Minutes for 43rd Steering Board Meeting

Tuesday 15th September 2020
10:00 UTC / 11:00 BST / 12:00 CEST / 06:00 EDT / 20:00 AET

Attendance

Joe D'ANGELO (Xperi)
Jaime CHAUX (CRA)
Alexander ERK (IRT)
John FARRELL
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)
Michael Beach (NPR) (for Ron Walker)

Agenda

1. Welcome and Introductions

2. Agenda approved

3. Steering Board Chair remarks (D. Layer)
   DL said we had hoped this would be held in Nashville as it would have given us an opportunity to have a meeting in person. Hopefully we can all meet in person at NAB in October next year. It has been good to see updates on RadioDNS.org, and the work done on analytics since the last board meeting.

4. Minutes of the 42nd Steering Board Meeting approved

5. Actions from previous meetings:
   42/01 - NP/RK circulate final version of ETSI TS 102 818 to board as soon as it arrives - complete

42/02 - NP/RK to post how to doc on analytic capabilities for radiodns.org - side note - complete

NP commented there is a radio group in Russia working with us who dug deep into their logs and they are seeing people using FM switch to streaming and back again and they are putting markers in their streams.

42/03 - DL to approach NPR and suggest finding a nominee from an NPR affiliate station - in progress, Ron has agreed to continue serving until someone is nominated. Should be resolved by SB44.

42/04 - NP/RK to administer replacement board member vote by email, and subsequent paperwork - in progress

42/05 - NP/NS to update board on CDR activity at next Steering Board meeting - Spoke to NXP, expected to have a meeting by now, but will take place at beginning of October.

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 - in Project office report

42/07 - NP/RK assess expected level of membership renewal and if low, consider a one-time reduction in member fee for 2021 - in Project office report

42/08 - NP rename Standard Terms 'Radio Device Metadata Terms of Use' publish Radio device Metadata terms of use, V1 - complete

42/09 - NP/RK- how to further educate on hybrid radio and RadioDNS - Project office report

42/10 - NP to create a detailed plan of how to move the ClientID project forward - more detail in agenda item 10

6. Appointment of new Director (Ron Walker replacement) (NP/DL)
   as above

7. Membership Fees for 2021([SB43/2](#)) (NP)
   Review of situation: Ideally we would have increased the membership fee this year. Review of current situation and projection models suggest we may have members asking for reduced fees or dropping out. We would prefer to keep members at a reduced fee than have them drop out altogether.
   It was agreed to send an email communicating no rise in fees and offering assistance should a company not be able to pay the fee for 2021.
   If a company responds wanting to remain a member but not able to pay the fee, there are a few options to discuss, from staggering payment to reducing fees by up to 50%.
   There needs to be criteria offering guidance on what we can offer and criteria a company needs to meet, if companies would like to reduce their fees.
   AP - NP complete guidance criteria for those who cannot afford 2021 fees
   AP - NP/RK Send email to members regarding next year's fees.
   AP - NP/RK Keep board updated on members requiring reduced fees or stopping membership

8. Technology Group Report ([SB43/3](#))– NP/BP
    a. Analytics
    There is now a broad consensus within the group about how usage data could be captured and sent back to the broadcaster. Ben proposed a way of identifying sessions inline with HbbTV group. Next stage is to lock down an initial definition by next meeting, then by the following meeting in February there will be an implementable and testable model. That would mean a new specification would be ready in April to become a new standard. It'll be a new standard, as it's a separate application, not dependent on any others.
    b. Push Technologies
    The implemented technology for push transport updating - specified for text and images - was written and easy to implement 10 years ago. There are now some better ways we can do this. Andy Buckingham has written a prototype of how another option would work, and so we need to update the standard. This means that as well as plain text and images there can be a push of other information i.e. artist, title, album as a transport layer option from broadcasters who want to offer that level of detail.
    c. Other
    We are working on fixing validation of SPI using the XSD as it has a minor glitch and also an update on how we protect countries when close to the border of other countries. We need to give more guidance from OEMs on how to fix that.

9. Project Office Report ([SB43/4](#)) - NP / RK
    a. Financial Report
    b. Membership Review
    c. Events
    d. Projected Year End Financials
    e. Communications
    AP - RK - Add World DAB GA to our list of events (3rd Nov, 9am GMT)
    AP - Find out more about CES and if we can feature there
    AP - RK to start updating LinkedIn with our blog entries

10. Standard Licence - NP
    [Radio Metadata Terms of Use](#) - now published
    We have now moved into the phase of offering guidance on how and where to use these terms as we begin the next phase of people trying to implement it.
    JD - is there any mechanism to track and identify what broadcasters are using and device manufacturers are using them, what's going to be the impact, and have we had any response from Radioplayer?
    NP - Radioplayer were broadly happy with our proposal so we have produced something inline with what they asked for, and now we need to get them to comply. If they have any objections we will work to understand why and what has changed since their input. Tracking is visible in the SI doc for manufacturers.
    Now we have something specific to point people to, RadioDNS can ask people to do it and then ask why not.

