



Project Logo

Open meta-data for hybrid radio

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Chair, RadioDNS

Agenda

RadioDNS – brief recap

Radio and Music in the Car

Project Logo - A Better User Interface for Radio

Delivering **Project Logo**

Project Logo 2015 Targets



Radio **DNS**®

HYBRID RADIO



Not-for-profit membership organisation

Create **technical standards** for hybrid radio

Operate a **root DNS server** for hybrid radio lookups

We **don't intermediate** in connections

Hybrid Radio



Broadcast works for the mass market
Reliable, ubiquitous, free

The Internet adds value
Enhanced experience & interactivity



Our Members



Audi



BBC



digital one

EBU



NRK



rtbf



SRG SSR

SWR

tunein



ETSI TS 103 270 V1.1.1 (2015-01)



RadioDNS Hybrid Radio;
Hybrid lookup for radio services

EBU
OPERATING EUROVIS

ETSI TS 102 818 V3.1.1 (2015-01)



Hybrid Digital Radio (DAB, DRM, RadioDNS)
XML Specification for Service and
Programme Information (SPI)

European Broadcasting Union  Union Européenne de
Radio-Télévision
EBU-UEB
DAB
DIGITAL AUDIO BROADCASTING

ETSI TS 101 499 V3.1.1 (2015-01)



Hybrid Digital Radio (DAB, DRM, RadioDNS);
SlideShow;
User Application Specification

European Broadcasting Union  Union Européenne de
Radio-Télévision
EBU-UEB
DAB
DIGITAL AUDIO BROADCASTING

