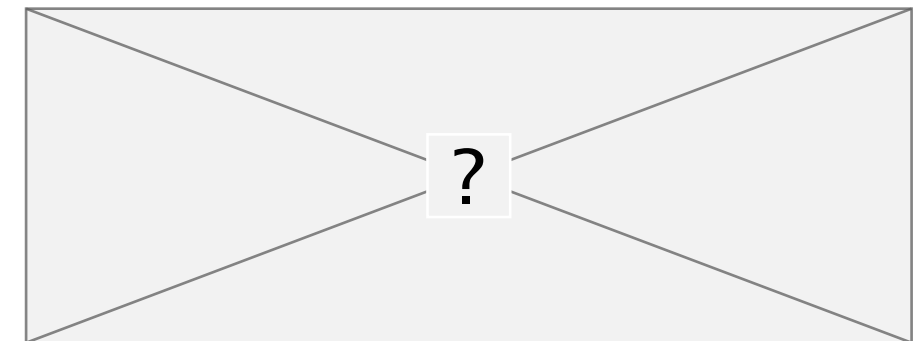
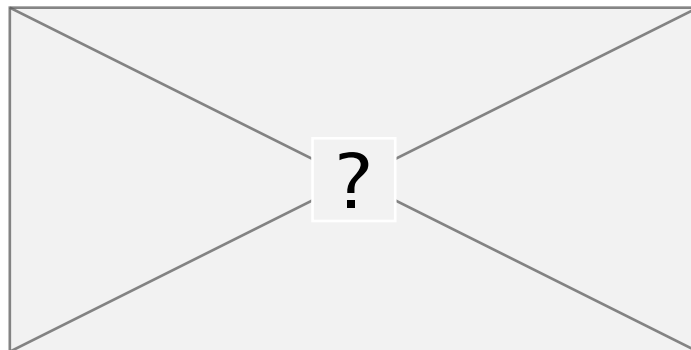
- **Open** standards, **open** source - **no patents**, no licences
- **Simple** technology - **re-purposing** what already exists
- **One** global standard that works with **all** broadcast radio
- **Open** organisation - **trustworthy**, reliable, transparent
- We're a **not-for-profit** operation

# Manufacturers



**NOKIA**  
Connecting People

**PURE**  
**PHILIPS**



# Our Progress



# DNS Lookup

- **95.8 Capital FM** (London) has RDS PI Code c479
- **RadioDNS** format is 09580.c479.gb.fm.radiodns.org
- **Any** DNS will translate this to rdns.thisisglobal.com
- **No** meta-data insertion to broadcast required
- **>99.999% uptime** - hosted in 3 locations on 2 continents





