SB42/05 - Minutes for 42nd Steering Board Meeting

Tuesday 14th July 2020
10:00 UTC / 11:00 BST / 12:00 CEST / 06:00 EDT / 20:00 AET

Attendance

Jaime CHAUX (CRA)
Joe D'ANGELO (Xperi)
Alexander ERK (IRT)
Walter HUIJTEN (NPO)
Rosie KENDRICK (RadioDNS)
David LAYER (NAB) (Chair)
Nick PIGGOTT (RadioDNS Project Director)
Ben POOR (EBU) (Secretary)
Nacho SEIRUL-LO (NXP)
Dave WALTERS (BBC)
Christian WINTER (AUDI)

Apologies

John FARRELL

Agenda

1. Welcome and Introductions
2. Approval of the Agenda
3. Steering Board Chair remarks (D. Layer)
   Thanks to everyone and thanks to NP and BP for starting the analytics activity in the Tech Group, which I believe is very important to broadcasters. Highlighting that tomorrow NAB and RadioDNS are running a tutorial to assist broadcasters in the US with the process of getting set up with RadioDNS, as well as talking about the free services with Pluxbox and Aiir. We have 500 US stations signed up to RadioDNS with 14000 to go!!
4. Minutes of the 41st Steering Board Meeting **approved.**
5. Actions from previous meetings:
   40-01: DW to report back on BBC standard terms for 3rd party if any further information - brief update from BBC, about trying to categorise a device's capability and creating terms in relation to expected behaviour. More discussion in item 9.
   41-01: RK to create document detailing accounting records for personnel pay - **complete**.
   41-02: NP to take on the task of understanding the rights for fixed term contracts rolling over 2 years
   NP has reviewed terms and Andy Buckingham, NP and RK contracts are freelance

contracts and therefore this does not apply. **Complete.**
41-03: NP to complete/send documentation to make Jaime Chaux a member of the RadioDNS Steering Board. **- complete**
41-04 - NP to post draft of standard of ETSI TS 102 818 **- Not yet complete. Awaiting return from Lindsay Cornell of the final post-edit version as submitted to ETSI. Will circulate hopefully in the next few weeks.**
AP - NP/RK circulate final version of ETSI TS 102 818 to board as soon as it arrives
41-05 - NP/RK to create a rolling review of TG admin **- under constant review and will add to TG report in future meetings - complete.**
41-06 - NP to draft the how-to doc on current analytic capabilities. **(TG07/04)**
complete. TG have reviewed and are happy for it to become public - assuming no one else has issues we will turn into HowTo doc and will become part of our technical resource on our website.
AP - NP/RK to post how to doc on analytic capabilities for radiodns.org
41-07 - RK to schedule meeting for those interested in working to deliver Standard terms solution**. - complete**
41-08 - RK to continue to chase non-payments - **in PO report**
41-09 - AP – NP to develop 2021 budget at 50% of this year's spending and revenue for consideration by the Steering Board - complete - **in PO report - complete.**
41-10 - NP to digitally attach the resolution to the updated articles of association (https://radiodns.org/organisation/statutory-and-historical-documents/) - **complete**
41-11 - RK to make available Radioline's presentation **- complete**.

6. Appointment of new Director (Ron Walker replacement) (NP/DL)
   NP summarised that Ron Walker is leaving NPR and has resigned from the Steering Board, NPR have suggested they will nominate someone of similar stature, but the Board is elected by person, not organisation. Therefore the board should decide if to hold another election now, or appoint a nominee from NPR until we elect a new Board in February. Whatever we agree now does not have to set a precedent, and we can review on a case by case basis.

   It was agreed that we accept a nomination from NPR and suggest that it could be a representative from an NPR affiliate station.

   The vote will be handled by email, and no further meeting to discuss this is necessary.