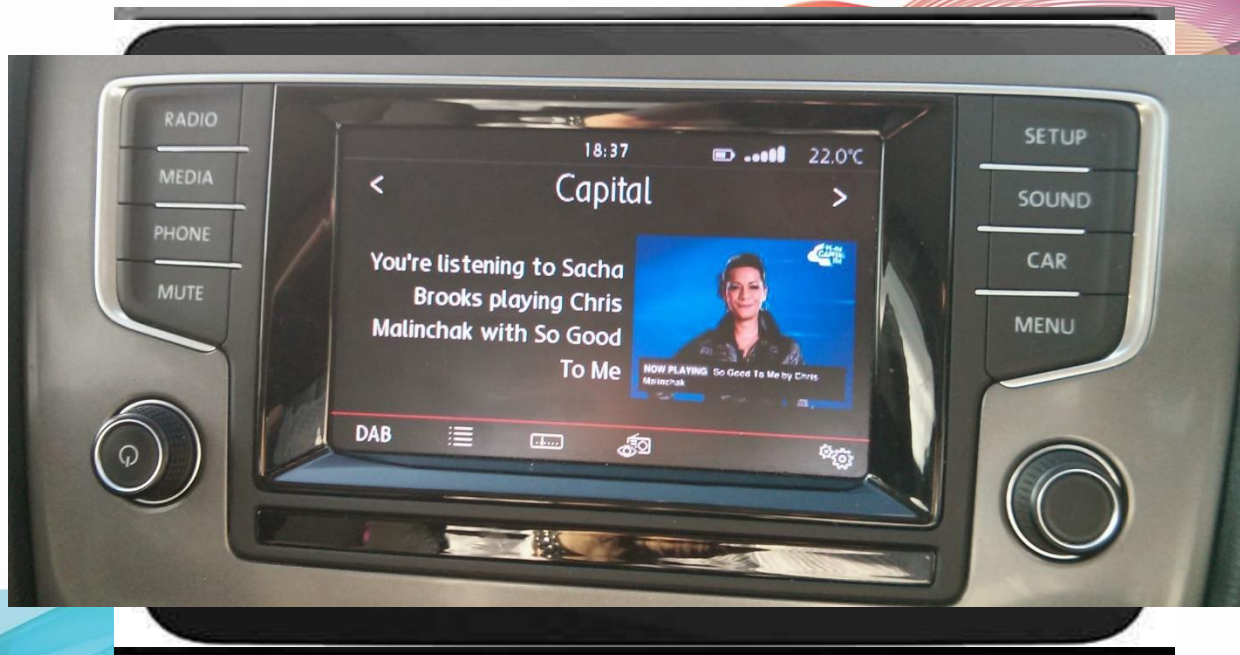


LIGHTER

55 7 9 12 14 16
88 92 96 100 104 108 FM

BLUES BROTHERS TP 19217
BRIEFCASE FULL OF BLUES ATLANTIC

Radio and Music in the Car







8:27



LTE



Phone



Music



Maps



Messages



Now Playing



COMAND



Podcasts



Spotify

MAP

DISP

COIN 0.00
10 Radio Stations

2:59

34 mins to LAX
Normal traffic on I-110 S

Los Angeles
Clear 79° 83°
63°

(240) 277-5247
Recent call

Navigation, Phone, Home, Music, App Store icons

POWER
PUSH

3:00



PASSENGER

PASSENGER
AIR BAG

TUNE



P Range

55mi

40
100
120
140

Spotify

Can't Fight This Feeling
REO Speedwagon

11:16

⏪ ⏸ ⏩ ⋮

11:16

RADIO MEDIA PHONE BLUETOOTH MAP NAVI APP SETUP

73°

73°

RADIO

MEDIA

UVO

SEEK

TRACK

POWER
PUSH

VOL



iHeartRadio

12:32



Blank Space

Taylor Swift | Meghan Trainor Radio



MAP
VOICE

NAVI

PHONE

INFO

SETUP

TUNE

FILE



FRONT

AUTO

A/C

MODE



8 character Station Name (PS)
1 genre
64 character Radiotext (RT)



16 character Station Name

1 genre

128 character Dynamic Text

Fixed size logo assets (in EPG)

Fixed size images (Slideshow)

Fixed size assets
are a problem for
growing screen
resolutions





Works Best

Looks Worst



Presence

Prominence



Project Logo

Using open meta-data to design a better user interface for radio

Meta-Data

A **great** User Interface needs rich, reliable meta-data and graphical assets

Broadcasters need to provide meta-data, consistently and widely

Manufacturers need to be sure that minimum elements will be consistently provided



Radio



Capital

Now: The Bassman

Next: Greg Burns



Classic fm

Now: Jamie Crick

Next: Classic fm Drive



Heart

Now: Nick Snaith

Next: Tim Lichfield

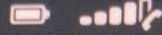


LBC

Now: Julia Hartley-Brewer

Next: James Whale

10:14



11.0°C



LBC



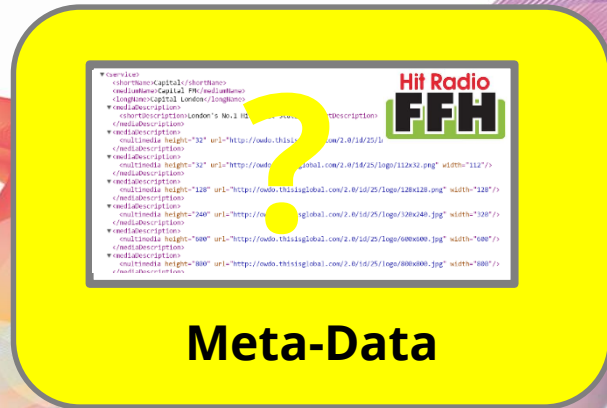
D1 National

On Air Now on LBC: Ken
Livingstone & Christopher
Meyer



DAB





Project Logo

Uses RadioDNS **Service & Programme Information** standard (TS 102 818 v3.1.1) to provide meta-data to hybrid radio devices