🔊 **NOW PLAYING**

**ED SHEERAN -  
Lego House**

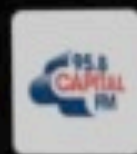
95-106  
**CAPITAL  
FM**

**On air now**  
**The Bassman**  
**1pm-4pm**





## Radio



Capital

**Now:** The Bassman

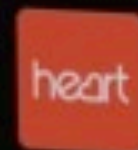
**Next:** Greg Burns



Classic fm

**Now:** Jamie Crick

**Next:** Classic fm Drive



Heart

**Now:** Nick Snaith

**Next:** Tim Lichfield



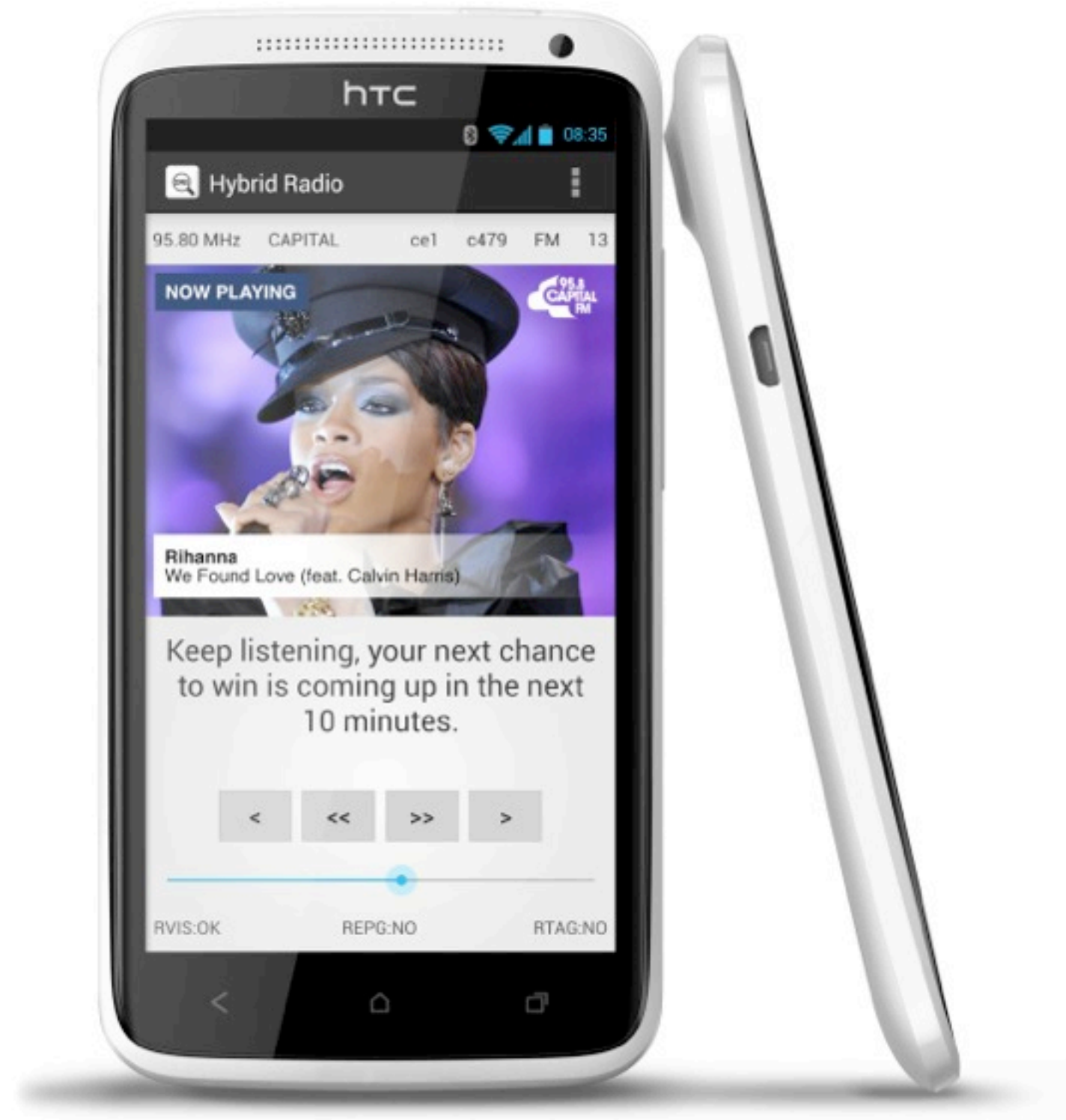
LBC

**Now:** Julia Hartley-Brewer

**Next:** James Whale

# FM-IP Switching

Come and see it demonstrated on C921





# FREE FUEL FOR A YEAR



Free fuel for a full year with any Citroën C1, C3, C3 Picasso, new C4, C4 Picasso and Grand.  
For more information and to receive your Free Fuel Voucher, visit [www.citroen.co.uk](http://www.citroen.co.uk)







# FREE FUEL FOR A YEAR



## Tagged



Free fuel for a full year with any Citroën C1, C3, C3 Picasso, new C4, C4 Picasso and Grand.  
For more information and to receive your Free Fuel Voucher, visit [www.citroen.co.uk](http://www.citroen.co.uk)