We don't need to revisit this unless we need to make a change.

11. Managing Client IDs ([SB43/5](#)) - NP
    Review of attached document. The capability is there to authenticate trusted partners and provide a technical mechanism for working out who they are, but there is work to be done to put an agreement in place and form a web of trusted contacts. We have a proposal that RadioDNS takes on the role of acting as an agent in the middle of agreements, so if there is one agreement with RadioDNS on both the broadcaster and manufacturer sides, it will reduce costs for each. We would need to charge for this, and it would be costly to set up (about £35,000) and legal work would be the main cost. We would have to set up a separate company (RadioDNS Trading Limited) to limit liability to the core RadioDNS company.
    This company would need to be self-sustaining, with seed money from RadioDNS. If it makes money, it can flow back to RadioDNS, but it cannot be routinely subsidised by RadioDNS, therefore we would need to charge a handling fee. We will charge a fee, so it should be self-sustaining.
    Suggestion to the board is we start work on developing this trading organisation. If approved, we can take the idea to broadcasters and manufacturers to gauge interest and see what revenue to this company could expect and therefore the value of these contracts.
    JD - concerns with legal side and risk - how do we remain harmless from all sides.
    NP - The main expense lies with the legal costs to ensure no risk. We just need the board to action this, then we can
       1. sure this concept is commercially sustainable
       2. create the company
       3. legal, losses on loss line sit within RadioDNS Trading Ltd
    NS - is this confusing for the market? Is it not what Xperi does?
    NP - we would still not handle any metadata, just be a trusted partner. Therefore Xperi could also use our services to reduce legal costs and sign their own deal with RadioDNS Trading Ltd. Not a direct competitor, but useful in reducing everyone's costs.
    There was discussion on how this company might be administered, the costs involved, the value and how the ID system would be managed.
    AP - NP to create a separate technical doc on how RadioDNS Trading Ltd would manage the Client ID system.
    AP - RK to create a RadioDNS Trading Ltd Client ID sub group meeting for those interested in discussing.

12. Any Other Business
    a. RadioDNS role & initiatives on Android Automotive - NSL
       NSL has a meeting tomorrow as an intro of how AA is changing the game. New landscape and architecture being redefined. Initiatives from all sides, repositioning and trying to get the most out of AA.
       NP - radio and AA initiative is separate to RadioDNS because it doesn't need to include us as implemented at app layer.

b. RadioDNS role & initiatives on CDR - NSL
Update from NSL: NXP are collaborating with Xperi on building this, it is not ready but this week had the first control of the standard radio app included in AA10 and could control some function of the radio.

c. How to do effective promotion & demonstrations in Covid times? - NSL
Discussed earlier
Reminder that in the same week we are having the Feb Board meeting we will also have our AGM and Automotive Workshop VIII.
We will be re-electing the board again, so board members are to let us know if they don't want to stand again.

AP – board members let RK know if they do not want to stand for re-election in February.

CW reminded us that Audi of America are releasing statement at 3pm with RadioDNS mentioned.

13. Action point review:
42/05 - NP/NS to update board on CDR activity at next Steering Board meeting - Spoke to NXP, expected to have a meeting by now, but will take place at beginning of October.
43/01 - NP complete guidance criteria for those who cannot afford 2021 fees
43/02 - NP/RK Send email to members regarding next year's fees.
43/03 - NP/RK Keep board updated on members requiring reduced fees or stopping membership
43/04 - RK - Add World DAB GA to our list of events (3rd Nov, 9am GMT)
43/05 - Find out more about CES and if we can feature there
43/06 - RK to start updating LinkedIn with our blog entries
43/07 - NP to create a separate technical doc on how RadioDNS Trading Ltd would manage the Client ID system.
43/08 - RK to create a RadioDNS Trading Ltd Client ID sub group meeting for those interested in discussing.
43/09 – board members let RK know if they do not want to stand for re-election in February.

14. Meeting Dates for 2020/21:

- 1st Dec: 2pm EDT/7pm GMT/8pm CET/6am AEDT - Online Meeting
- Feb: TBA broadly scheduled for 2nd week in Feb (mon 8th Feb)
- AGM - same day or following day.

15. Adjournment