Specifies a **mandatory minimum meta-data set**

All meta-data comes **directly** from broadcasters

Project Logo

Doesn't force a specific user interface model on manufacturers

Intended to enhance **existing user interfaces**, not replace them

No requirement to implement a platform-neutral UI

Minimum Meta Data

Station Name – 8, 16 and 140 characters

Description

Genre(s) – multiple using EBU/TVA standards

Logos - 32x32px; 112x32px; 128x128px; 320x240px; 600x600px

Frequencies & Service IDs – PI codes, SID/EID codes

Logos



CLASSIC *f*M



CLASSIC *f*M



CLASSIC *f*M

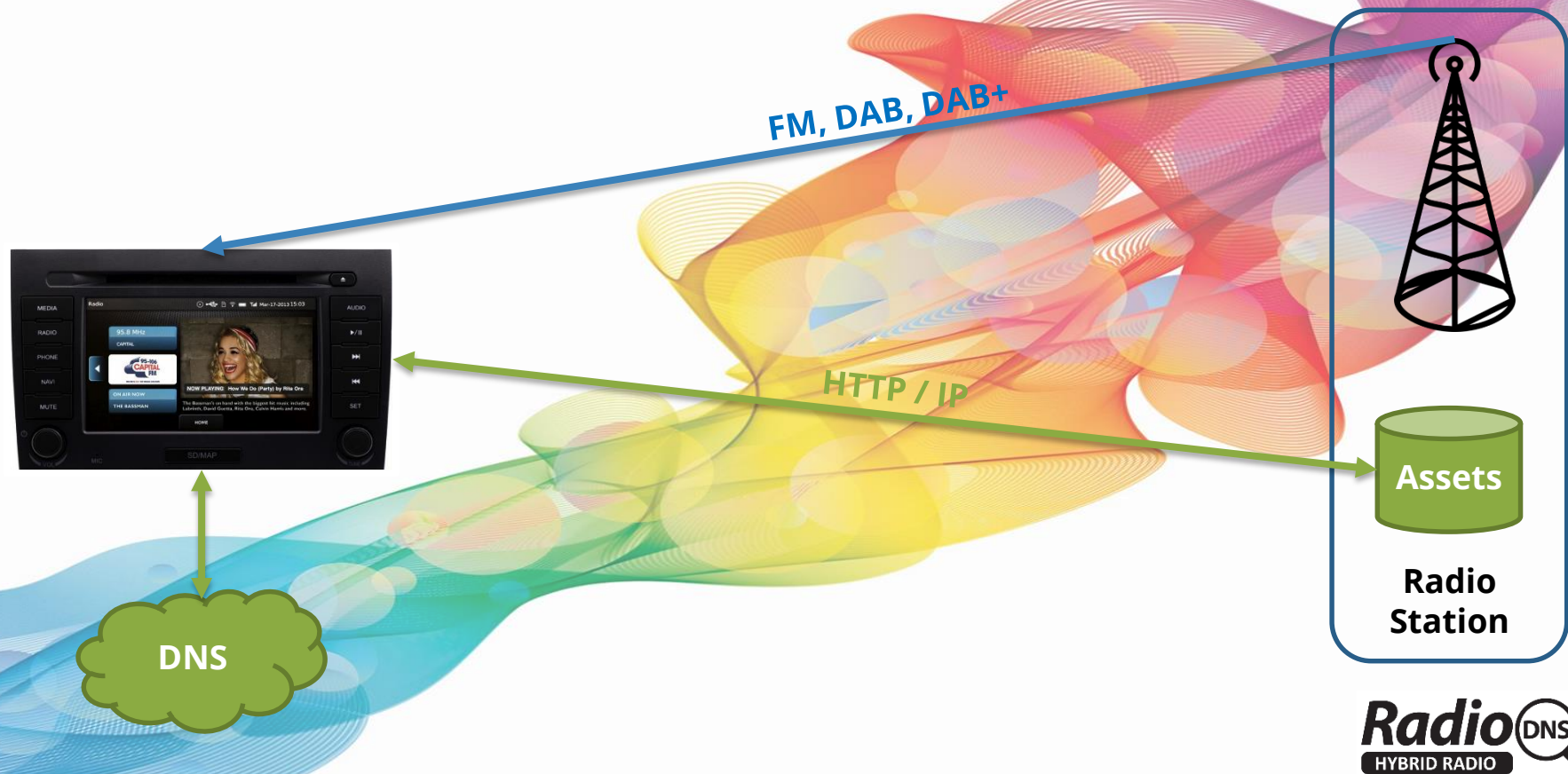


CLASSIC *f*M

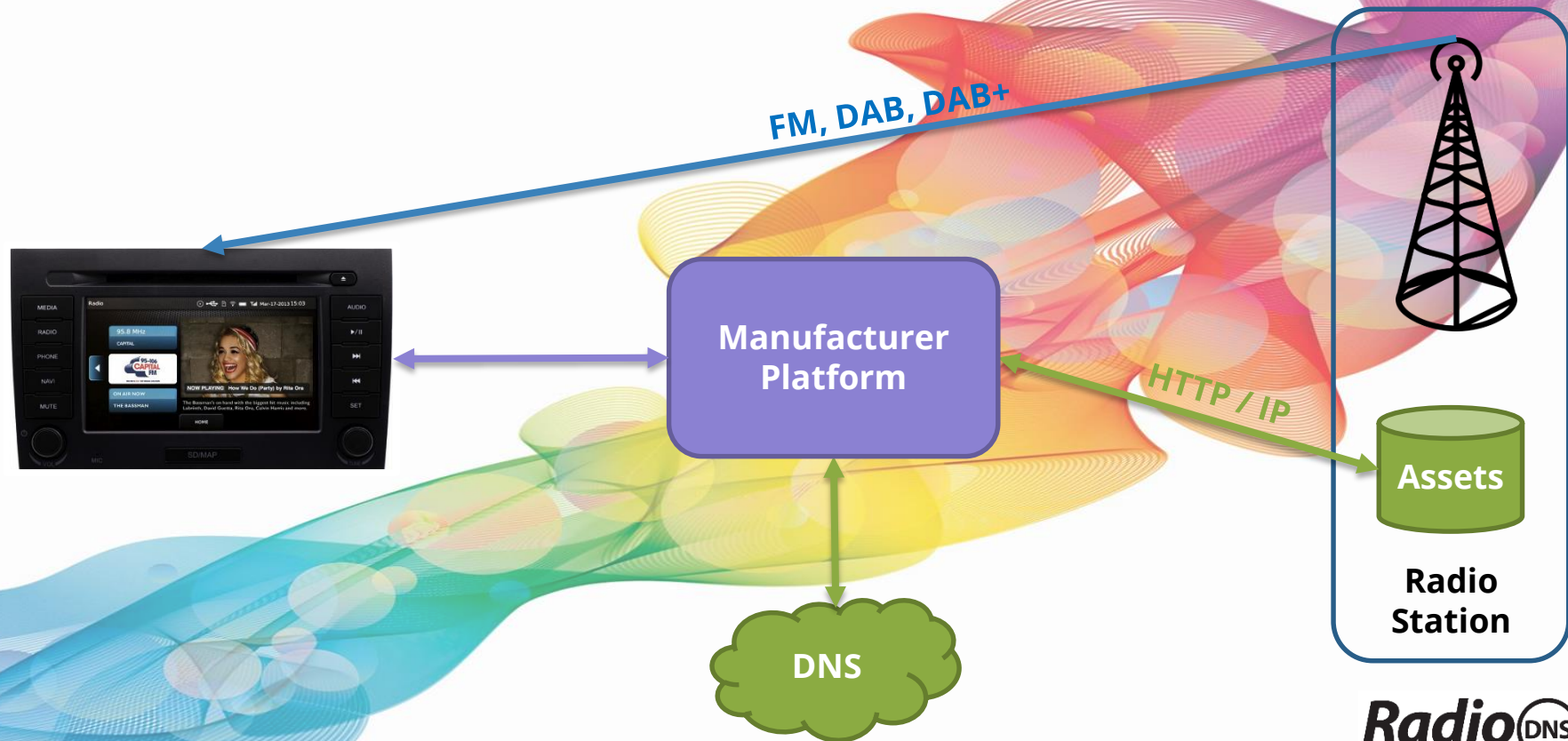


CLASSIC *f*M

Meta-Data Flow



Meta-Data Flow



Project Logo

Specifies **minimum meta-data** from radio stations

Combinable with existing sources of meta-data –
FM-RDS RT, DAB Slideshow etc.

Direct from the radio station – no single point of failure

ETSI standards – open, reliable, longevity

Global solution – FM, DAB, DAB+, HD Radio

Delivering Project Logo

Helping broadcasters provide meta-data

Making Meta-Data

Meta-data must be **widely available** to justify updating User Interfaces to use it

Broadcasters **already have** all the assets (usually for their own apps)

Project Logo / SPI uses **standard** HTTP / XML / PNG / JPG files

Helping broadcasters **repurpose** their content

Integrate to existing systems

HOWTO documents and open-source code examples

<http://radiodns.org/developers>

Manual Build Tool

Web interface to manually create XML files

<http://si.radiodns.org>

Third Party System Providers

Companies who support Project Logo on their platforms

<http://radiodns.org/partners>

Radioplayer

Industry-led radio portal that also supports hybrid radio

<http://radioplayer.co.uk>

EBU

Enabling Project Logo for Public Service Broadcasters

<http://ebu.io>

Create Service Provider

The Service Provider is the organisation/company that is providing this SI file. You should provide some basic information on the Service Provider.

If you don't want to describe a Service Provider, you can use the Skip button at the bottom of the page.

Names

Name of this Service Provider.