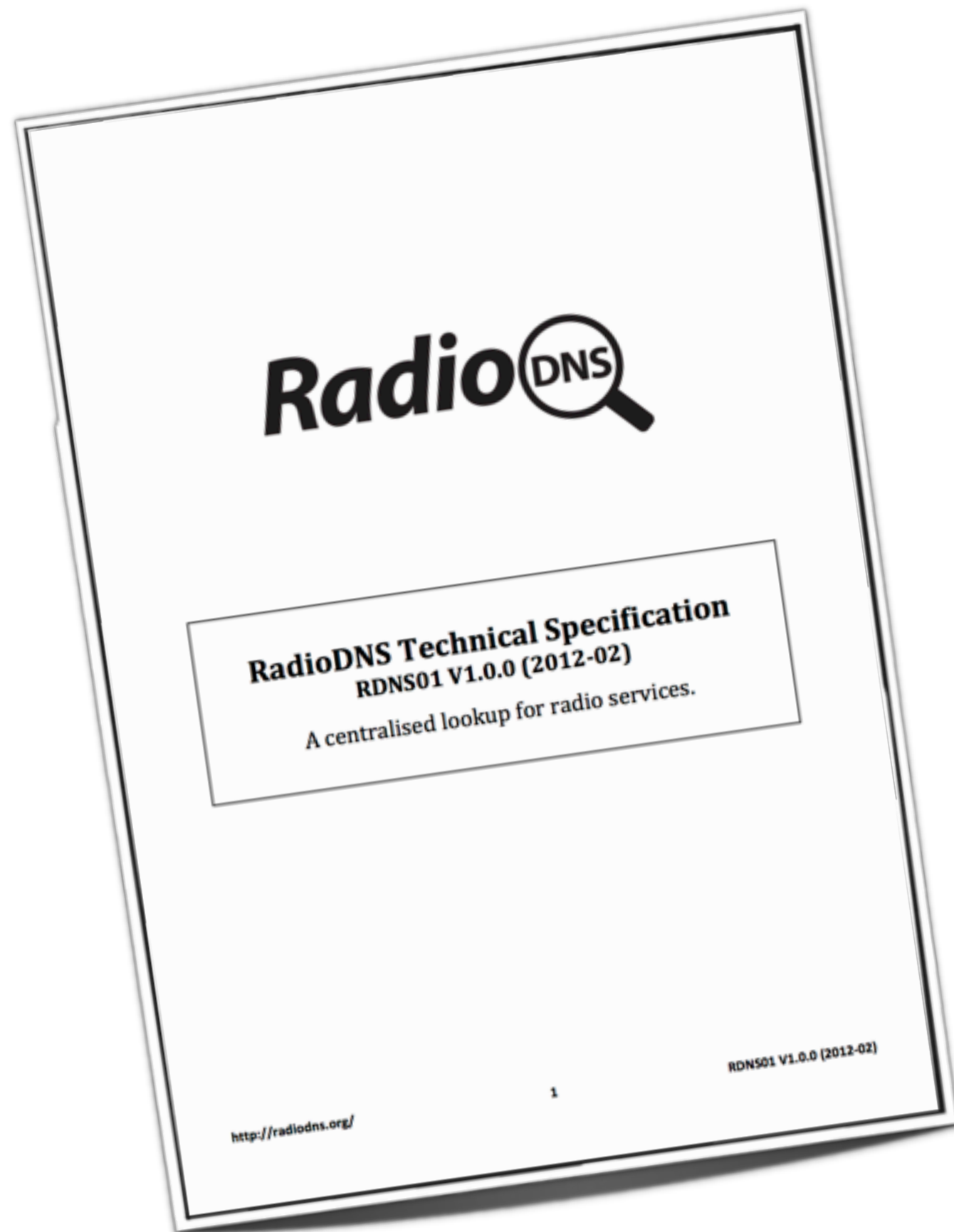
# my tags









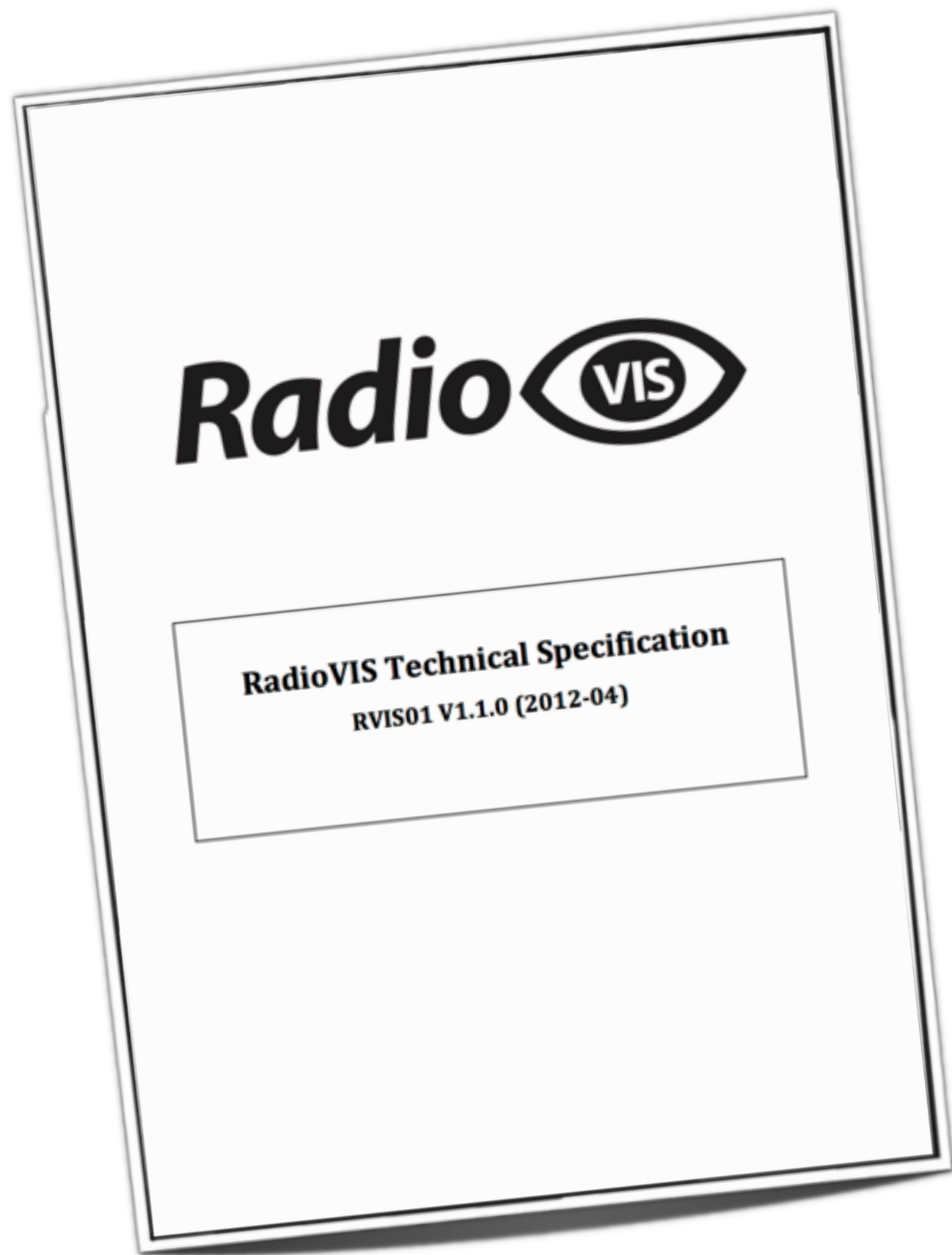


**14** pages long

Re-uses **existing technologies** in a new way

Builds on **established**  
Internet Tools

**Quick** to deploy



**Radio** 

## **Radio, visualised**

Simple to produce **visuals**

Supports **multiple resolutions** and screen densities as requested by the client device

Device caching possible to **reduce bandwidth** requirements



**Radio** 

**Tune by name and logo**  
**Follow across FM/HD & IP**

**Service information** provides logos  
and station names

**Programme information** provides  
detail on individual programmes

Enables **automatic following**  
between broadcast and IP streaming



# **Radio**

## **Interactivity for radio**

“One Touch” **Interactivity** for radio

Designed strongly with **automotive** / mobile in mind

Tag now, view your list of tags **later**  
(on device, mobile, web)

### **Time-shifted** interactivity

Winner 2012 Radio Academy Technical Innovation Award

Winner 2012 NAB Technical Innovation Award

The logo consists of the word "Radio" in a large, bold, sans-serif font, followed by the word "TAG" inside a tilted rectangular box with a small dot at the top right corner.

