

Radio DNS[®]

HYBRID RADIO



Eleventh General Assembly

6th February 2017
EBU, Geneva

WiFi Code: 3370

Steering Board 2016

Review of Actions and Decisions

WiFi Code: 3370

Steering Board Meetings 2016

The board met 4 times:

- [SB21](#) - 6th April 2016
- [SB22](#) - 7th June 2016
- [SB23](#) - 19th September 2016
- [SB24](#) - 12th December 2016

Standard Licence & Guidelines

Discussion at July 2016 [Automotive Workshop](#)

Automotive manufacturers want legal surety that they can use assets provided by broadcasters using RadioDNS' standards

Broadcasters want to know that their assets are going to be used correctly

Standard Licence & Guidelines

We consulted during H2 2016

Board debated at length the best solution

Decision:

To create a Standard Licence for Metadata (with Guidelines) and encourage broadcaster adoption

HbbTV - DNS Services

HbbTV added DNS discovery to their standard

They approached us to provide their DNS lookup service for their users

Revenue generating opportunity for RadioDNS

Decision:

To provide a DNS lookup service to HbbTV

Changes to Standards

Some **broadcasters** want to provide “private” streaming URLs and links to enhanced content only to trusted partners

Needed to adapt the **SPI** standard to be able to identify who was asking for metadata

Changes to Standards

NPR requested that we add better support to **SPI** to identify presenters, guests, contributors

Automotive Manufacturers requested that we add support to **SPI** enable voice navigation

Standard Metadata Licence may need a new location in the **SPI** document

Changes to Standards

Decision:

Amend the SPI standard (TS 102 818) to add:

- Client Identification
- Programme roles
- Phonemes
- Licence URLs

Trademarks

We have secured trademarks in most territories that we wanted

Decision:

Not to register the trademarks in any more territories at this time

Project Director

Initial Project Director contract ran Feb-July 2016

Project Director runs the Project Office.

The Project Co-ordinator role is currently vacant

Decision:

To renew the contract for August - January 2017 and then January 2017 - January 2018