   AP - DL to approach NPR and suggest finding a nominee from an NPR affiliate station
   AP - NP/RK to administer replacement board member vote, by email, and subsequent paperwork

7. Technology Group Report (SB42/02)– NP/BP
   a. Analytics
      The Technical Group decided we could create a baseline for analytics we can provide, and it was helpful to discuss what the implications are of asking for analytics, both implementation and legally.
      Next stage is to create guidelines that are sufficiently accurate and easy to understand and implement as well as being legally acceptable.
      There is still work required on ensuring the guidelines deliver sufficient insight on reach and hours to radio stations. Also how we determine precisely a session identifier and how we would develop this as a new RadioDNS application so

broadcasters can choose to use a third party or get the data directly (and the pros and cons associated with either.)
We would create the new application as a new standard and put it through a trusted and recognised standards organisation.

Discussion around web logs and station identifiers, GDPR compliance, and data aggregation.

It was discussed that the data will be sent to broadcasters in real time, so manufacturers don't hold on to the data and how big and small organisations may deal with this data. It could be lighter traffic than streaming logs, and BP highlighted the analytics would be much better than using current web traffic.

DW suggested building a model of the data set to capture, but NP said we aren't at that stage yet and need greater understanding of functionality of session identifiers, optional extensions and conflicting sources of info such as logging into a CPA.

JD highlighted business value of analytics, understanding audience, programming choices and to leverage currency. The expectation is that this app will give greater insight into listening than what stations currently receive.

No action from Board, this update is to keep the board informed and ensure correct direction of travel for the project.

Additional TG item 1. CDR:
Update from NS and NP re CDR.
CDR required reassurance of trustworthiness of RadioDNS, they have concerns over ownership and trustworthiness of data.
RadioDNS Board needs to consider how this fits in with China's approach to the internet and regulation, what it might be like operating on the other side of the "Great Firewall of China," and how we might shut down servers if we were asking (in any territory) to do something that was non-compliant.
Next step is to do a trial with content from broadcasters - probably 2021 so CDR can see capabilities. NP and NS to keep board informed.
JD suggested making free membership for first member from CDR as incentive
NP has experience of working with the Chinese market with DAB and suggests setting up with a recognised trade body.

AP - NP/NS to update board on CDR activity at next Steering Board meeting

Additional TG item 2. EBU work on Google delivering radio:
BP has been working on the hybrid metadata being pulled in by Google (and Android Automotive) and is happy to share his findings with the Board and the TG.
NP - Google use metadata to return search results natively themselves (e.g. weather) and so creating fewer hits to where they get the info from - the traffic Google is sending to 3rd party websites is down from 40% to 27%. It looks like their approach to metadata for radio has been quite badly executed and from one viewpoint.

JC - There is an agreement in place in Australia with Google for delivery of Australian radio, and CRA have been working with them for 2 years as they seem very uninformed about radio. There is no indication about what Google's ultimate use might be. We are happy to share our findings.

DW - what is their legal liability? Do they become a publisher?

BP - Info pipeline rather than a publisher

JC - In Australia Google is the publisher and negotiations are happening about what Google and Facebook will be paying for getting that info.

NP - this affects newspapers significantly and could be a way of syphoning out money of Google / Facebook etc. It's very politically charged.

JC - broadcasters' commercialisation happens within stream so they aren't currently worried but the fear is could google eventually have their own ad tech, or not be transparent on analytics? But it is like google doesn't really know what they are doing. Similar to podcasters and spotify - very fearful of spotify commercialising.

NP - interesting topic, we should be passionate about our standards we have established, they ought to be using those, so let's promote using our standards and be conscious of how contentious it is, fascinating but all in IP domain.

8. Project Office Report ([SB42/03](#)) - NP / RK
    a. Financial Report - summarised by NP
    b. Membership Review - Just one outstanding invoice.
       AE was contacted by RF2DIGITAL to support their membership application, BBC was suggested as their second supporter.
    c. Events
       Radioshow and IBC have been cancelled.
       AWVI went really well and another planned for Autumn
       DL suggested US promotion and advertising, especially as Audi about to launch in the market there

AP - NP to think of ways we could promote RadioDNS that we haven't done in the past as events are not going ahead

    d. Projected Budget 2021
       NP presented summary of how we would reduce costs if we lost half our members, and therefore half our income. It was suggested that we consider a one-time reduction in member fees as it is more important to keep membership high than to maximise per-member income.