# RadioTAG

## RTAG01: Technical Specification

v0.6.1 (2009-06-15)

All contributions and comments  
should be sent to [feedback@radiodns.org](mailto:feedback@radiodns.org)

This document is still a work in progress and is regularly  
being updated. Please ensure you have the latest revision  
available from <http://radiodns.org/>

v0.6.1 (2009-06-15)

1 of 25

RadioTAG

# Common Attributes

Enhance **broadcast radio**

Re-use **existing technologies** or use  
widespread Internet technologies

Designed to target the device ***directly***

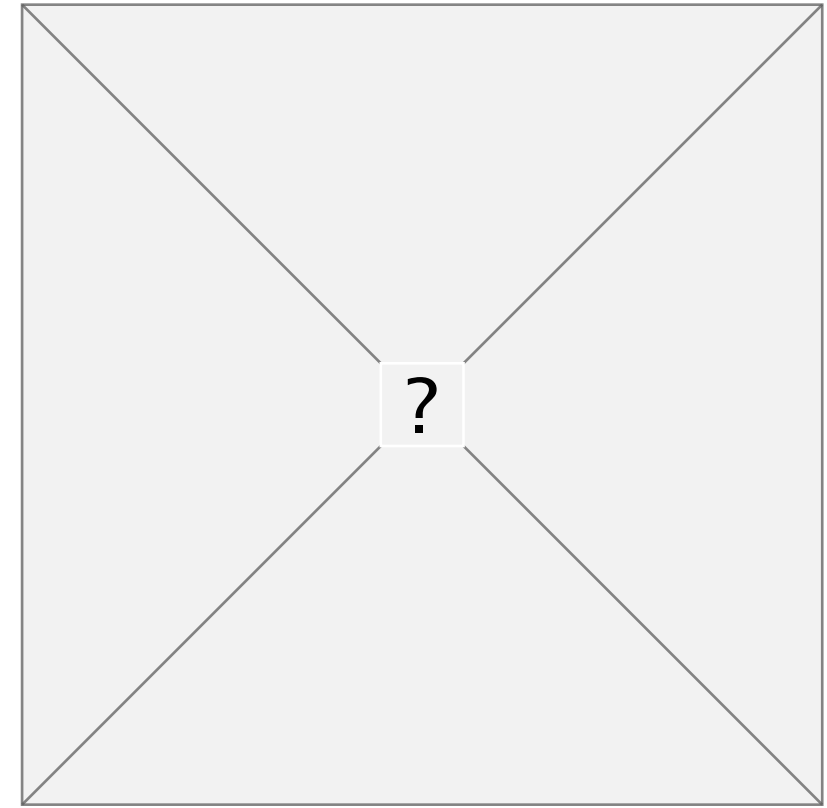
Simple **entry-level** points for  
Broadcasters and Manufacturers

Broadcasters and/or Manufacturers  
can delegate **Service Providers** to  
provide services for them



