RadioDNS
Thirteenth General Assembly
11th February 2019, 14:00 - 17:00 (CET)

Agenda

14:00	**Welcome** and round-table introductions *Walter Houijten, Chair*
14:10	**Members' Business** VOTE: Approval of the Minutes of the 12th General Assembly VOTE: Approval of the 2018 Accounts *Ben Poor, Secretary*
14:30	**Steering Board 2018** Review the Steering Board's 2018 activities *Nick Piggott, Project Director*
15:00	**Discussion and Questions on the 2018 Steering Board Activities** Round-table discussion VOTE: Approval of the 2018 Steering Board decisions *Walter Huijten, Chair*
15:20	**Steering Board Elections 2019-2020** Explanation of the Election process, and **close of Voting** *Nick Piggott, Project Director*
15:30	Coffee
15:50	**Steering Board Elections 2019-2020** Results of the Elections *Nick Piggott, Project Director*
16:00	**Strategy and Plans for 2019** Presentation of the Strategy Presentation of the 2019 Plans, including the Technical Group Workplan *Nick Piggott, Project Director* *Ben Poor, Technical Group Chair*
16:30	**Discussion and Questions on the Strategy and 2019 Plans** Round-table discussion VOTE: Approval of the 2019 Plans *Walter Huijten, Chair*
16:55	**Any Other Business** *Walter Huijten, Chair*

17:00	Close *Followed by* *Drinks and Nibbles*

Attendees

David Layer (National Association of Broadcasters)
Heiko Meertz (Tune In GmbH)
John Farrell (Frontier Smart Technologies)
Nicolas Bresou (maRadio.be)
Walter Huijten (NPO)
Megan L Williams (NPR)
Mike Pilone (NPR/PRSS)
Chris Gould (AIM/Xperi)
Paolo Casagranda (Rai - Radiotelevisione Italiana SpA)
RAFFAELE TERAONI PRIOLETTI (RAI - CRITS)
Cas Adriani (Pluxbox)
Christian Winter (Audi)
Thomas Saner (SRG SSR)
Alexander Erk (IRT)
Jeff Sottolano (Entercom)
Nacho Seirul-lo Salas (NXP) *
Ben Poor (EBU)
Lawrence Galkoff (Radioplayer)
Simon Tuff (BBC)

Apologies

John Vermeer (iHeartMedia) - Proxy
Håvard Wien (NRK)

Minutes

1. Welcome

Walter Huijten (Chair) opened the meeting and thanked the members for attending, and the EBU for hosting, handed over to Ben Poor.

2. Member's business

- **The Agenda was approved.**
- **Minutes of the 12th General Assembly were approved**
- **2018 Accounts were approved**

3. Steering Board Activities 2018

The review was presented by Nick Piggott:
RadioDNS activities fall into 3 areas

Operation - Happy with the performance we are getting from RadioDNS core functionality. All registration requests are validated and change requests are usually made within a day.
Last year we had over 300 technical support requests, across the board of users.
We would like to create more 'How to' documentation in 2019.

Education - Education is the majority of our work and we continue to educate about what Hybrid Radio is and how RadioDNS fits into the hybrid radio ecosystem.
NP ran through some common questions.
NP explained that our experience is that talking to people face to face about hybrid radio is more effective than emails or online, and that continuing to show and interact is important.
Example given: Radiodays Europe, showing programme makers what they can do with their broadcast in a car. Experiencing this was worthwhile and more impactful than just talking about it. Other examples given such as Audi presenting to NAB.
Thanks were given to Audi for all their hard work and commitment, the project office and board acknowledged how much this has helped RadioDNS.
WorldDAB partnership is valuable as we can present a joined-up solution together to create best user experience, and present it together to manufacturers.

Organisation - How can we get rid of obstacles and make hybrid radio grow faster?
A key concern has been about proper use of metadata. We've addressed that by looking into how our standards can be adapted to identify who is asking for metadata, and by developing our Standard Terms of Use.