AP - assess expected level of membership renewal and if low, consider a one-time reduction in member fee for 2021

9. Standard Licence - NP (deferred from SB40)
    a. [Current version](#) of Radio Device Metadata Terms of Use
    b. [Minutes](#) from 12th June meeting.
       Recap - the meeting was to try to conclude as this has been a long process. Needed to decide if we are ready to release to market. We will never achieve 100% agreement on the entire terms, but we have made some minor tweaks and we know the fundamentals are right. We now have our third draft, where we have cut out more contentious issues and are staying silent on others.
       Next steps are:
         - Publish and put on our website.

- Ask broadcasters to offer these terms so there is harmonisation in the market.
- Ask manufacturers to check their compliance and advise non-compliance will leave them open for being pursued by broadcasters.

This is the preferred route because we won't get engagement from some until it is enforceable. We can't see anything in the document that is unreasonable, and so should be fully implementable.

Once implemented, or successfully on the way to being, we will have a further discussion about a second version.

Support from Board, but still some concerns about broadcasters making content available that they don't own. Intention to provide education on hybrid radio for this next quarter and what is technically possible, in lieu of events.

AP - rename Standard Terms 'Radio Device Metadata Terms of Use', publish Radio device Metadata terms of use, V1.

10. Managing Client IDs - NP (deferred from SB40)
Update: If we were to harmonise issuance of client IDs we would do it through a subsidiary company which would have to have legal agreements with everybody involved to issue client IDs and put enforcement in place.

Legally it looks feasible, we don't currently' have the situation where there is a practical demand, but we need to plan ahead. This doesn't preclude other people also providing this service and as the market develops our need to play this role may decline. We are keen to set up as a separate organisation to protect our core organisation against issues of liability. It needs to be structured in a way that can be easily stopped should we need to.

By the next meeting there will be a proper legal framework for review.

AP - NP to create a detailed plan of how to move the ClientID project forward.

Discussion included:

DL - have we identified partner organisations?

NP - we would provide the rules, it would be great if another organisation (such as EBU or NAB) could enforce.

JD - what you described sounds like a certification process, we were certified by Radioplayer, which is formal, but not required so would we have the option to endorse or bless an organisation that are using our ClientID rules.

NP - we can say it is inline with standards, one of the challenges of open standards is we need someone to enforce or validate them. We would need to say we will add a new level of testing to ensure client ID tech function is being handled correctly and then we can say technically it works and educate on what compliance looks like, but we won't validate.

JD - so if we try to find a partner, some of that obligation of certifying or recommending partner would fall to us

NP - yes, the partner would be sufficiently trustworthy and transparent and check the process is being carried out correctly so we avoid being responsible for that.

NP - we always approach every project knowing we don't have to do it, but a diversity of people who could do it encourages competition and choice for the broadcaster, so we can create the conditions and set a template. We sense the market will gravitate towards optimum number of people that will be able to do it.

11. Review of Action points:
    42/01 - NP/RK circulate final version of ETSI TS 102 818 to board as soon as it arrives
    42/02 - NP/RK to post how to doc on analytic capabilities for radiodns.org
    42/03 - DL to approach NPR and suggest finding a nominee from an NPR affiliate station
    42/04 - NP/RK to administer replacement board member vote by email, and subsequent paperwork
    42/05 - NP/NS to update board on CDR activity at next Steering Board meeting
    42/06 - NP to think of ways we could promote RadioDNS that we haven't done in the past as events are not going ahead
    42/07 - NP/RK assess expected level of membership renewal and if low, consider a one-time reduction in member fee for 2021
    42/08 - NP rename Standard Terms 'Radio Device Metadata Terms of Use' publish Radio device Metadata terms of use, V1
    42/09 - NP/RK- how to further educate on hybrid radio and RadioDNS
    42/10 - NP to create a detailed plan of how to move the ClientID project forward

12. Meeting Dates for 2020:
    ● 14th Sept: 10am EDT/3pm BST/4pm CEST/12am AEST (15th Sept) - Online Meeting
    ● 1st Dec: 2pm EDT/7pm GMT/8pm CET/6am AEDT - Online Meeting
    ● Feb: During EBU Digital Radio Week - online meeting
13. Adjournment