Name 1	<input type="text"/>	Remove Name
Length	<input type="text" value="Short (8 chars)"/>	
Language	<input type="text"/>	

Name 2	<input type="text"/>	Remove Name
Length	<input type="text" value="Medium (16 chars)"/>	
Language	<input type="text"/>	

[Add another Name](#)

Descriptions



radio
player

EUROPEAN BROADCASTING UNION

PROJECT LOGO UPDATE

MATHIAS COINCHON

EBU TECHNOLOGY & INNOVATION

18TH JUNE 2015

EBU

OPERATING EUROVISION AND EURORADIO



THE EUROPEAN BROADCASTING UNION

73 broadcasters members from 56 countries

The world's leading alliance of public service media

Represents 900 Radio stations



PROJECT LOGO OBJECTIVES

**PROVIDE LOGO FOR OUR
MEMBERS' STATIONS**

**PROVIDE THEM DIRECT
CONTROL ON IT**



INFRASTRUCTURE

We provide the service for our broadcasters members

EBU RADIODNS MANAGER 3.0



Scalable Cloud based infrastructure hosting RadioDNS services

Implementing DNS, Service and Programme Information, RadioVIS

Each broadcaster can authenticate and control its entries

We help broadcasters to enter the metadata

Open to non-members under certain conditions



Mathias ▾

Search:

RADIO DNS

My Stations

My Channels

Service Provider

SERVICES

EPG Shows

EPG Schedule

EPG All Station Logos

EPG Service following

VIS All Channels Images








MEDIA

Logo Images (Provider/EPG)

RadioVIS Gallery

SYSTEM

System Status

	Name	Service Provider	FQDN	Services	
	FIP	Radio FR	fip.frsrf.radio.ebu.io.	VIS frsrf.vis.radio.ebu.io:61613 EPG frsrf.epg.radio.ebu.io:80	Details Edit Delete
	France Bleu	Radio FR	francebleu.frsrf.radio.ebu.io.	VIS frsrf.vis.radio.ebu.io:61613 EPG frsrf.epg.radio.ebu.io:80	Details Edit Delete
	France Culture	Radio FR	franceculture.frsrf.radio.ebu.io.	VIS frsrf.vis.radio.ebu.io:61613 EPG frsrf.epg.radio.ebu.io:80	Details Edit Delete
	France Info	Radio FR	franceinfo.frsrf.radio.ebu.io.	VIS frsrf.vis.radio.ebu.io:61613 EPG frsrf.epg.radio.ebu.io:80	Details Edit Delete
	France Inter	Radio FR	franceinter.frsrf.radio.ebu.io.	VIS frsrf.vis.radio.ebu.io:61613 EPG frsrf.epg.radio.ebu.io:80	Details Edit Delete
	France Musique	Radio FR	francemusique.frsrf.radio.ebu.io.	VIS frsrf.vis.radio.ebu.io:61613 EPG frsrf.epg.radio.ebu.io:80	Details Edit Delete
	Mouv	Radio FR	mouv.frsrf.radio.ebu.io.	VIS frsrf.vis.radio.ebu.io:61613 EPG frsrf.epg.radio.ebu.io:80	Details Edit Delete

Showing 1 to 7 of 7 entries

PROJECT LOGO PROGRESS

Active: France, Italy, Spain, Sweden, Switzerland, Belgium, Hungary, Slovenia

In progress: Austria, Poland, Norway, Portugal, Czech Republic

Active but not using EBU: UK, Germany, Netherlands



GET INVOLVED

Contact:

Mathias Coinchon

coinchon@ebu.ch

<http://tech.ebu.ch>

<http://ebu.io>

EBU

OPERATING EUROVISION AND EURORADIO





Project Logo Targets 2015

Our ambition for this year

Targets

We're focusing on the **biggest stations** that have the most listening – counting market share, not stations

We're prioritising the **biggest radio markets** – but anyone can join any time

We're working with **industry bodies**

2015

Project Logo meta-data will be available for:

60% of listening in the EU5 (France, Germany, Spain, Italy, United Kingdom)

50% of listening in another 5 EU countries

50 biggest US markets

Announcements

We'll be making our first announcement about progress **very soon**

Subscribe to the **Project Logo mailing list**

Monitor the **project pages**

<http://radiodns.org/get-involved/project-logo>

The Beginning

Project Logo is the first step in widespread hybrid radio rollout

Mutual demonstration of confidence and investment in hybrid radio

Other RadioDNS Hybrid Radio projects:

Visuals – dynamic images, sized to fit the target screen resolution

Programme Information – access live and on-demand content

Tag – one-button interactivity developed with automotive in mind



Project Logo

Open meta-data for hybrid radio

<http://radiodns.org/get-involved/project-logo>