Technology Group
Ben Poor updated on Technology Group:
Created schedule of work throughout the year.
Updated standards for service info and hybrid radio lookup to cover key projects:
1. Added client identifier functionality to control access to enhanced metadata data (if required) - for example, higher quality streaming bit rates or logos.
2. Added functionality for HD Radio multi- channel usage
3. Fixed for incorrect XML schema references (GeoRSS)

Ben Poor agreed to Chair the TG for a further year.

TG Plans for 2019:
- Complete all outstanding changes to hybrid look up specification
- Adapting the SPI Metadata standard to add phoneme (speech recognition support) and contributor role definition
- Create a better working platform to communicate and deal with issues.

2018 saw our first project team created to define how to support HLS and DASH streaming

formats.

Nick Piggott updated the meeting on how we have been working on platform compliance.

Growth
We started 2018 on 25 members and now have 28, so continuing to grow. We would like to get to 30 in 2019. Continued growth in US, with field drive testing happening soon.
Canada has launched with Radioplayer in Canada and we have just received registration requests from Russia.
We don't publish a number of registrations using RadioDNS, but almost all registrations are being used.
Reminder: there are cars on the road with RadioDNS in them.

4. Discussion and Questions on the 2018 Steering Board Activities

DL: Does the number of registrations mean the number of broadcasters?
NP: We count registrations (stations) rather than broadcasters. Most FM stations are single bearers.
Mike Pilone (NPR): We get a lot of questions about making metrics more valuable for the broadcasters
BP: Metrics sit on broadcasters side of things, so broadcasters can track it themselves to an extent now by looking at their server logs.
Mike Pilone (NPR): Could manufacturers get collect and provide metrics such as how long listened or did listeners skip etc
Christian Winter (AUDI): Some radio stations are adding identifiers to their streaming URLs, but there is no direct feedback from device. Something we could talk about in the Technology Group?
BP: Use cases for client identifier could be that if client or manufacturer identifies itself in a certain way, it could return a different URL to the stream.
NP: We could write a how-to guide for this. RadioDNS can't see traffic, but this info is hitting your servers. We don't have a formalised specification, but some of the inherent functionality can give insight already without having to share info.
   ● **Unanimous approval of the 2018 Steering Board decisions.**

5. Steering Board Elections 2019-2020

Nick Piggott explained the voting process and closed voting.
Results of Steering Board Elections 2019-2020:
David Layer - Chair
Ben Poor - Secretary
Kath Brown
Joe D'Angelo
Alex Erk
Nacho Seirul-lo Salas

John Farrell
Ron Walker
Walter Huitjen
Dave Walters
Christian Winter

Thanks given to Walter for being Chair for the past 2 years and the new Steering Board will meet in May.

6. Strategy and Plans for 2019

RadioDNS has 2 challenges:
- Growth in demand for support
- Contining to educate people.

Therefore, more people will be working for RadioDNS to leave Nick free to look at growth, engagement, policy and legal:
- Project Co-Ordinator - Rosie Kendrick, working one day a week, across the week.
- Technical Project Co-Ordinator - to deliver technology projects

Project logo - this is solving an immediate problem plus an opportunity to start conversation about Hybrid Radio. Logos are wrong on the dashboard, and we can deliver a better solution.
 Joint survey with WorldDAB being undertaken to understand and get a more quantifiable idea of when and what manufacturers and broadcasters are planning regarding hybrid radio.
Project logo on our website is where you find:
- Step by step - here is how you find a station logo
- Coverage information

Standard Terms of Use - we've put in place really good technology, now need to back up with precision in responsibility and liability. The standard terms of use will enforce technical compliance and define correct use.
Publishing draft today and starting a 2 month consultation period.