# ARD





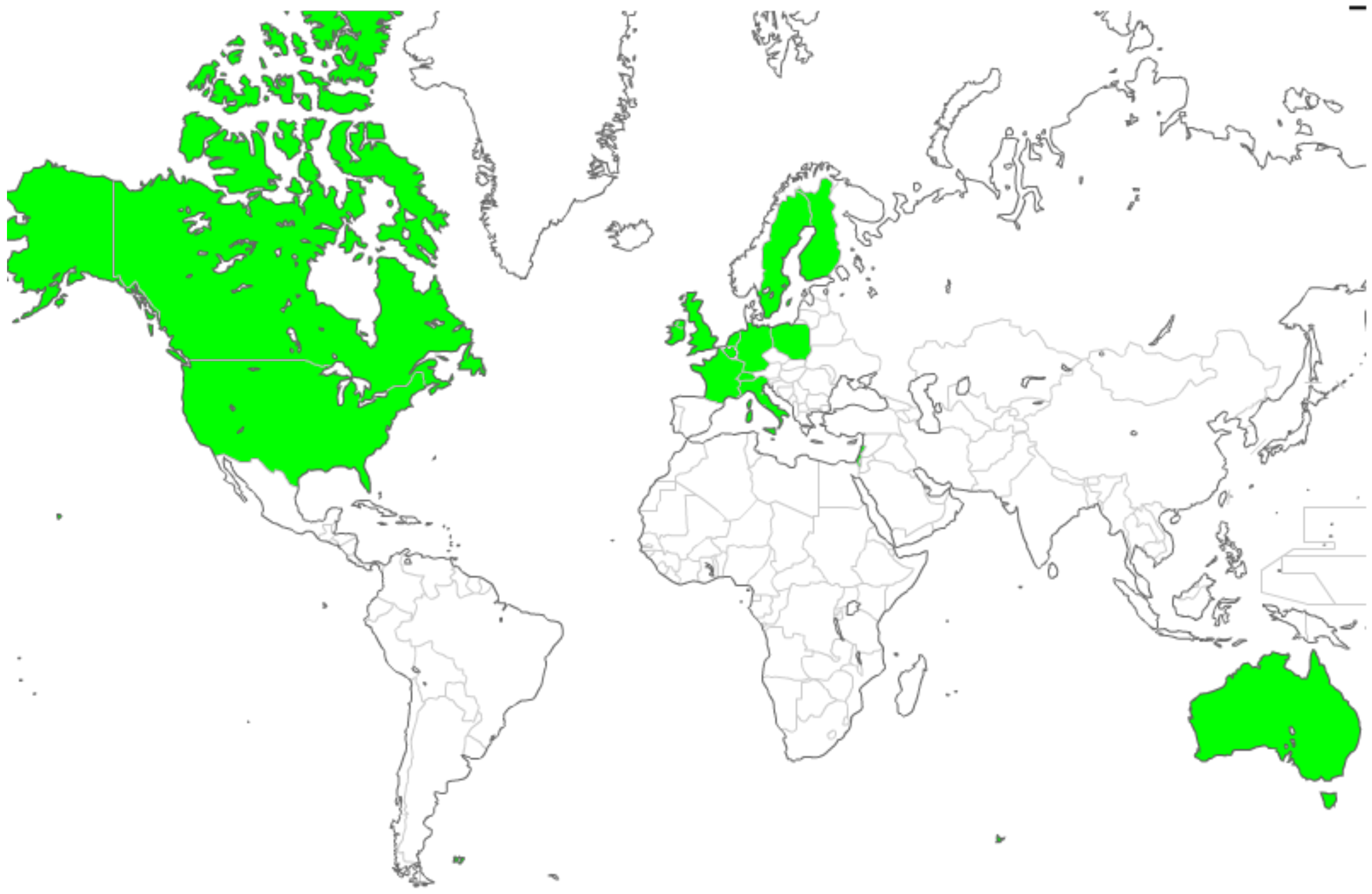


BBC

ARD 

- 143m population
- 70m listeners/week





gmgradio

Absolute  
Radio

commercial radio  
ANALOGUE

FRONTIER  
SILICON

NAB

Imagination  
TECHNOLOGIES

BBC

EBU-UER

clearchannel  
MEDIA + ENTERTAINMENT

mediauk

IRT

ABC

global  
RADIO

BAUER  
radio

SRG SSR

tunein  
RADIO

orion

SWR  
SÜDWESTRUNDFUNK

UBC media group

vTuner

COX MEDIA  
GROUP

backend-  
systems.net

RECIVA  
INTERNET RADIO

rtbf.be  
Radio-Télévision belge  
de la Communauté française

aim  
All In Media

BIQUITY  
DIGITAL

emmis/interactive



# What Now?

- We would like more **US** broadcasters involved
- Being a Supporter is **Free**
- **Members** can attend meetings and vote
- Email us - **feedback@radiodns.org**
- Or visit the website - **<http://radiodns.org>**



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