Discussion about what is in the Standard Terms, as last significant obstacle as far as people adopting RadioDNS.
DL: how is it going to be socialised
NP: on our website - downloadable draft consultation and how to respond, press release in industry press

Technology Projects - more focus on delivering technology products as better tools makes everyone more efficient. We have a testing platform and need to spread this out. This year we will also do service testing.
Auto manufacturers have told us they struggle with who to report faults to, we are working with WorldDAB to create a harmonised platform for testing and fault reporting.
Make registration more self service, looking into making the DNS functionality easier to manage.
Researching what happens if we put DNSSEC into the zone.

Education in 2019 is scaled back. We will be at key industry events, but want to work more on projects, such as continuing to work with WorldDAB, and re-organising the website to make quicker to find the things people want. Also we will be working on our How To guides.
At Radiodays with a car this year, we will be at NAB, IBC, NAB Radioshow - but not at others

which are moderately expensive for smaller return.

Membership is key to our success, although we have some revenue from HbbTV. We would like to get to 30 members this year. Our split is a little unbalanced from broadcasters, manufacturers and service providers. We look Euro-centric, but we do have a balance in order to reflect the radio industry and the different cultures of Europe and the US; how it is different and how it is the same.

To justify membership costs we need to keep some things uniquely for members. Support is becoming more valuable. Our Technology Group is members only and testing tools and fault reporting can easily save over £3K of time costs, certification of trademark licencing also adds value. Our core activities remain open and free.

Budget:

Membership fees have not gone up for 2019, we will review next year.

There is a budget increase in human resources for 2019, plus we will be using some of our surplus accrued in previous years, this year.

We are projecting more members in 2019, which will mean more income.

7. Discussion and Questions on the Strategy and 2019 Plans

DL: where do the terms of use fall within the 2019 budget

NP: we have £6K for legal in the budget

Simon Tuff (BBC): What do you see challenges being, what can we do, as stakeholders to help you?

NP: biggest vulnerability is we don't have time to execute on all of the plan. Growing amount of support queries, which are always urgent, means we don't have time to work on other plans. This remains a fragility we are trying to mitigate as much as possible by bringing in more people. Events and marketing budget is fragile.

Members please continue the communication, evangelising and explaining it is the most valuable resource. We rely on our members communicating to their stakeholders and converting interest into acting.

Jonh Farrell (Frontier Silicon): when do you see RadioDNS working more on VIS and TAG

BP: VIS has been implemented but there's no massive enthusiasm for VIS from broadcasters, as they don't necessarily understand what it is used for. TAG needs some more work on prototype and testing. I would like to pick this up with our Technology Group.

NP: feedback from broadcasters about VIS is it requires a dedicated server and they need to think about scalability, what to generate, image licence etc. Manufacturers don't understand what the cost is for broadcasters. There is an interest, but it is a big step and they need to work out if it is worth it for the amount of devices. Viusals next priority after project logo.

BP: Need to solve quality problem and more interesting visuals

CW: we agree and we need the additional benefit or more interesting content

Walter Huijten (NPO): from a broadcasters perspective, it is hard to convince people in radio production to make nice slide shows.

Aexander Erk (IRT): it is not well done by broadcasters, agree with CW that online content is often high quality rate of images, not a content issue, more how to get people to understand the service for broadcast should be the same level as online.

NP: gives you an insight into radio production that they post to Instagram for instant gratification but don't feel as important as making visuals for connected cars.

WH: also there aren't enough radios where we can show broadcasters a radio of what it could

look like.

BP: we need a manufacturer to make a product so we can show and demonstrate.

NP: Once a competitor starts it will make others do it too.

BP: project VIS guidance was quite successful so could repeat exercise.

NP: agreed we should give radio stations this order of what they should do: 1. project logo, 2. streaming URLs, 3. Visuals

BP: getting guidance to the right people is challenging.

NP: after automotive workshop tomorrow, we might be able to have a bit more of a clearer timeline about when the product will be there that shows the visuals the broadcasters provide

DL: What is the likely impact of Brexit and how might it affect membership fees?

NP: We should be OK this year, with enough tolerance in the budget. Keeping it under review.

Plans for 2019 formally approved.

8. AOB

No other business.

Meeting closed by Walter Huitjen at 17.30.